

May 2, 2017

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Agenda

- Didactic: *Behavior Change 2*
- Example Antibigram: Outpatient
- Cases

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

Behavior Change 2

Thanks for Nick Meo, MD for slides and inspiration!

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

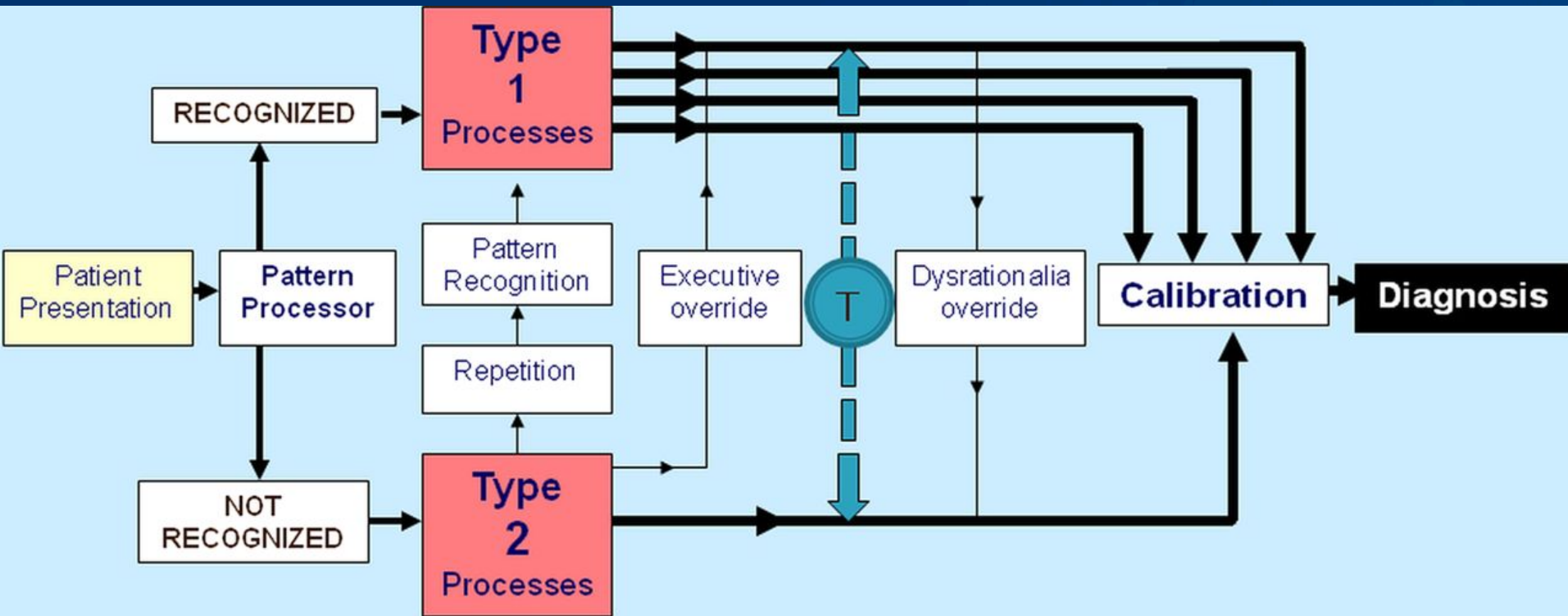
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How do physicians make choices?

System	Automatic (System 1)	Reflective (System 2)
Characteristic	Uncontrolled	Controlled
	Effortless	Effortful
	Emotional	Deductive
	Fast	Slow
	Unconscious	Self-aware
Examples of use	Speaking in your mother tongue Taking the daily commute	Learning another language Planning an unfamiliar journey

Sensitive to cognitive bias



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.”



Dimensions of Nudges

- Boosting Self Control vs Activating a Desired Behavior
- Externally-Imposed vs Self-Imposed
- Mindful vs Mindless
- Encourage vs Discourage

