

Applications of Behavioral Economics to Curtail Antibiotic Overuse

July 2016

Daniella Meeker, PhD



Disclosure

- I have no actual or potential conflict of interest in relation to this program or presentation.

Pretest Question 1

- Prescribers emulate the prescribing practices of peers.
 - A. True
 - B. False

Pretest Question 2

- How does decision fatigue impact prescribing decisions?
 - A. The ability to make deliberative decisions or resist ineffective prescribing habits may deplete over the course of a shift
 - B. Prescribers who are sleep deprived make worse decisions
 - C. Prescription behavior is consistent over the course of a shift
 - D. None of the above

Pretest Question 3

- Personal and public commitments are more effective than provider education.
 - A. True
 - B. False

Pretest Question 4

- Practitioners accurately predict the effectiveness of interventions designed to reduce prescribing
 - A. True
 - B. False

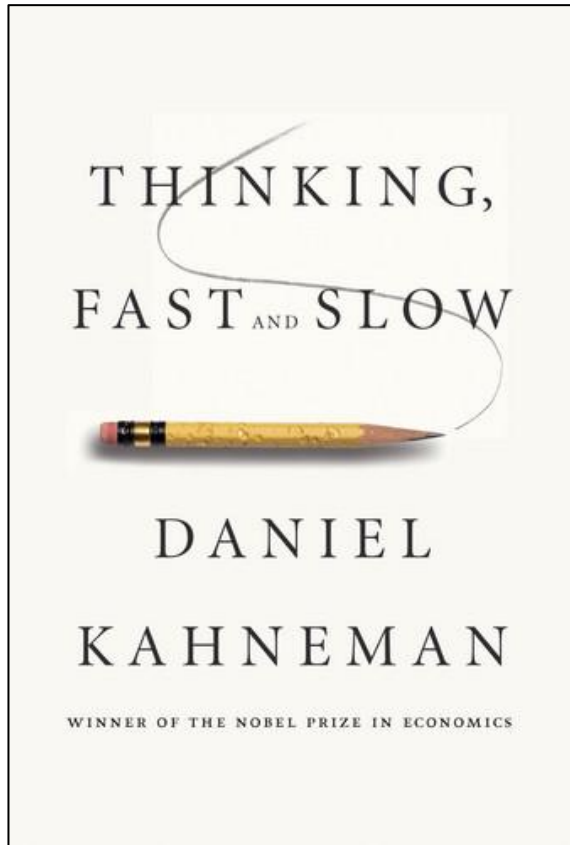
Outline

- Background on changing behavior
- Order set partitioning
- Pre-commitment
- BEARI Trial
 - Suggested alternatives
 - Accountable Justification
 - Peer comparison

Changing Behavior

- ***Implicit model:*** clinicians reflective, rational, and deliberate
 - “Educate” and “remind” interventions
- ***Behavioral model:*** decisions fast, automatic, influenced by emotion and social factors
 - Cognitive bias
 - Appeal to clinician self-image
 - Consider social motivation

Cognitive Systems



1. Automatic

2. Reflective

Two Distinct Cognitive Systems

Automatic	Reflective
Uncontrolled	Controlled
Effortless	Effortful
Associative	Deductive
Fast	Slow
Unconscious	Self-aware
Experience-based	Rule-based

Nudges Target Automatic Thinking

- ***Nudge***: gentle, non-intrusive persuaders which influence choice in a certain direction
 - Different frames, default rules, feedback mechanisms, social cues
 - Can be ignored
 - A good nudge will only affect choice when there are not strong reasons for the decision

Overview

- 1. Interface Design Effects**
2. Decision Fatigue
3. Public Commitment
4. Peer Accountability
5. Peer Comparisons

Interface Design Effects in Wine Selection

Journal of Experimental Psychology: General
2005, Vol. 134, No. 4, 538–551

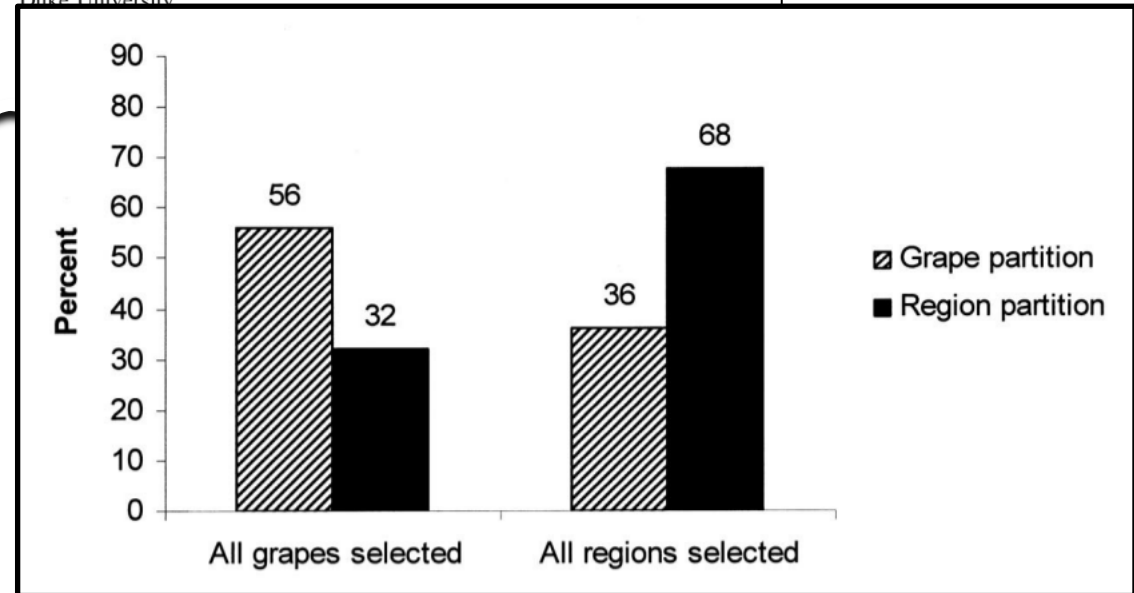
Copyright 2005 by the American Psychological Association
0096-3445/05/\$12.00 DOI: 10.1037/0096-3445.134.4.538

How Subjective Grouping of Options Influences Choice and Allocation: Diversification Bias and the Phenomenon of Partition Dependence

Craig R. Fox
University of California at Los Angeles

Rebecca K. Ratner
University of North Carolina at Chapel Hill

Daniel S. Lieb
Duke University



Interface Design Effects in Clinical Decision Support

Nudging Physician Prescription Decisions by Partitioning the Order Set: Results of a Vignette-Based Study

David Tannenbaum, PhD¹, Jason N. Doctor, PhD², Stephen D. Persell, MD, MPH³, Mark W. Friedberg, MD, MPP^{4,5,8}, Daniella Meeker, PhD⁶, Elisha M. Friesema, BA³, Noah J. Goldstein, PhD⁷, Jeffrey A. Linder, MD, MPH^{5,8}, and Craig R. Fox, PhD⁷

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Interface Design: Partitioning

Acute Bronchitis

OTC medications visually grouped

Of the drug choices below, please indicate which drugs you would choose in treating this patient. You may select up to three options.

