



“Nudging and vaccines/vaccine hesitancy”

Dr. Aaron Scherer

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Dr. Scherer is an Associate Professor of Internal Medicine at the University of Iowa. He earned his PhD in Psychology at the University of Iowa and completed a postdoctoral fellowship at the University of Michigan’s Center for Bioethics and Social Sciences in Medicine before returning back to Iowa as a faculty member.

Dr. Scherer’s research focuses on discovering and utilizing insights from the psychological sciences to create innovative communication-based interventions that promote the appropriate use of health services. Dr. Scherer served as a member of the WHO Behavioral and Social Drivers of Vaccination Workgroup and recently completed a 5-year cooperative agreement with CDC to conduct surveys with healthcare professionals and the US public to help inform the recommendations of CDC’s Advisory Committee on Immunization Practices.

While Dr. Scherer is passionate about vaccines, he has collaborated with others in 13 different medical specialties and has received funding from NIH, CDC, NSF, and the US Department of Veterans Affairs.