

Motivating Consumers Toward Healthy Behaviors

April 2, 2007
11:45 AM – 1:40 PM
Room G101

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Learning Objectives

At the conclusion of this lecture participants will be able to:

1. Distinguish the concepts of consumer and patient in the health care context;
2. Identify some implications of that distinction for decision-making in health and health care;
3. Describe the role of motivation and incentive in health and health care behaviors; and
4. Specify one or more mechanisms in which these concepts are currently being operationalized in selected public and private health care reform initiatives.

Readings:

Andersen RM 1995 Revisiting the Behavioral Model and Access to Medical Care: Does it Matter? *Journal of Health and Social Behavior* 36 (March)1-10.

Florida Center for Medicaid and the Uninsured. Consumerism in Health Care *Health Coverage Updates* December 2006

Rand Health. The Health Insurance Experiment. A Classic RAND Study Speaks to the Current Health Care Reform Debate *Research Highlights*

Newhouse J 2004 Consumer-Directed Health Plans and the RAND Health Insurance Experiment *Health Affairs* 23(6):107-113.