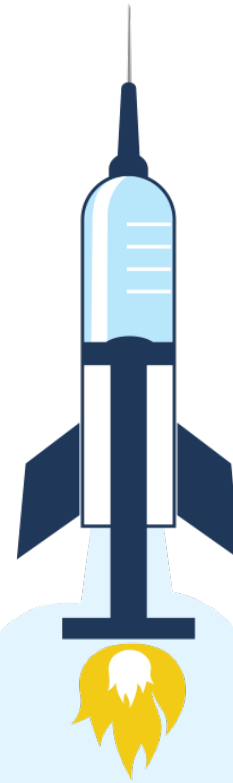


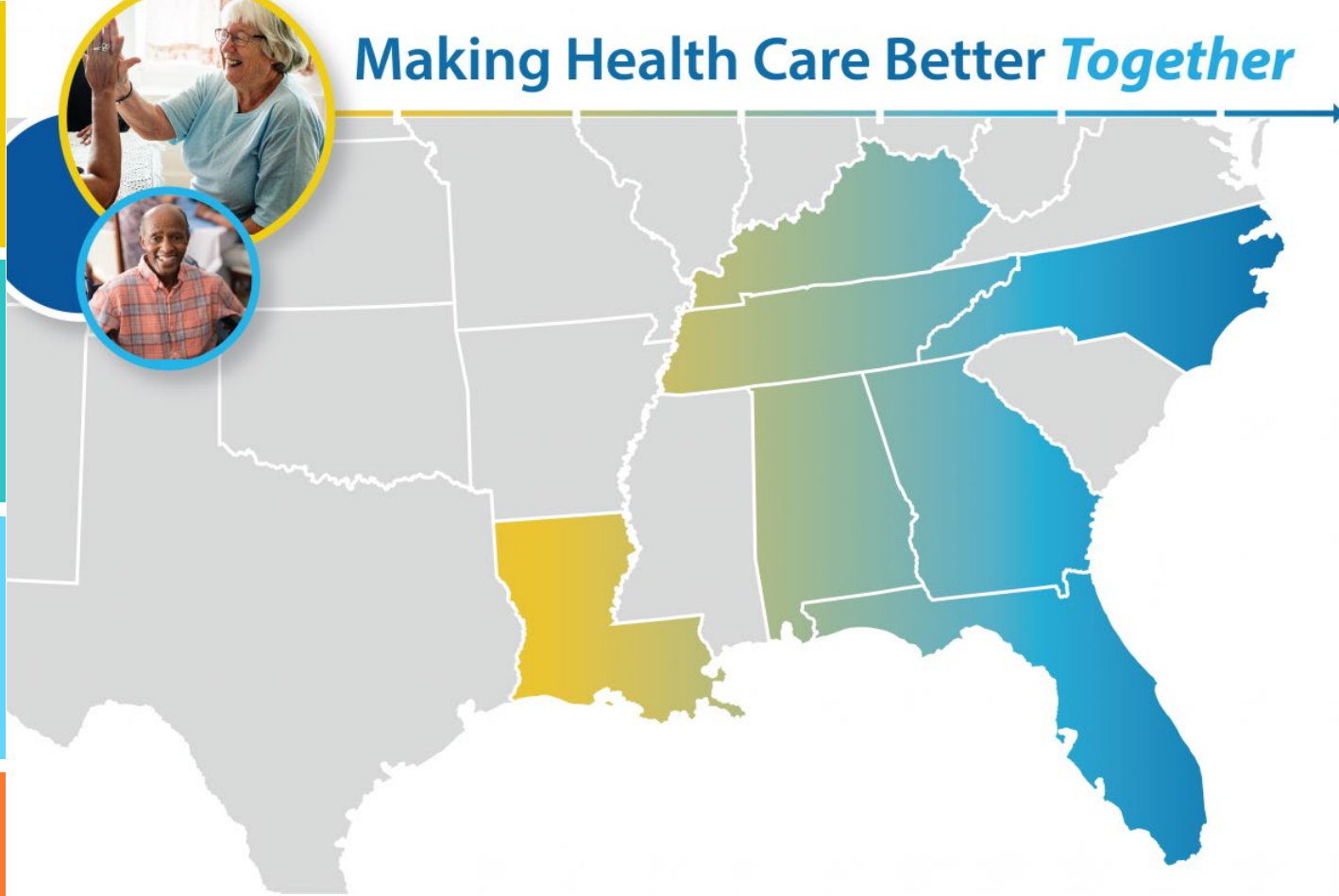
Changing Behaviors

Behavioral Science
April 14, 2022



QIN-QIO
Quality Innovation Network -
Quality Improvement Organizations
CENTER FOR MEDICARE & MEDICAID SERVICES
QUALITY IMPROVEMENT & INNOVATION GROUP