MINDSPACE

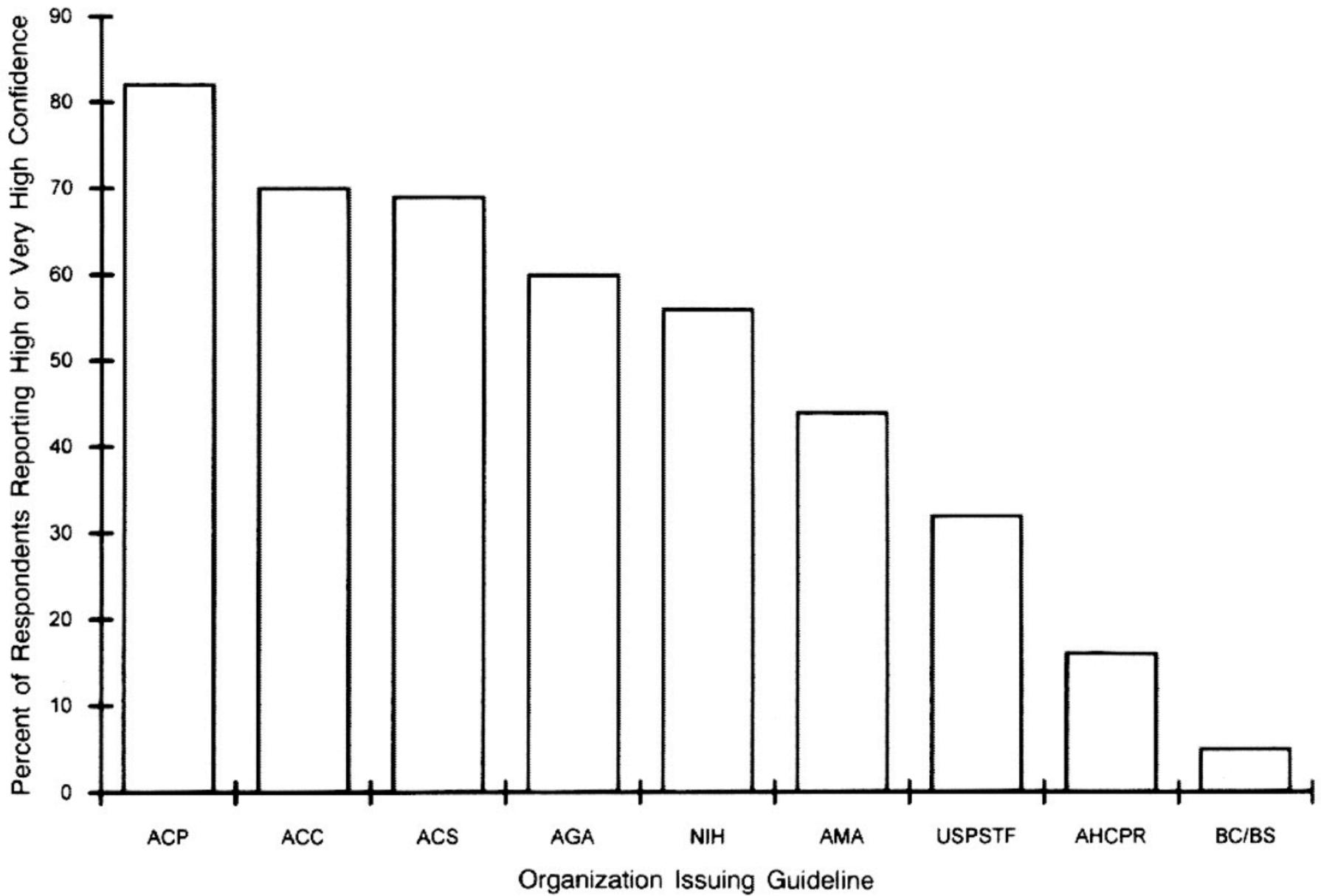
Messenger	we are heavily influenced by who communicates information
Incentives	our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses
Norms	we are strongly influenced by what others do
Defaults	we 'go with the flow' of pre-set options
Salience	our attention is drawn to what is novel and seems relevant to us
Priming	our acts are often influenced by sub-conscious cues
Affect	our emotional associations can powerfully shape our actions
Commitments	we seek to be consistent with our public promises, and reciprocate acts
Ego	we act in ways that make us feel better about ourselves

Messenger

Stop Freakin'... Call Beacon Spokesman 206.452.3130



Beast Mode #24/7 Marshawn Lynch | Beast Mode !



