

## April 24, 2017

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### Agenda

- Didactic: *Behavior Change*
- Topic: AS interventions
- Cases

URL: <http://rwpoll.com>  
Code: uwecho

# Behavior Change

Thanks for Nick Meo, MD for slides and inspiration!

John Lynch, MD, MPH  
Harborview Medical Center &  
The University of Washington

April 4, 2017

URL: <http://rwpoll.com>  
Code: uwecho

8 oz

12 oz

16 oz



12 oz



16 oz



20 oz



# The Challenge

“Despite clear evidence, guidelines, quality measures and more than 15 years of educational efforts stating the antibiotic prescribing rate should be zero, the antibiotic prescribing rate for acute bronchitis is around 70%”

Barnett, JAMA, 2014

# Barriers to Change

- Lack of guidelines
- Poor familiarity of guidelines
- Time pressure (emphasis on shorter LOS or productivity)
- Explaining to patients why tests/tx not indicated takes time
- Discomfort with diagnostic uncertainty
- Lack of appreciation of harms
- Patient Expectations
- Lack of knowledge of cost including impact of setting on cost
- Lack of centrally available information on prior tests
- Local Standards of care
- Defensive Medicine (i.e. fear of litigation)
- Local Standards
- Misaligned financial incentives

# Barriers to Change – “Wisdom”

- Lack of guidelines
- Poor familiarity of guidelines
- Lack of knowledge of cost including impact of setting on cost
- Lack of centrally available information on prior tests

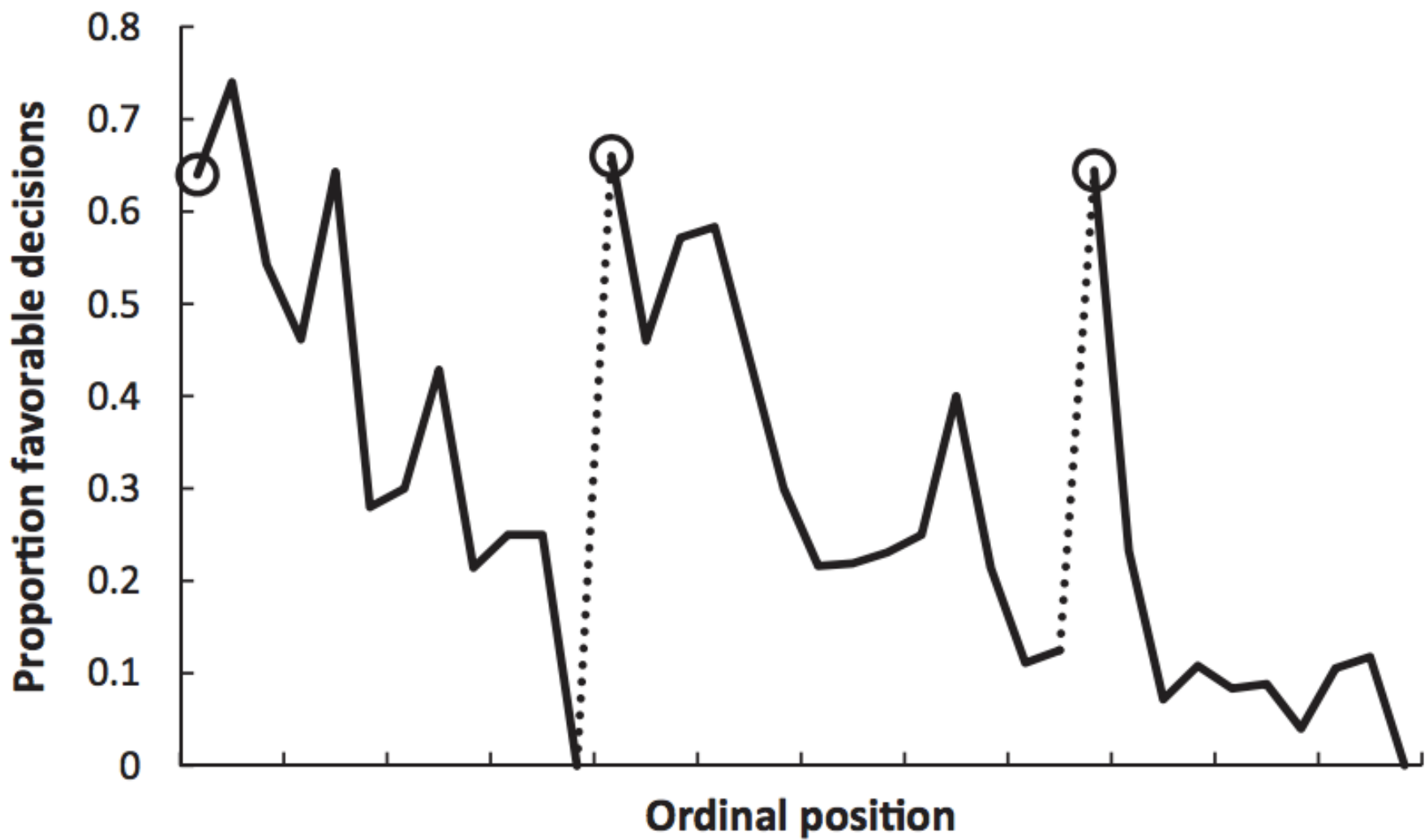
# Barriers to Change – “Choice”

