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Are You Too Smart to Be Influenced by Marketing?
An exploration of cognitive biases and their impact on our behaviour

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<u>**Declarations:**</u>
- **No conflicts to declare**
- **Refer to slides for details**

<u>**Link to slides (available for viewing January 26 2018):**</u>

http://prezi.com/gs1sqb_aoqwc/?utm_campaign=share&utm_medium=copy

<u>**Key Questions**</u>
1. **Describe what it means to have a fiduciary relationship between a patient and a healthcare provider.**

2. **Briefly describe what is meant by confirmation bias, anchoring bias, the bandwagon effect, and the bias blind spot.**

3. **Explain how reciprocity works and relate it to the receipt of gifts/compliments/money from pharmaceutical companies.**

4. **Do large gifts invoke reciprocity or influence us more than small gifts?**

5. **Is there evidence that exposure to marketing by pharmaceutical companies influences clinician behaviour? If yes, please explain.**

6. **Is there evidence that clinicians understand the influence of marketing on their behaviour?**

7. **Describe how exposure to marketing by pharmaceutical companies can impact your fiduciary relationship with your patients.**