- albuterol inhaler
- an antibiotic of your choice
- robitussin with codeine
- tessalon perles

Over-the-counter drugs:

- cough lozenge
- cough spray
- cough syrup

Interface Design: Partitioning

Acute Bronchitis

Prescription medications visually grouped

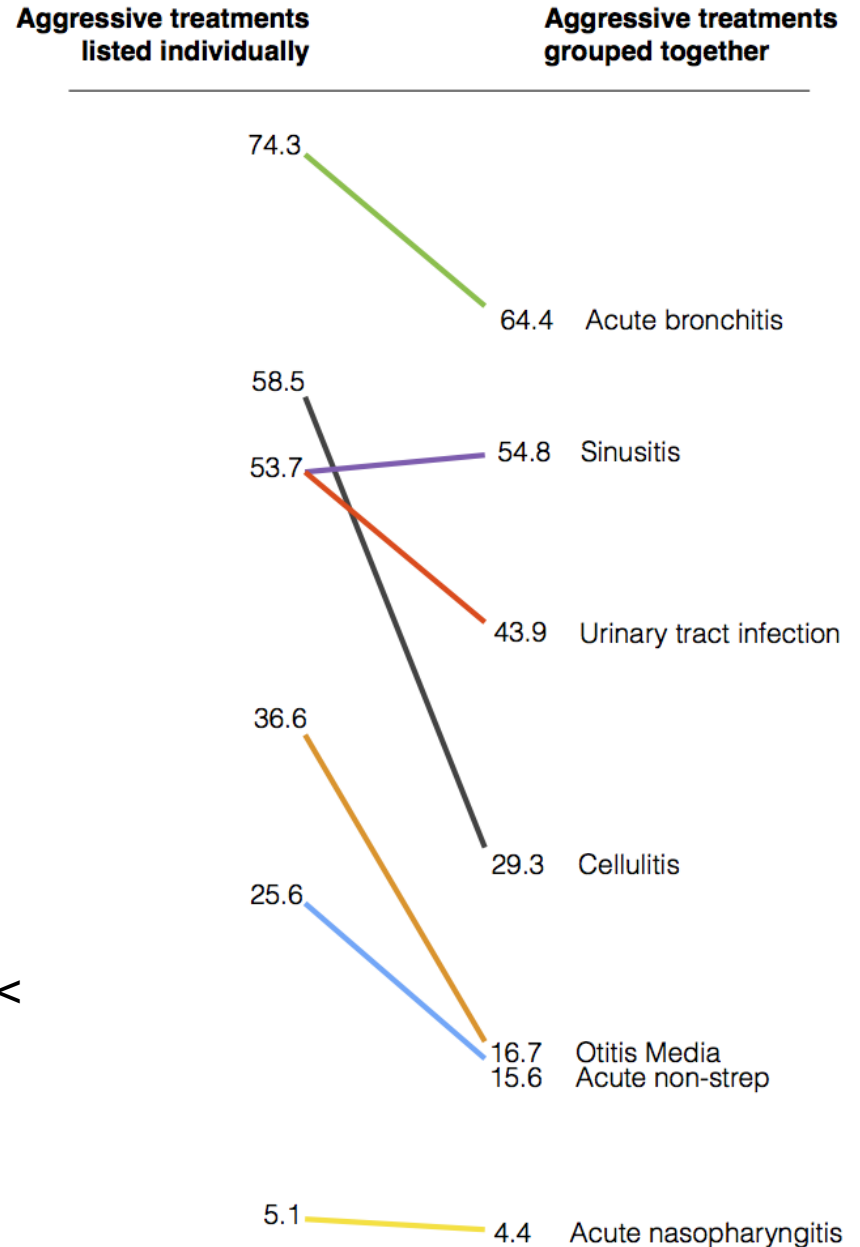
Of the drug choices below, please indicate which drugs you would choose in treating this patient. You may select up to three options.

- cough lozenge
- cough spray
- cough syrup

Prescription drugs:

- albuterol inhaler
- an antibiotic of your choice
- robitussin with codeine
- tessalon merles

- 84 primary care clinicians
- 7 vignettes
- Randomized (aggressive grouped? Y/N)
 - Rx/OTC grouped
 - Broad/Narrow Spectrum grouped
- Also randomized order of vignettes and positioning of grouped items
- Overall, 12% decrease in choosing aggressive treatment when grouped ($p < .01$)



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Decision Fatigue: Judicial Decisions Revert to Path of Least Resistance

PNAS

Extraneous factors in judicial decisions

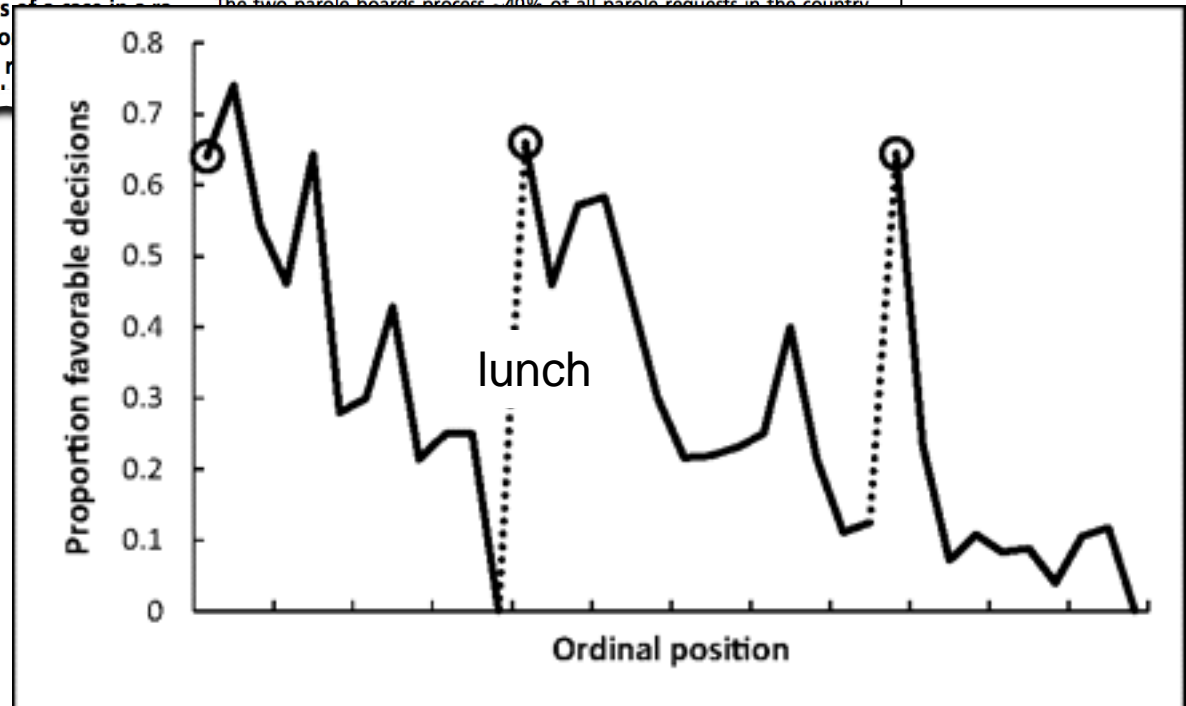
Shai Danziger^{a,1}, Jonathan Levav^{b,1,2}, and Liora Avnaim-Pesso^a