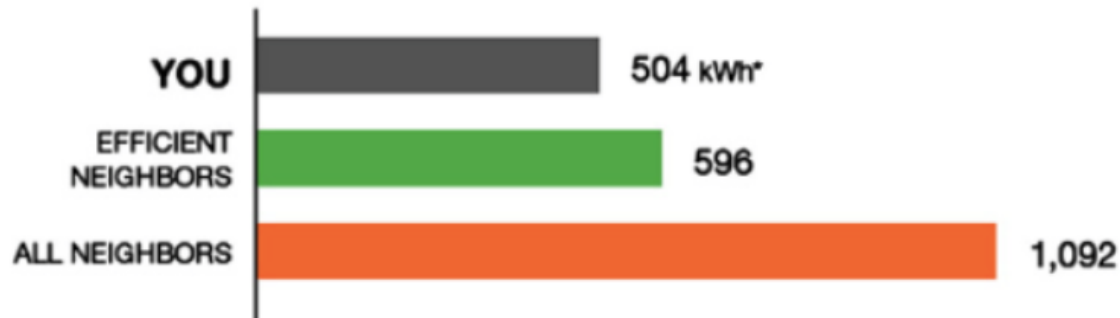
Incentives

- Massachusetts General Physicians Organization Quality Incentive Program
 - Advance Incentive Payment
- MACRA and MIPS
 - Medicare Payment Adjustments (+ and -) based on measures of quality/value

Norms

Last Month Neighborhood Comparison

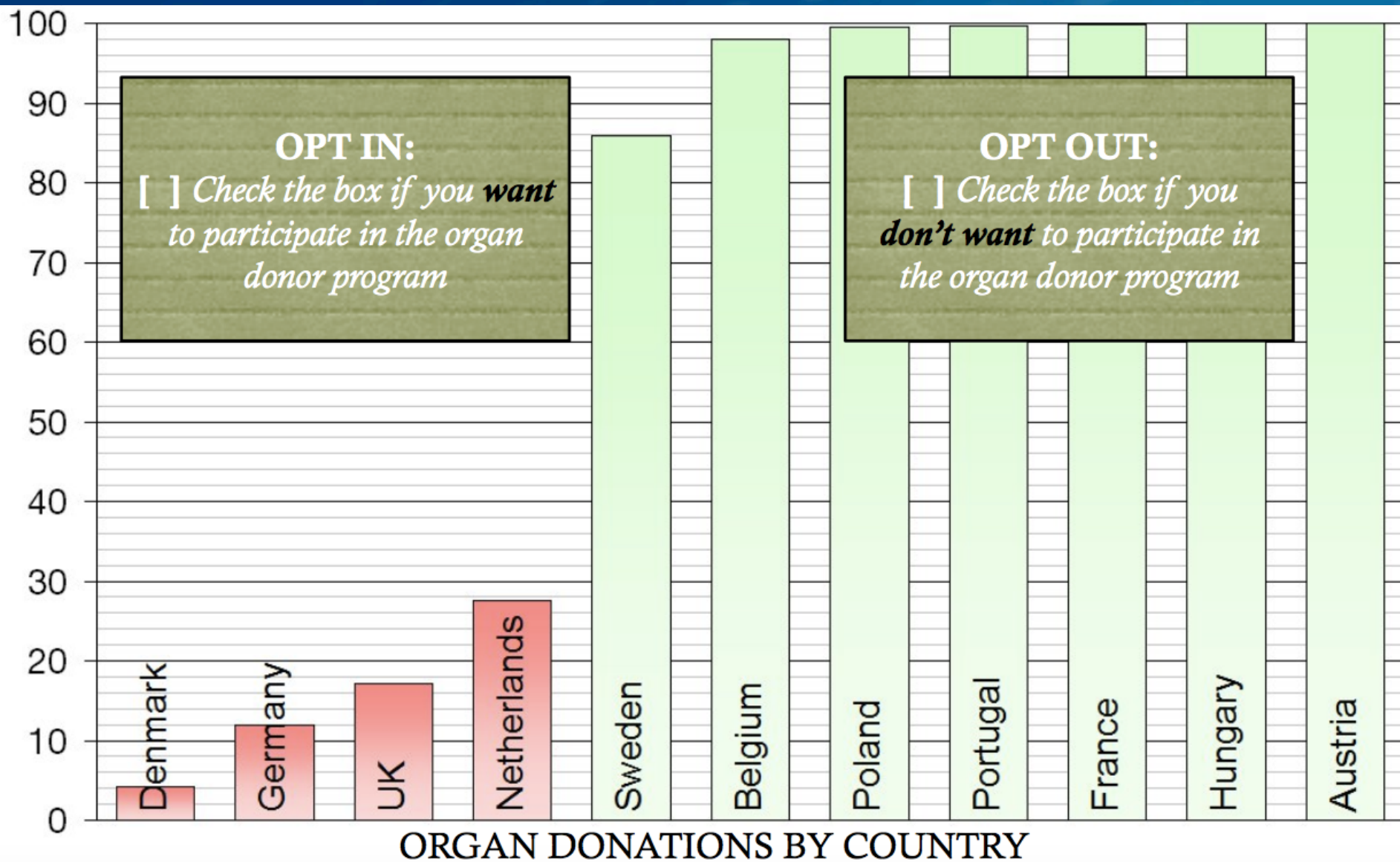
Last month you used **15% LESS** electricity than your efficient neighbors.