Making Health Care Better *Together*



About Alliant Health Solutions

 **ALLIANT**
HEALTH SOLUTIONS

QIN-QIO
Quality Improvement Network -
Quality Improvement Organizations
CENTERS FOR MEDICARE & MEDICAID SERVICES
QUALITY IMPROVEMENT & INNOVATION GROUP

Tommy Barnett

North Highland

Consulting Leader | Intelligent Process

Automation And Continuous Improvement

Atlanta, Georgia



NORTH HIGHLAND

Today's Topics

01

Behavioral science and nudge theories

02

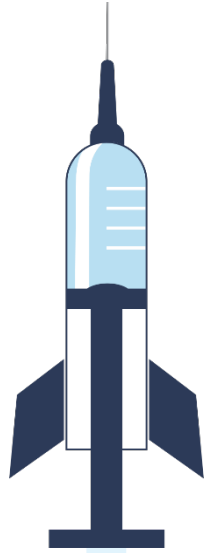
Demonstrate nudges and how they work

03

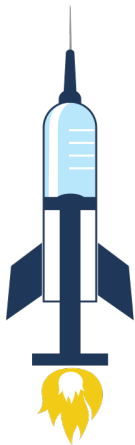
Discuss the steps you might take to influence or change behaviors

04

Practice what we discuss



Behavioral science looks at the effects of mental, social, intellectual and emotional factors on the actions we take and the decisions we make.



Do You Recognize These in Yourself or Others?

Most of the time, we are not aware of the things (behaviors) we do or why we do them.



Why Are We Talking About This?



We do not always think rationally and logically when we make decisions.



We make decisions emotionally and justify rationally.

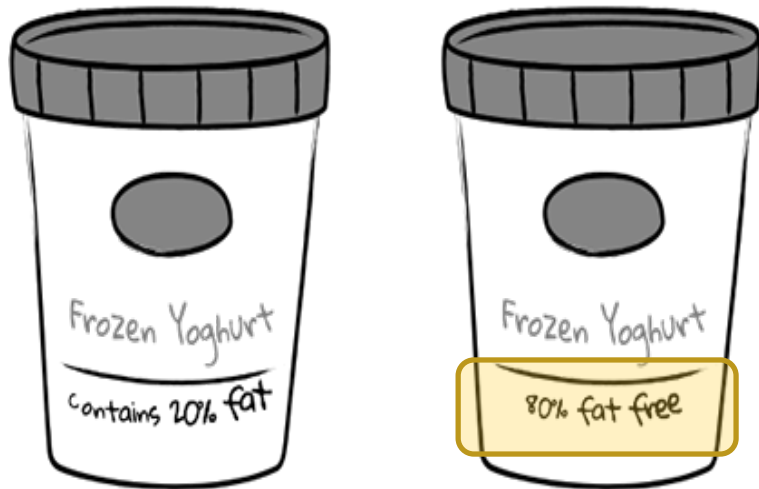


Humans are influenced by 'context' - both external (what's going on around us) and internal (our emotions and memories).



We often just pick the easiest route to reduce the effort.

Choice Architecture and Framing



Which would you choose?

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PEOPLE	
BOOKS & ARTS	
MARKETS & DATA	
DIVERSIONS	

Which would you choose?

WHY?



Why is there a fly in the urinal?



What does the dispenser make
you think about?