^aDepartment of Management, Ben Gurion University of the Negev, Beer Sheva 84105, Israel; and ^bColumbia Business School, Columbia University, New York, NY 10027

Edited* by Daniel Kahneman, Princeton University, Princeton, NJ, and approved February 25, 2011 (received for review December 8, 2010)

Are judicial rulings based solely on laws and facts? Legal formalism (29.3%), 50 Jewish-Israeli females (4.5%), and 9 Arab-Israeli females (0.9%). The two parole boards process ~40% of all parole requests in the country.

holds that judges apply legal reasons to the facts of a case in a rational, mechanical, and deliberative manner. In contrast, legal realism argues that the rational application of legal principles is often replaced by extraneous factors such as emotions, biases, and fatigue.



Decision Fatigue in Clinical Orders

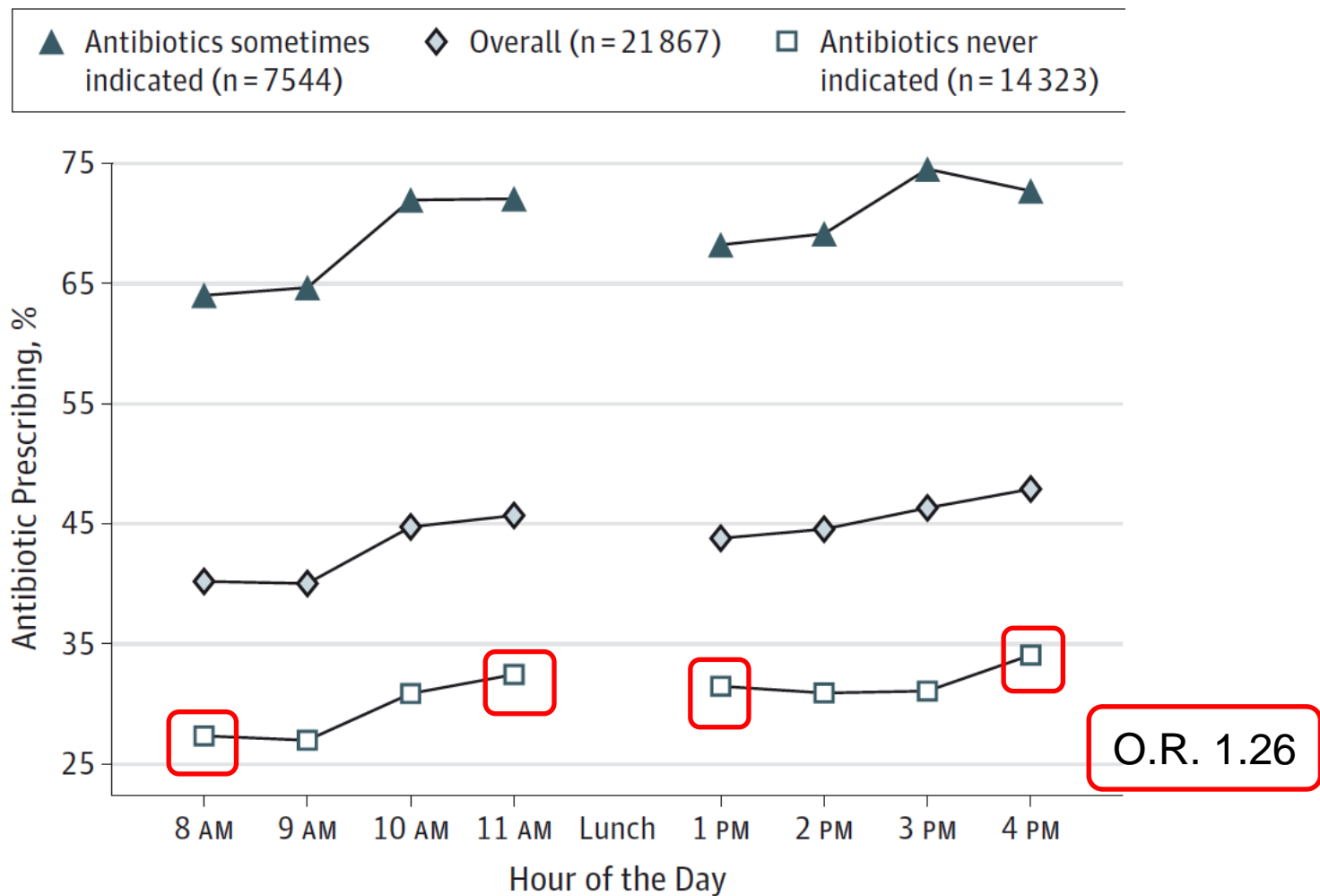
JAMA Internal Medicine

RESEARCH LETTER

Time of Day and the Decision to Prescribe Antibiotics

Linder JA, Doctor JN, Friedberg MW, Nieva HR, Birks C, Meeker D, Fox CR. JAMA internal medicine. 2014 Dec 1;174(12):2029-31.