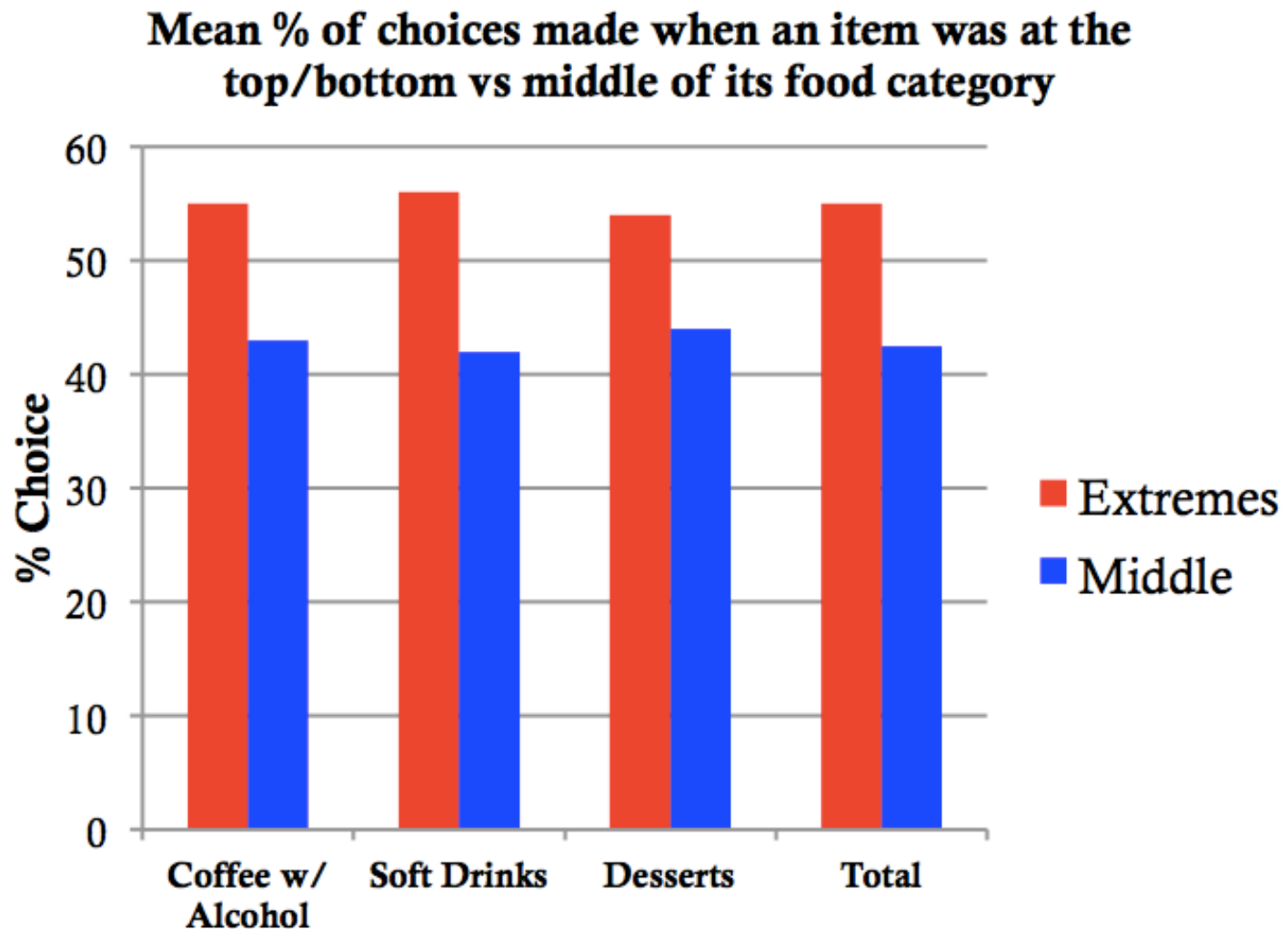
YOUR EFFICIENCY STANDING:



