

## **The Economics (and Psychology) of End-of-life Care**

This presentation will explore the primary causes of the over-medicalization of death and dying. It will explain why overtreatment is increasingly prevalent in both developed and developing countries but also why some groups are left behind. The presentation will then present an approach to improving the quality of care delivered to patients with advanced illnesses through introduction of a preference-based approach to measuring quality that can be tied to outcomes that matter most to patients in efforts to increase accountability.