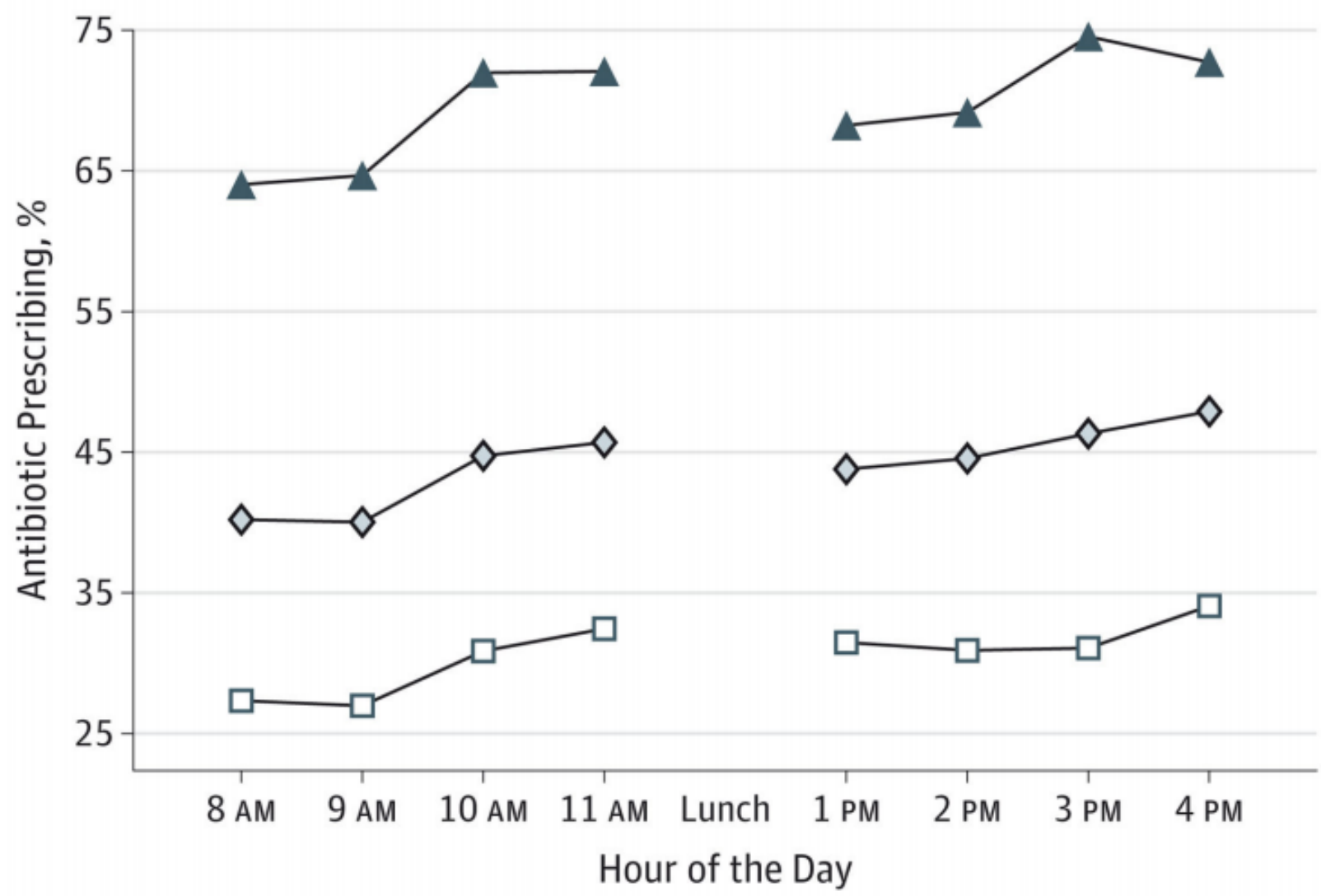
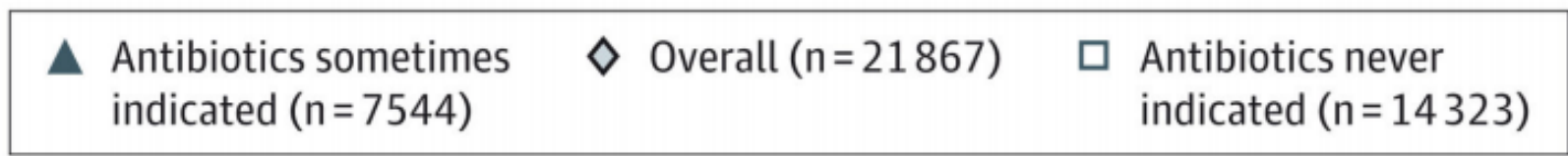
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# Illusions