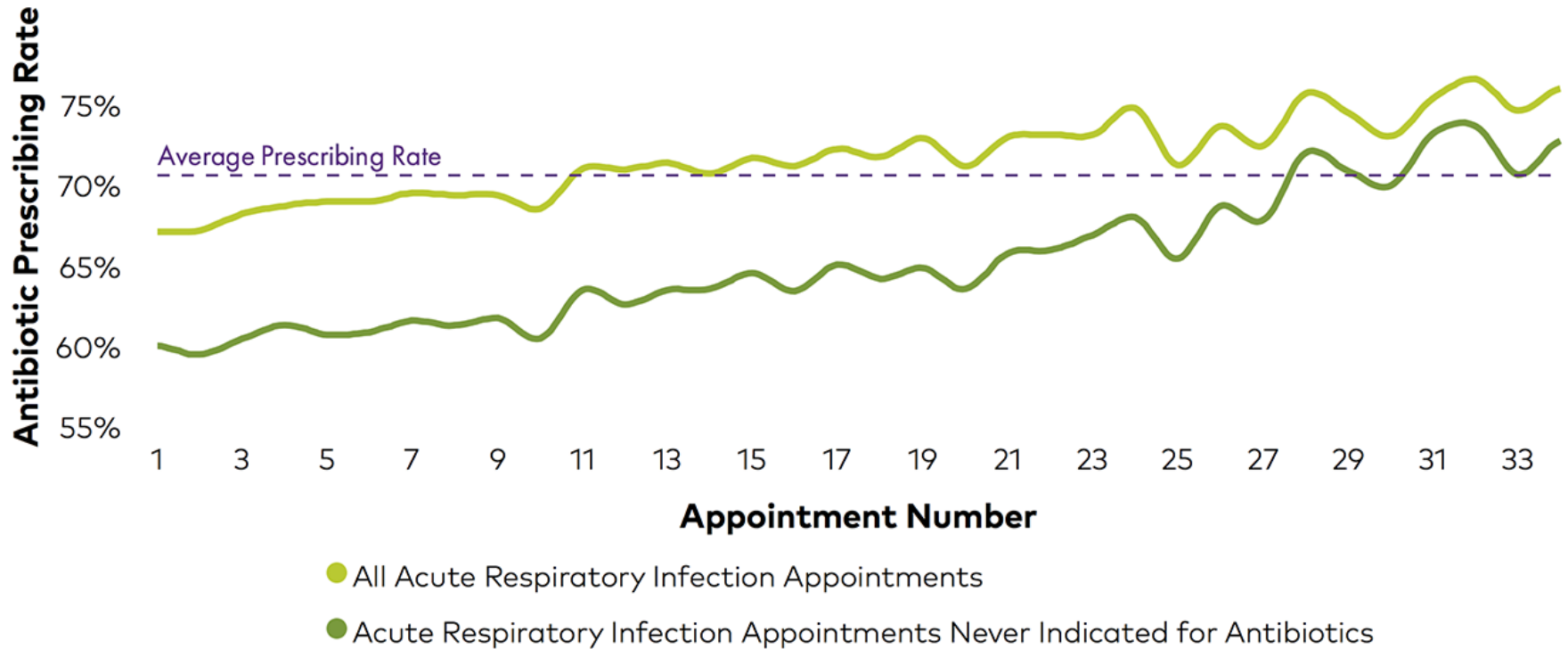
Prescribing as the day wears on



JAMA – Internal Medicine, 174, 2029-2031, 2014.

Replication: Athena Research

Antibiotic prescriptions over the course of a day



SOURCE: athenaResearch

<https://insight.athenahealth.com/expert-forum-decision-fatigue-antibiotics/>

Overview

1. Interface Design Effects
2. Decision Fatigue
- 3. Public Commitment**
4. Peer Accountability
5. Peer Comparisons

Public Commitment

Psychology
& Marketing

Public Commitment as a Motivator for Weight Loss

Prashanth U. Nyer
Chapman University

Stephanie Dellande
University of New Orleans

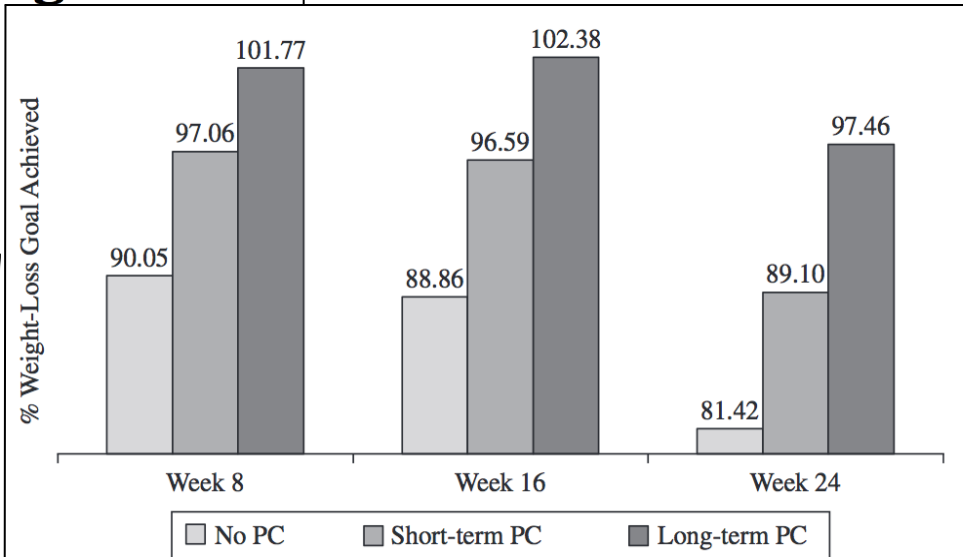


Figure 2. The effect of public commitment on weight loss.

Meals and Miles
Thursday

I'm running 8 miles on Saturday and riding my bike 50 miles on Monday. Hoping if I put these things out there, that they will actually happen. :)

State your own workout goals below. Let's help hold each other accountable through the holiday weekend.

Public Commitment

JAMA Internal Medicine

Original Investigation

Nudging Guideline-Concordant Antibiotic Prescribing A Randomized Clinical Trial

Daniella Meeker, PhD; Tara K. Knight, PhD; Mark W. Friedberg, MD, MPP; Jeffrey A. Linder, MD, MPH;
Noah J. Goldstein, PhD; Craig R. Fox, PhD; Alan Rothfeld, MD; Guillermo Diaz, MD; Jason N. Doctor, PhD

Meeker D, Knight TK, Friedberg MW, Linder JA, Goldstein NJ, Fox CR, Rothfeld A, Diaz G, Doctor JN.

Safe Antibiotic Use: A Letter From Your Medical Group

Dear Patient,

We want to give you some important information about antibiotics.

Antibiotics, like penicillin, fight infections due to bacteria that can cause some serious illnesses. But these medicines can cause side effects like skin rashes, diarrhea, or yeast infections. If your symptoms are from a virus and not from bacteria, you won't get better with an antibiotic, and you could still get these bad side effects.

Antibiotics also make bacteria more resistant to them. This can make future infections harder to treat. This means that antibiotics might not work when you really need them. Because of this, it is important that you only use an antibiotic when it is necessary to treat your illness.