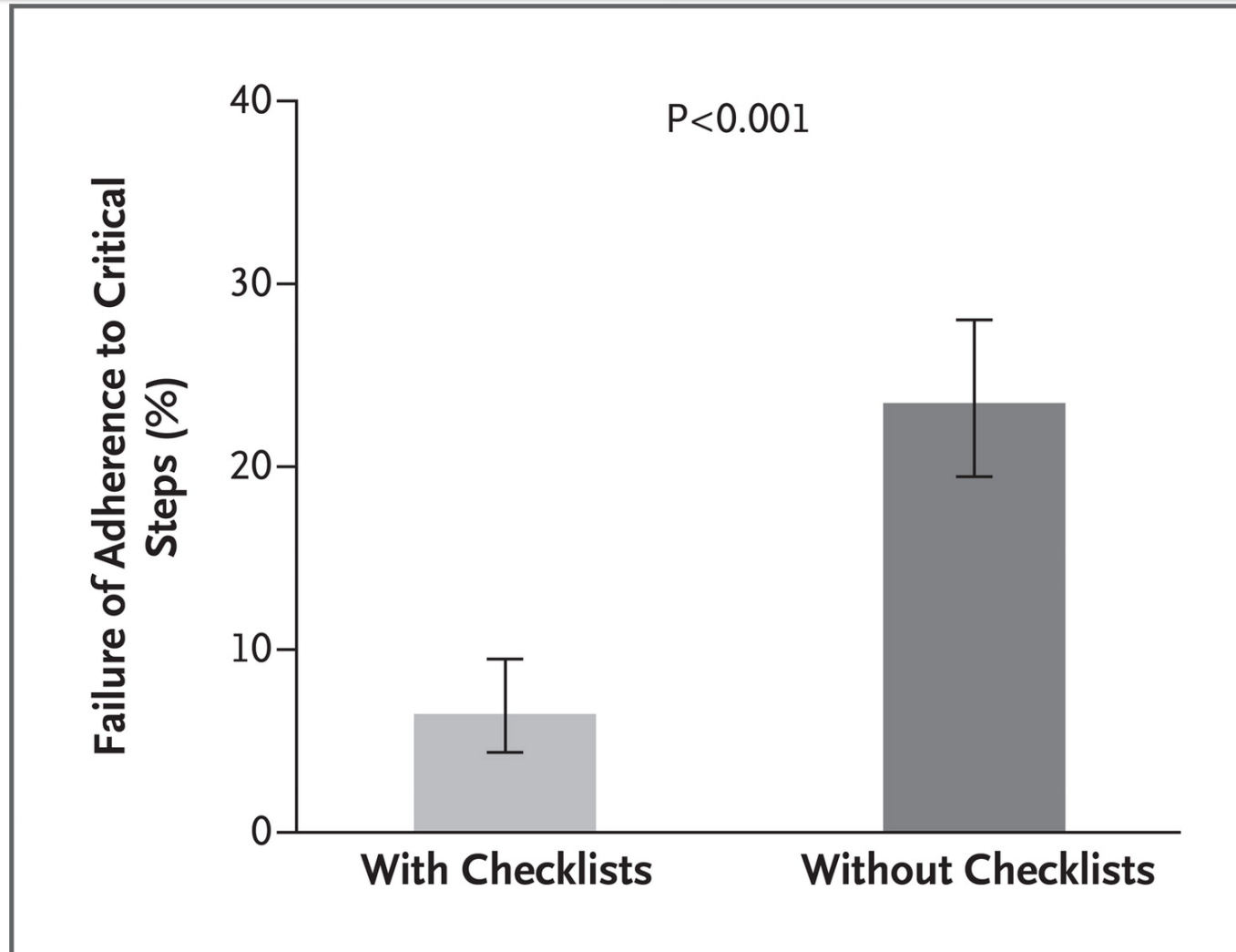
Defaults



Salience



Salience



Priming



+18% ($p < .05$)



No Difference



+32% ($p < .001$)