- **Illusion of control**
  - We tend to overestimate the benefits of the actions we take
- **Illusion of superiority**
  - We tend to think we do perform better than we actually do
- **Illusion of individuality**
  - “But my patients are different”





# Context and Decision Making

- Work Compression (Vidyarthi, JGIM 2007, )
- Fatigue (Landrigan NEJM 2004)
- Burnout (Welp, Front Psychol 2015)
- Time of the day(Lee,AmericanJGastroenterology, 2011)
- Friday Afternoons(Brown,JHealthEcon,1996)
- Holidays (Smith, Emerg Med Journal 2012)
- Treatment availability (Scherr, Health Commun 2017)

# Limits of Willpower

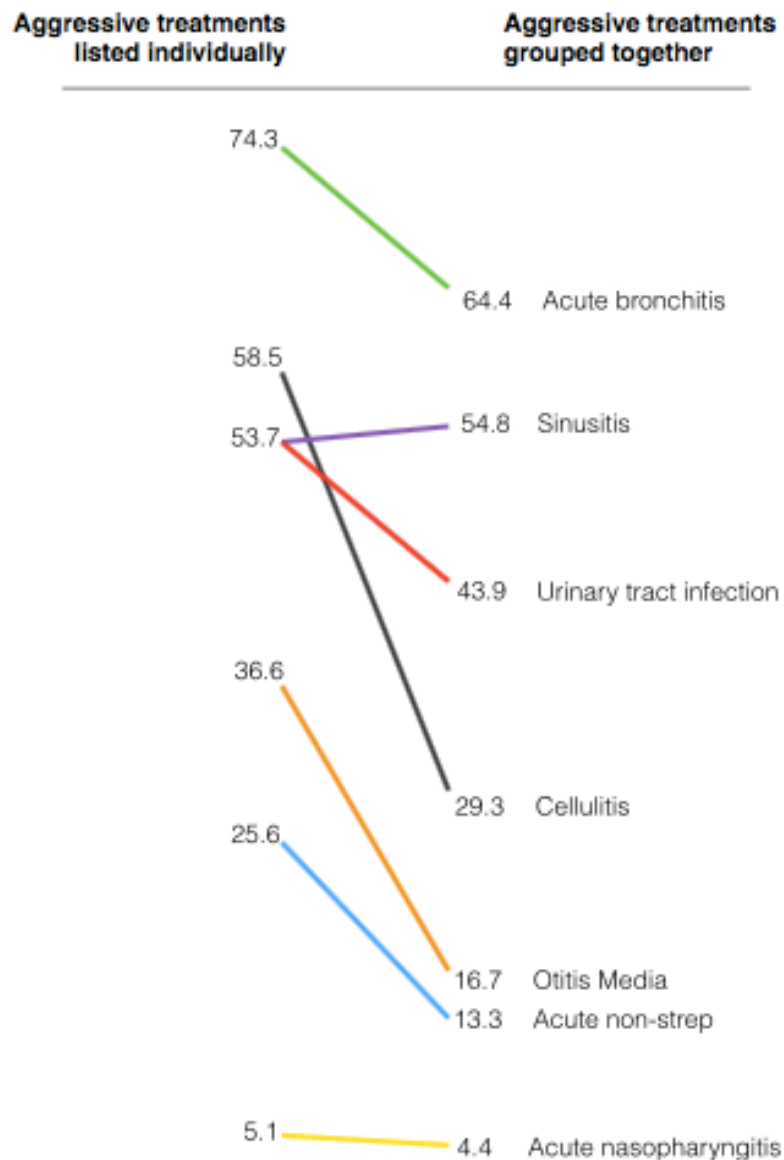
“Relying on provider vigilance to achieve optimal performance is unlikely to produce sustained improvement”

- Ezekiel Emanuel Ann Int Med 2016

We have to make the right thing to do,  
the easy thing to do

# The Nudge

- A nudge is any aspect of decision making that alters people's behavior in a predictable way without forbidding any options.
- “Nudges are not mandates. Putting fruit at eye level counts as a nudge. Banning junk food does not.”



**Fig. 2. Percentage of providers choosing aggressive treatment options (i.e., prescription drugs for antibiotic-inappropriate vignettes and broad-spectrum antibiotics for antibiotic-appropriate vignettes) as a function of menu partition**

# BEARI Trial – Meeker JAMA 2016

- Cluster randomized trial of primary care clinics
- Suggested Alternatives vs Accountable Justification vs Peer Comparison



## ***“You are a Top Performer”***

You are in the top 10% of clinicians. You wrote 0 prescriptions out of 21 acute respiratory infection cases that did not warrant antibiotics.

## ***“You are not a Top Performer”***

Your inappropriate antibiotic prescribing rate is 15%. Top performers' rate is 0%. You wrote 3 prescriptions out of 20 acute respiratory infection cases that did not warrant antibiotics.

Warning

You are ordering: AMOXICILLIN

Alert Message:

Antibiotics are not generally indicated for non-specific upper respiratory infections.  
Please consider the following alternative prescriptions, treatments, and materials to help your patient.