How can you help? Carefully follow your doctor's instructions on when you should or should not take antibiotics.

When you have a cough, sore throat, or other illness, ask your doctor for the best possible treatments. If an antibiotic is necessary, your doctor will explain this to you, and how to take it.

Your health is very important to us. As your doctors, we promise to treat you the best way possible. We are also dedicated to avoid prescribing antibiotics when they are likely to do more harm than good.

If you have any questions, please feel free to ask your doctor, nurse, or pharmacist.

Sincerely,



El Uso Seguro de Antibióticos: Una Carta de su Grupo Médico

Estimado Paciente:

Queremos compartir información importante con usted sobre los antibióticos.

Los antibióticos como la penicilina ayudan a combatir infecciones debido a bacterias que pueden causar serias enfermedades. Pero estas medicinas también tienen efectos secundarios como erupciones de la piel, diarrea, o infecciones por hongos de levadura. Si sus síntomas son debidos a un virus y no por una bacteria, no se mejorará con un antibiótico, y usted aún puede obtener estos efectos secundarios no deseables.

Los antibióticos también pueden hacer la bacteria más resistente a ellas. Esto hará que infecciones en el futuro sean más difíciles de tratar. Eso significa que los antibióticos no trabajarán cuando ustedes en realidad necesitan que funcionen. Por eso es importante que los use solo cuando sea necesario.

Your health is very important to us. As your doctors, we promise to treat your illness in the best way possible. We are also dedicated to avoid prescribing antibiotics when they are likely to do more harm than good.

mejor para usted.

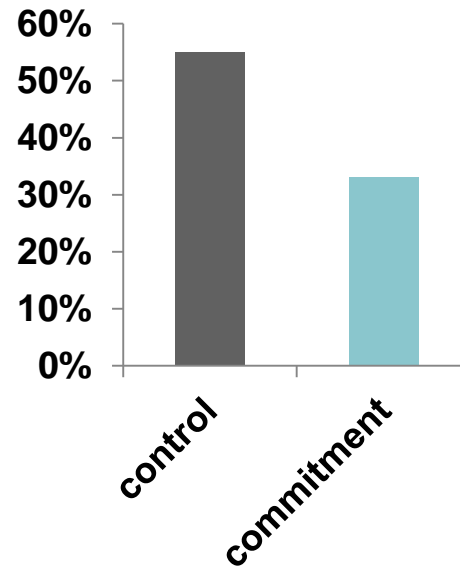
Su salud es importante para nosotros. Como sus doctores, nosotros prometemos tratar su enfermedad en la mejor manera posible. También nos comprometemos a evitar recetar antibióticos cuando sean probables de hacer más daño que bien.

Si tiene cualquier pregunta, pregúntele a su doctor, enfermera, o farmacéutico.

Atentamente,



Results: Public commitment



Characteristic	Poster Condition		Control Condition	
	Baseline	Final Measurement	Baseline	Final Measurement
Inappropriate prescribing rate, % (95% CI)	43.5 (38.5 to 49.0)	33.7 (25.1 to 43.1)	42.8 (38.1 to 48.1)	52.7 (44.2 to 61.9)
Absolute percentage change, baseline to final measurement (95% CI)	-9.8 (0.0 to -19.3)		9.9 (0.0 to 20.2)	
Difference in differences between poster condition and control (95% CI)	-19.7 (-5.8 to -33.04) ^b			

Abbreviation: ARI, acute respiratory infection.

^b $P=.02$ for the difference.

^a Adjusted for demographic characteristics and insurance status.

JAMA – Internal Medicine, 174, 425-431, 2014.

Overview

1. Interface Design Effects
2. Decision Fatigue
3. Public Commitment
- 4. Peer Accountability**
- 5. Peer Comparisons**

JAMA The Journal of the
American Medical Association

ORIGINAL CONTRIBUTION

Effect of Behavioral Interventions on Inappropriate Antibiotic Prescribing Among Primary Care Practices A Randomized Clinical Trial

Daniella Meeker, PhD; Jeffrey A. Linder, MD, MPH; Craig R. Fox, PhD; Mark W. Friedberg, MD, MPP;
Stephen D. Persell, MD, MPH; Noah J. Goldstein, PhD; Tara K. Knight, PhD; Joel W. Hay, PhD; Jason N. Doctor, PhD

Daniella Meeker, Jeffery Linder, Mark W. Friedberg, Stephen D. Persell, Craig
R. Fox, Noah J. Goldstein, Alan F. Rothfeld, Joel Hay, Jason N. Doctor



Pragmatic Randomized Trial

Evaluate 3 interventions based on behavioral economics to reduce inappropriate antibiotic prescribing for acute respiratory infections.

Interventions

1. Suggested Alternatives (Traditional BPA)
2. Peer Accountability
3. Peer Comparison

Intervention 1: Suggested Alternatives

20567913 (BWH) 01/01/1960 (54 yrs.) F BIMA

Home Select Desktop Pt Chart: Medications Custom Reports Admin Sign Results ? Resource Popup

Allergies: ACE Inhibitors - Angioedema, Rash / Morphine - Dystonia

Unknown No Insurance Found

Patient Info As of 11/07/13 Refresh

Add New Medication

Medication: **Amoxicillin** Route: Search Favorites Cancel

Found in Practice Favorites

U Rx-Gen	Unknown	AMOXICILLIN 2000 MG PO X1	PO	Alternatives
U Rx-Gen	Unknown	AMOXICILLIN 250 MG PO TID 7 day(s)	PO	Alternatives
U		AMOXICILLIN 500MG, 1 PO TID	PO	

Found in Medication Dictionary

Type	Retail Copy	Medication	Route	Restrictions	Alternatives
U Rx-Gen	Unknown	AMOXICILLIN	PO		Alternatives
U Rx-Gen	Unknown	AMOXICILLIN EXTENDED RELEASE	PO		Alternatives
U Rx-Gen	Unknown	AMOXICILLIN/CLAV. SUSP 400 MG/57 MG (5 ML)	PO		Alternatives
U Rx-Gen	Unknown	AMOXICILLIN/CLAV.ACID 250/125 (AMOX./CLAV.ACID ...	PO		Alternatives
U Rx-Gen	Unknown	AMOXICILLIN/CLAV.ACID 500/125 (AMOX./CLAV.ACID ...	PO		Alternatives
U Rx-Gen	Unknown	AMOXICILLIN/CLAV.ACID 875/125	PO		Alternatives