Easy

Attractive

Social

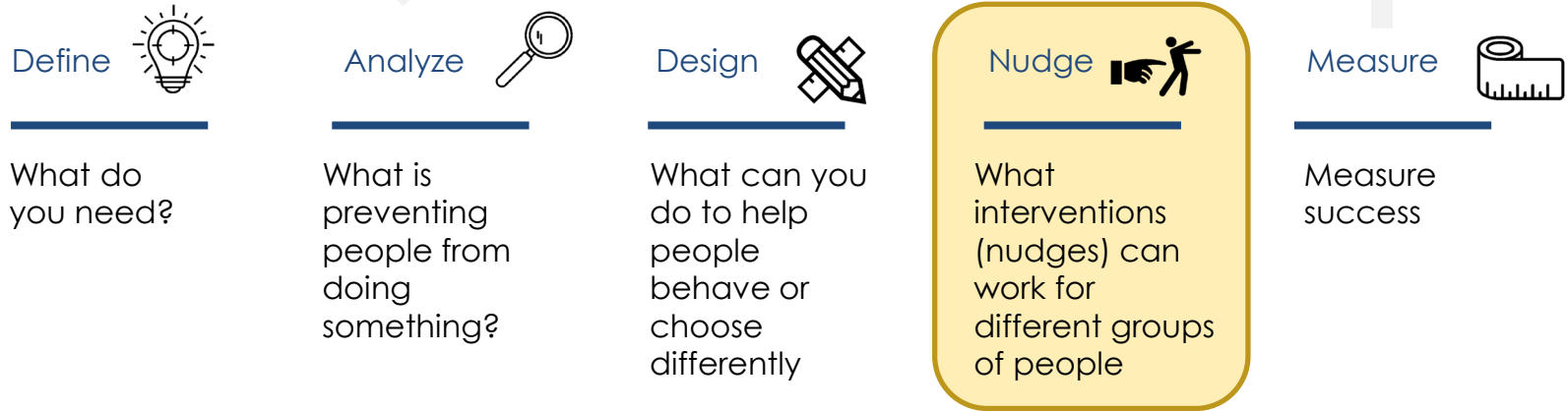
Timely

Use E.A.S.T. to help solve **behavior-driven opportunities or challenges**.

By **understanding subconscious drivers** of behavior, we can **design optimal experiences** that boost engagement.

We are creatures of habit and routine, therefore if you want **to change behavior, be clear** on what you're trying to change and how you're going to do it. Design the “nudge” that helps you get there.

How To Go About Changing Behaviors

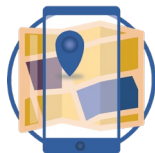


Some Common Nudges



The Humor Effect

People remember information more easily when they find it amusing.



Framing

The same information is perceived differently when presented in different contexts.



Endowed Progress Effect

When people feel they have made progress towards a goal, they feel more committed to achieving that goal.



Cognitive Fluency Effect

Keep your messaging short, sweet and easy to repeat. This way, others are more likely to spread the word.



Contrast Effect

We are much more likely to remember messages or events that are highly contrasted with those around them.



Social Proof

We copy the actions of others to fit in better with accepted social norms.



Chunking

Smaller, individual tasks are perceived as less daunting than big ones with multiple stages.



Default Choice Effect

We are more likely to go for a pre-determined default option than choose for ourselves.



Practice

Options and ways to participate:

1. Come on camera and share with us
2. Raise your hand to talk, or
3. Enter your idea into chat

There is a need to improve booster rates in your home, but residents or their families are resistant. **How could you use Social Proof to influence a change in behavior?**



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Assume the following are the reasons for the need to improve:

- To improve health and wellness of residents and staff
- To achieve CMS expectations
- To improve your facilities reputation in the community
- To improve morale of your team members
- To reduce the number and frequency of spikes experienced

Questions?



CMS 12th SOW Goals



Behavioral Health Outcomes & Opioid Misuse

- ✓ Promote opioid best practices
- ✓ Decrease high dose opioid prescribing and opioid adverse events in all settings
- ✓ Increase access to behavioral health services



Patient Safety

- ✓ Reduce risky medication combinations
- ✓ Reduce adverse drug events
- ✓ Reduce C. diff in all settings



Chronic Disease Self-Management

- ✓ Increase performance on ABCS clinical quality measures (i.e., aspirin use, blood pressure control, cholesterol management, cardiac rehab)
- ✓ Identify patients at high-risk for developing kidney disease & improve outcomes
- ✓ Identify patients at high risk for diabetes-related complications & improve outcomes