Alternatives

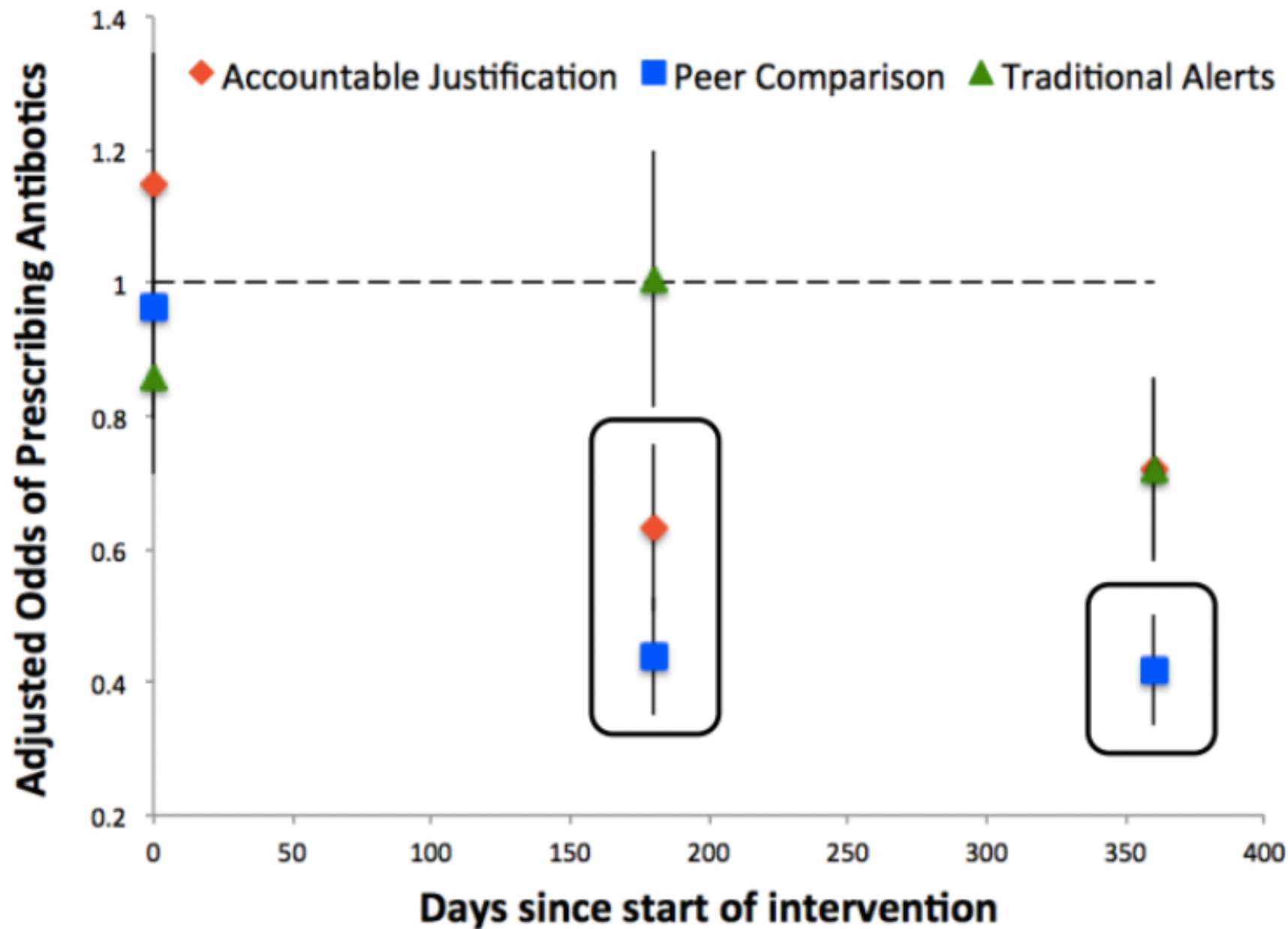
Over-the-counter medications

Decongestants

- ☐ Oxymetazoline HCL (0.05 % SPRAY )  
2 SPRAY (0.05 % SPRAY ) NAS BID or PRN but no more frequently than every 6 hours. Do not use more than 3 days. Dispense: 1 Bottle(s) Refills: 0
- ☐ Pseudoephedrine (30 MG TABLET )  
60 MG (30 MG TABLET Take 2) PO Q6H PRN as needed for nasal congestion. Dispense: 50 Tablet(s) Refills: 0

Antihistamines

- ☐ Diphenhydramine ORAL (25 MG TABLET )  
25 MG (25 MG TABLET Take 1) PO Q6H PRN not to exceed 6 doses in 24 hours. Dispense: 24 Tablet(s) Refills: 0
- ☐ Loratadine (10 MG TABLET )  
10 MG (10 MG TABLET Take 1) PO QD PRN Dispense: 30 Tablet(s) Refills: 0



# Reading

- Daniel Kahneman “Thinking Fast and Slow”
- Chip Heath “Switch”
- Dan Ariely “Predictably Irrational”
- Richard Thaler “Nudge”
- Amy Sutherland “What Shamu taught me about life, love and marriage”

Thank you!

Next session: Tuesday May 2nd, 2017