Intervention 1: Suggested Alternatives

20567913 (BWH) 01/01/1960 (54 yrs.) F BIMA

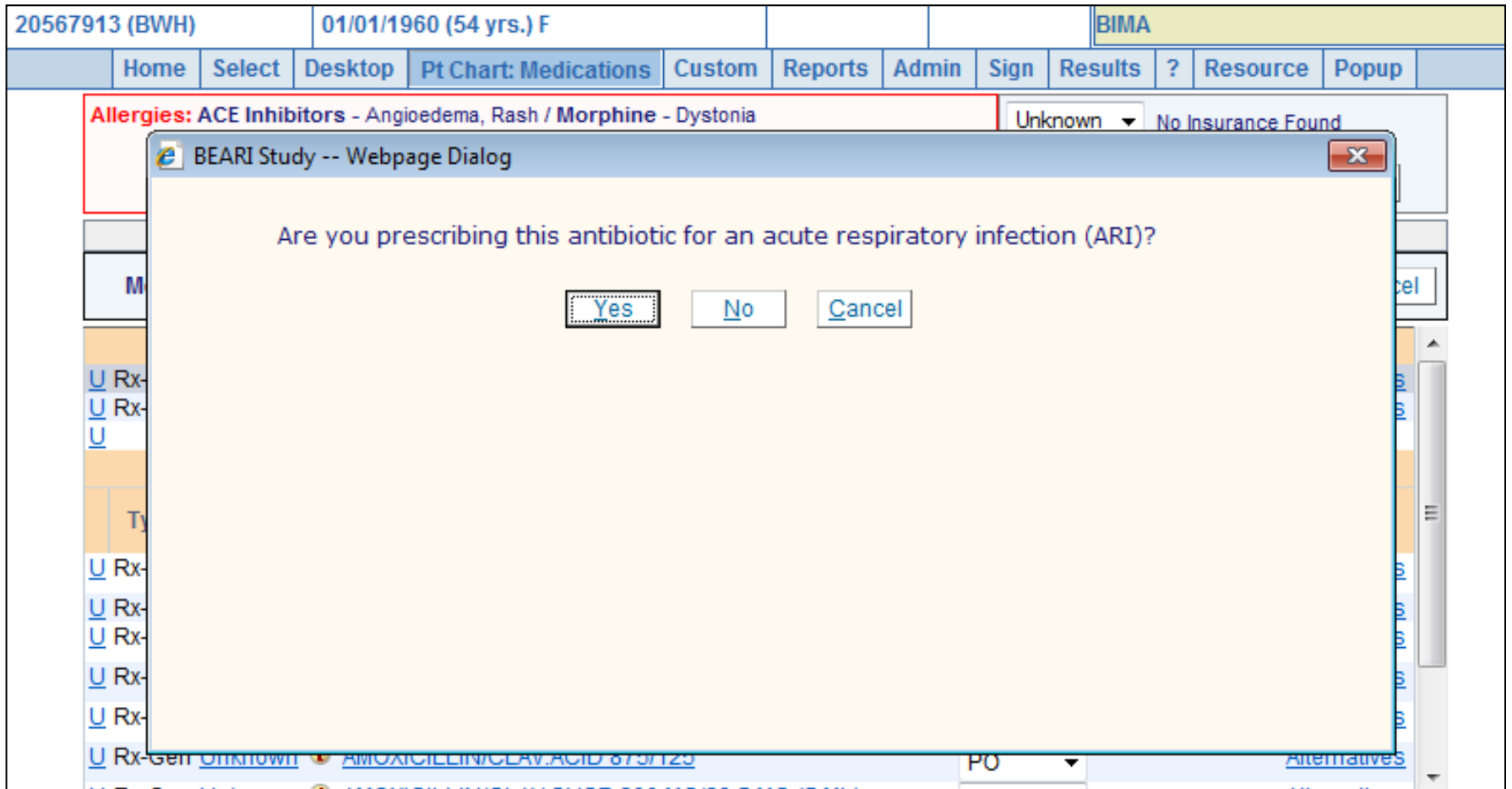
Home Select Desktop Pt Chart: Medications Custom Reports Admin Sign Results ? Resource Popup

Allergies: ACE Inhibitors - Angioedema, Rash / Morphine - Dystonia Unknown No Insurance Found

BEARI Study -- Webpage Dialog

Are you prescribing this antibiotic for an acute respiratory infection (ARI)?

U Rx- U Rx- U Rx- U Rx- U Rx- U Rx- U Rx- AMOXICILLIN/CLAV. ACID 875/125 PO Alternatives



Intervention 1: Suggested Alternatives

20567913 (BWH) 01/01/1960 (54 yrs.) F BIMA

Home Select Desktop Pt Chart: Medications Custom Reports Admin Sign Results ? Resource Popup

Allergies

Medic

U Rx-Gen
U Rx-Gen
U

Type

U Rx-Gen
U Rx-Gen
U Rx-Gen
U Rx-Gen
U Rx-Gen

U Rx-Gen Unknown ⓘ AMOXICILLIN/CLAV.ACID 875/125 PO Alternatives

BEARI Study -- Webpage Dialog

Please select Principal ARI diagnosis:

- Non-specific upper respiratory infection
- Sinusitis
- Pharyngitis
- Acute bronchitis
- Otitis media
- Influenza
- Pneumonia
- Other

Ok Cancel

Intervention 1: Suggested Alternatives

20567913 (BWH)	01/01/1960 (54 yrs.) F									BIMA	
Home	Select	Desktop	Pt Chart: Medications	Custom	Reports	Admin	Sign	Results	?	Resource	Popup
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											
<input type="checkbox"/> 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											
<input type="checkbox"/> 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											
<input type="checkbox"/> 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											
<input type="checkbox"/> Loratadine (10 MG TABLET) 10 MG (10 MG TABLET Take 1) PO QD PRN Dispense: 30 Tablet(s) Refills: 0											

Intervention 1: Suggested Alternatives

20567913 (BWH)		01/01/1960 (54 yrs.) F				BIMA					
Home	Select	Desktop	Pt Chart: Medications	Custom	Reports	Admin	Sign	Results	?	Resource	Popup
tever. Dispense: 28 Tablet(s) Refills: 0											
Cough suppressants and expectorants											
<input type="checkbox"/> Benzonatate (100 MG CAPSULE) 100 MG (100 MG CAPSULE Take 1) PO Q4H PRN for cough. Do not take more than 6 capsules in 1 day. Dispense: 30 Capsule(s) Refills: 0											
<input type="checkbox"/> Guaifenesin AC (100-10MG/5 LIQUID) 5 ML (100-10MG/5 LIQUID) PO Q4H PRN for cough Dispense: 180 ML(s) Refills: 0											
Bronchodilators											
<input type="checkbox"/> Albuterol INHALER HFA (90 MCG HFA AER AD) 2 PUFF (90 MCG HFA AER AD) INH Q6H PRN for cough Dispense: 1 Inhaler(s) Refills: 0											
"Excuse from work" Patient Letter.											
Select patient's Days Off work <input type="text" value="4"/>											
<input type="checkbox"/> Save As Note											
<input type="button" value="Preview"/> <input type="button" value="Print"/>											
Print patient educational materials.											
<input type="button" value="Preview"/> <input type="button" value="Print"/>											
<input type="checkbox"/> If you still want to prescribe an antibiotic, please check the box											

Intervention 2: Peer Accountability

BestPractice Advisory - Zztest,Bearistudyfive

▼ Text Alerts (1 Advisory)

Antibiotics are not generally indicated for acute bronchitis

▼ Justifications (1 Advisory)

You have prescribed antibiotics for a likely viral diagnosis. Please click the Enter Justification button below and write your justification for prescribing antibiotics in the comment box. This justification will be entered into the patient's record.