Quality of Care Transitions

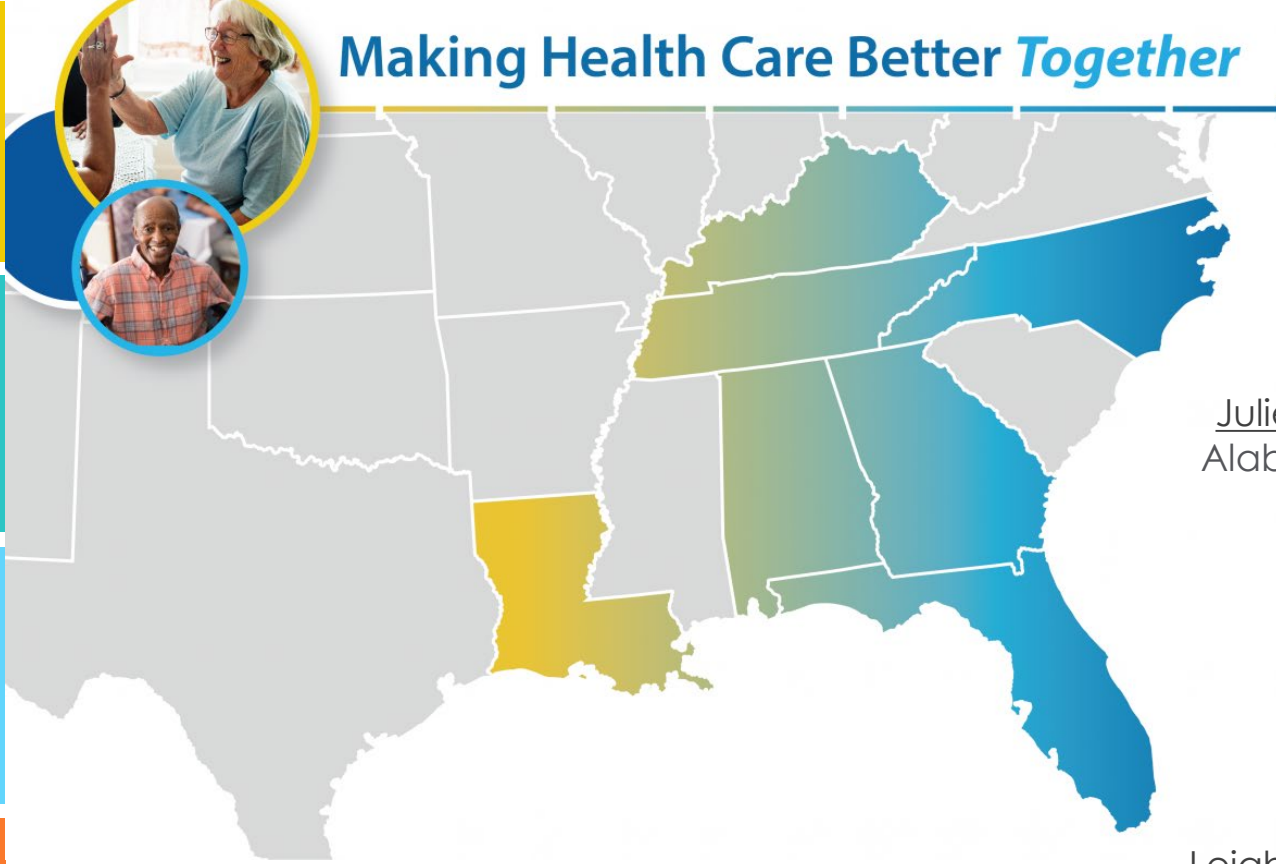
- ✓ Convene community coalitions
- ✓ Identify and promote optimal care for super utilizers
- ✓ Reduce community-based adverse drug events



Nursing Home Quality

- ✓ Improve the mean total quality score
- ✓ Develop national baselines for healthcare related infections in nursing homes
- ✓ Reduce emergency department visits and readmissions of short stay residents

Making Health Care Better *Together*



Julie Kueker

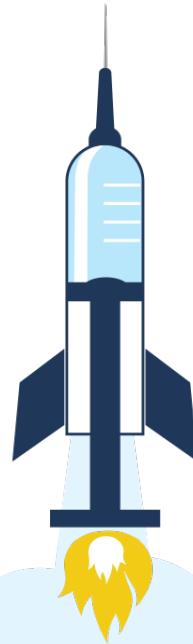
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Thank you



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