

How can behavioural economics help improve population health and health care delivery?

Lausanne, 24-25 January 2019

Summary report

Activities

The event took place on January 24th and 25th at the Aquatis Hotel in Lausanne, and was structured into three main parts. First, international experts from the UK and the U.S. gave three 45' keynote presentations on their research and policy work in behavioural economics. Prof. Ivo Vlaev from Warwick Business School, discussed the general principles of behavioural economic and illustrated them with examples of his applied research in various areas. He also covered two frameworks to prepare participants to the group work on the 2nd day of the Workshop (COM-B and MINDSPACE). Then Dr. Tiina Liki from the UK Behavioural Insights Team (BIT) presented the BIT and their activities and discussed their policy work in health and health care. Finally Prof. Scott Halpern from the University of Pennsylvania covered applications of behavioural economics in end-of-life and critical care, including decision-making around advance care planning.

The second part of the Workshop consisted of presentations of participants on their on-going research in behavioural economics applied to health issues. Participants had ca. 10' to present their work and then discussed ideas and results with the audience. The topics were quite varied, ranging from blood donations to HIV self-testing.

Finally, on the 2nd day of the Workshop, participants worked into groups and applied the COM-B and MINDSPACE frameworks to specific issues in health and health care. Topics covered included medication adherence, maintaining elderly people at home, reducing emergency department visits, and increasing physical activity. Each group presented their intervention and prepared a short report.

The full programme can be seen below and all presentations can be accessed at the following address: <https://www.iumsp.ch/owncloud/index.php/s/yZr0kDS7SZyJoG9> (password: ssph2019).

Participants

A full list of participants is available below. In total, between 45-52 participants took part depending on the parts of the event. Several (ca. 7-8) people not listed below took part to the keynotes and the lunch only. We had many participants from academic institutions in Lausanne and Geneva, a few from the German-speaking part (Lucerne and St. Gallen), several from the UK and several participants from various national (e.g. OBSAN, BAG) and international (MSF) organizations.

Expenses

The main expenses included the venue and the coffee breaks/meals, administrative support for the event as well as travel expenses for plenary speakers. As several coordination and facilitating tasks were done internally at the IUMSP, the total spending was way below what was initially budgeted.

Expenses	Amount (CHF)
Travel S. Halpern	1'638.40
Travel I. Vlaev	335.00
Travel T. Likki	42.00
Accommodation S. Halpern	648.60
Accommodation I. Vlaev	336.20
Badge holders (Unil)	60
Venue, meals/coffee breaks	6'588
Administrative support (Nov.- March., 10% FTE)	4'818
Total	<u>14'466.20</u>

A few pictures



Full programme

Day 1: Thursday, 24th January 2019

9:00-9:30 Registration and welcome coffee

9:30-9:45 Opening words

9:45-10:45 [Prof. Ivo Vlaey](#), Warwick Business School

“What is behavioural economics and how can we apply it to improve health?”

10:45-11:00 Coffee break

11:00-12:00 [Dr. Tiina Likki](#), The Behavioural Insights Team

“Applying behavioural insights to health policy and health care delivery: Examples from the United Kingdom”

12:00-13:30 Lunch (vegetarian option available)

13:30-14:30 [Prof. Scott Halpern](#), University of Pennsylvania

“Behavioural economic approaches to improve serious illness care”

14:30-14:45 Coffee break

14:45-16:45 Showcase of on-going research (short presentations 8-10' and Q&A)

- Adrian Bruhin (UNIL): Social interaction and blood donation
- Jacques Gaume (CHUV): Alcohol purchase task
- Nathalie Vernaz (HUG): Impact of quick ordersets implementation and P&T committee decisions
- Fern Terris-Prestholt (LSHTM): Choice experiments for exploratory impact analysis
- Christine Clavier (UNIGE): Advance care planning App
- Thibaut Papis (UNIGE): Promoting vaccination coverage
- Tiago Matos (IUMSP-UNIL): Worskite food choices
- Jason Ong (LSHTM): HIV self-testing

16:45-17:00 Presentation of Day 2 activities

Day 2 : Friday, 25th January 2019

9:00-10:30 Group work – “Innovation challenge”

10:30-10:45 Coffee break

10:45-12:15 Group presentations and discussions

12:15-12:30 Closing words and next steps

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