If you do not enter a justification into the comment box, the phrase "No justification for prescribing antibiotics was given." will appear in the patient's record. Click Accept when you are finished.

Acknowledge reason: [Close](#)

[Click this box and enter ARI justificati...](#)

Intervention 3: 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.

Interventions: Summary

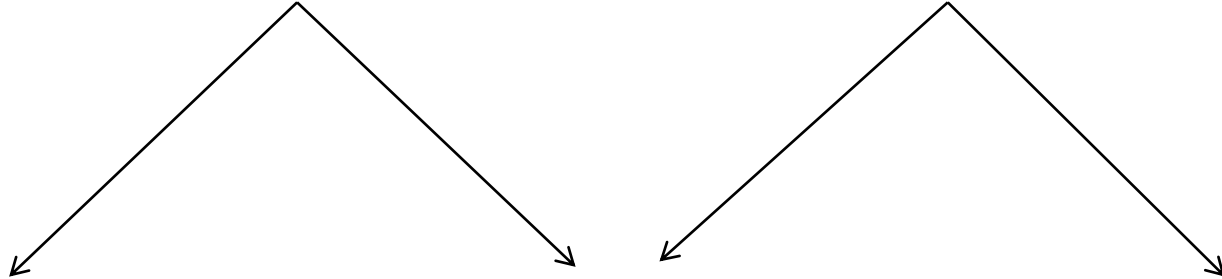
***EHR-based
Nudges***

***Social
Motivation***

Suggested
Alternatives

Accountable
Justification

Peer
Comparison



Physician Intervention Design Preferences

Consider each of the following Choice pairs. Please select the version most likely to reduce your ARI antibiotic prescribing. You may only indicate one choice per pair.

	CHOICE A	CHOICE B
EHR Alternative Prescribing Screen	ON	ON
Required Justification Note	OFF	OFF
Peer Performance Feedback	ON	OFF
Pay for Performance	\$100/month	\$200/month
Additional ARI Therapy Explanation Time	5 minutes per visit	0 minutes per visit
MY CHOICE		X

We will now give you 10 choice pairs and ask you to indicate your choice preference for each pair sequentially. Please select the version most likely to reduce your ARI antibiotic prescribing.

Physicians believe traditional alerts will be as effective as \$1400 P4P

Willingness to Pay	Monthly	Annually
★★★★★ Suggested Alternatives	-\$120.52	-\$1,446.28
★☆☆☆☆ Peer Accountability	\$12.98	\$155.81
★★★☆☆ Peer Comparison	-\$73.84	-\$886.09
★★★☆☆ Additional Time	-\$13.55	-\$162.61

...and they are **willing to pay** \$150/year to avoid peer accountability interventions.

Methods: Practices and Randomization

47 Primary Care Practices

3 Health Systems, 3 EHRs

Los Angeles: 25

Boston: 22

Randomization: Blocked by Region

None

SA

AJ

PC

SA AJ

SA PC

AJ PC

SA AJ PC

18 Month Follow-Up
December 2012 – April 2014

Methods: Enrollment

- ***Invited:*** 355 clinicians
- ***Enrolled:*** 248 (70%)
 - Consent
 - Education
 - Practice-specific orientation to intervention
 - Honorarium

Methods: Primary Outcome

- ***Antibiotic prescribing for non-antibiotic-appropriate diagnoses***
 - Non-specific upper respiratory infections
 - Acute bronchitis
 - Influenza
- ***Excluded:*** chronic lung disease, concomitant infection, immunosuppression
- ***Data Sources:*** EHR and billing data

Methods: Analysis

- **Trajectory Analysis: Piecewise generalized linear model with a knot at month 0**
 - 18-month baseline + 18-month intervention
 - Model testing to evaluate interaction effects
- ***Sensitivity Analysis: Simple Difference in Differences (DD)***
 - Marginal probabilities predicted from DD