Affect

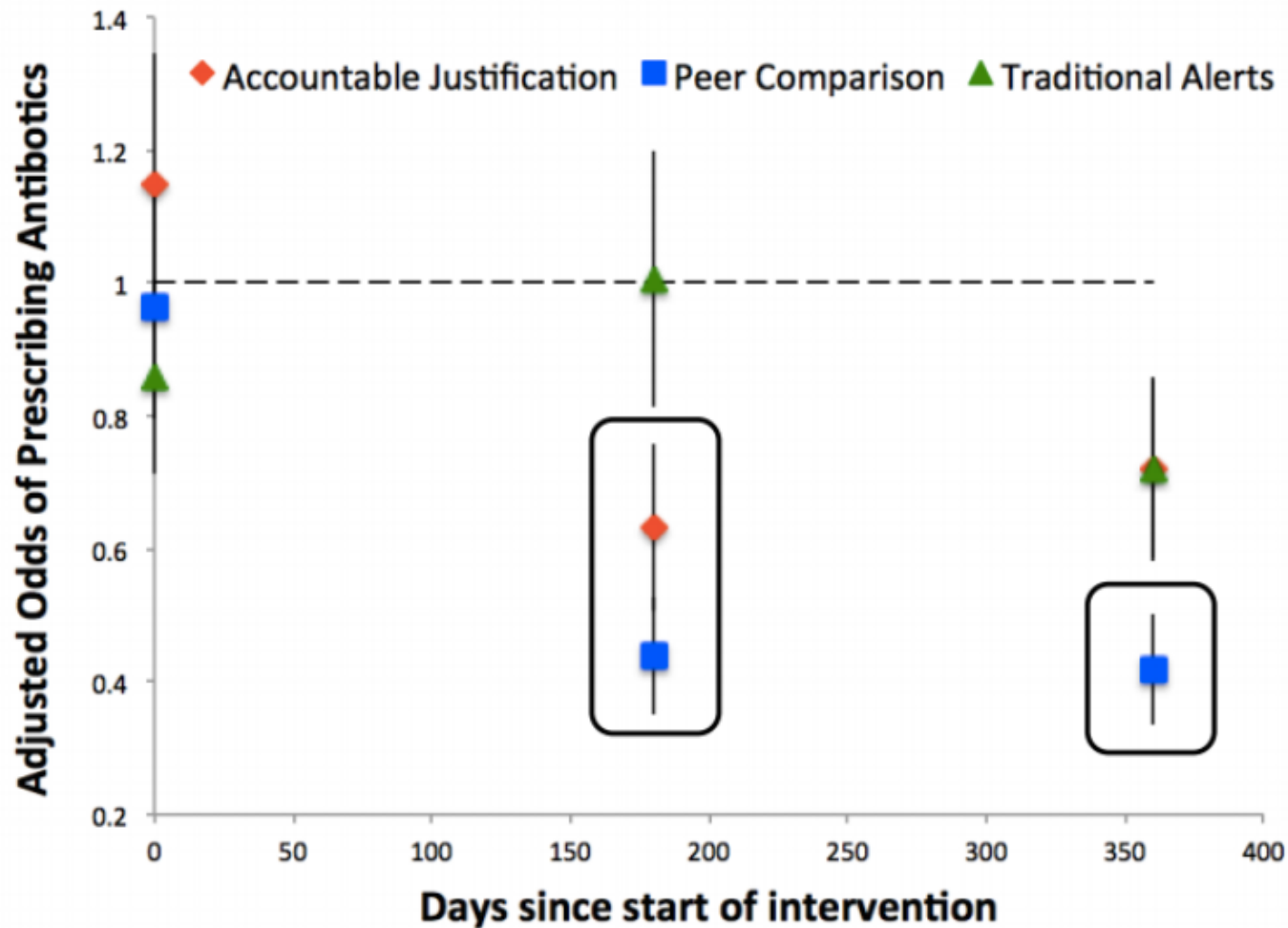
- Stories and individuals

Commitment

- Displayed poster sized “commitment letters” in exam rooms for 12 weeks during cold and influenza season
- Letters had photo of PCP and signature
- Randomized 14 clinicians, 5 clinics, 1000 adult patients with URI
- Baseline prescribing rates 42.8% intervention arm and 43.5% control arm
- Reduction of 10% in Rx rate in intervention arm ($p < .05$)



Ego



Summary

- Overuse and underuse are pervasive throughout US healthcare
- How we make decisions (bias and context) impact our ability to provide high value care
- Changing behavior is hard
- Nudges can systematically move us toward higher value decision making without overriding autonomy

Thank you!

Next session: Tuesday May 9th, 2017