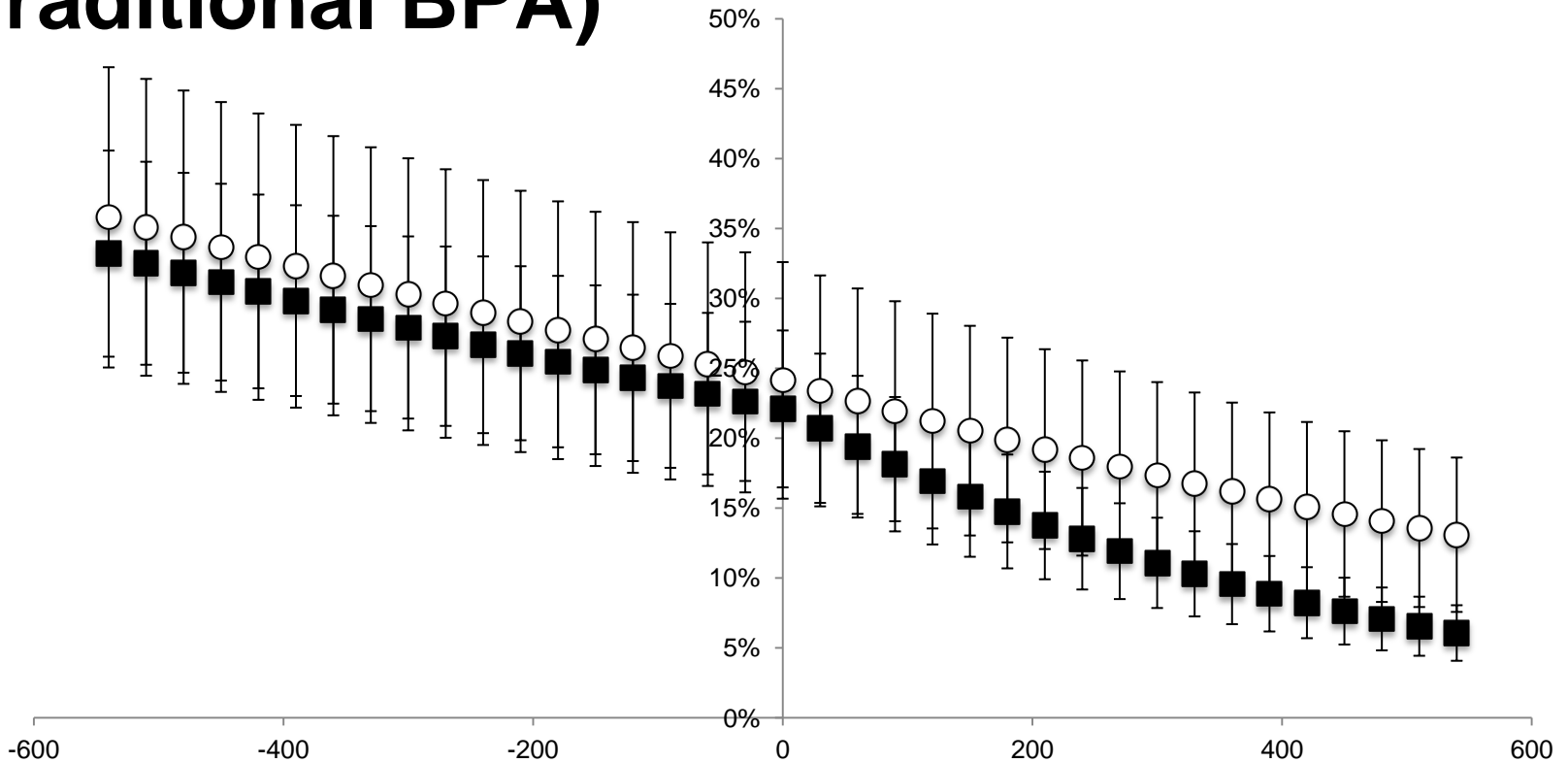
Results: Clinicians (N = 248)

	Control	Suggested Alternatives	Accountable Justification	Peer Comparison
Age, mean	47	49	48	48
	%			
Female	48	68	61	61
Clinician Type				
Physician	81	79	81	80
PA or NP	19	21	19	20

Results: Visits (N = 16,959)

	Control	Suggested Alternatives	Accountable Justification	Peer Comparison
Age, mean	49	47	48	46
	%			
Female	65	70	66	68
White	88	86	88	87
Latino	35	32	30	36
Private insurance	60	59	58	58

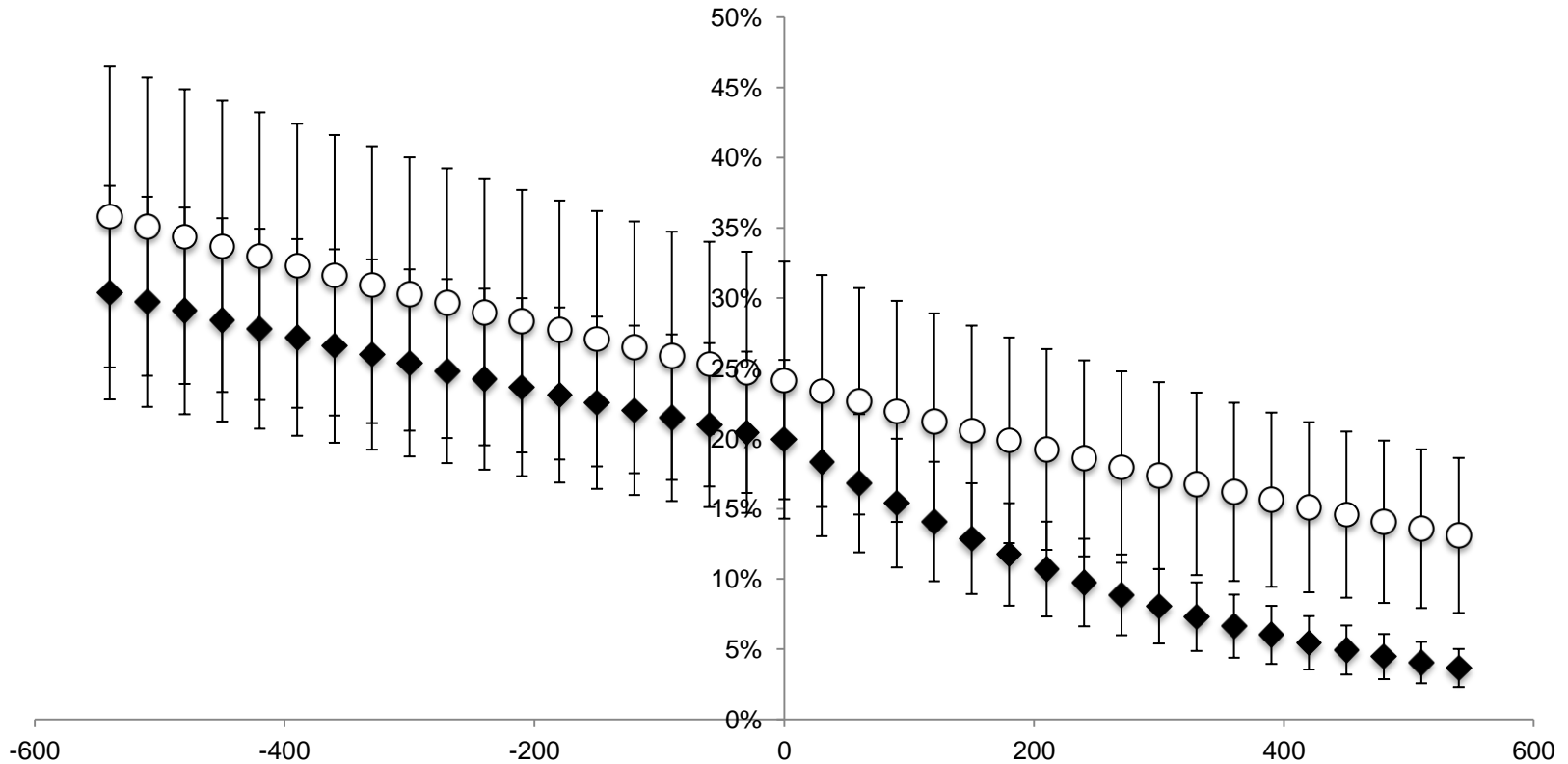
Main Results: Suggested Alternatives (Traditional BPA)



Physician Rating: ★ ★ ★ ★ ★

-5.0% **p = 0.66**

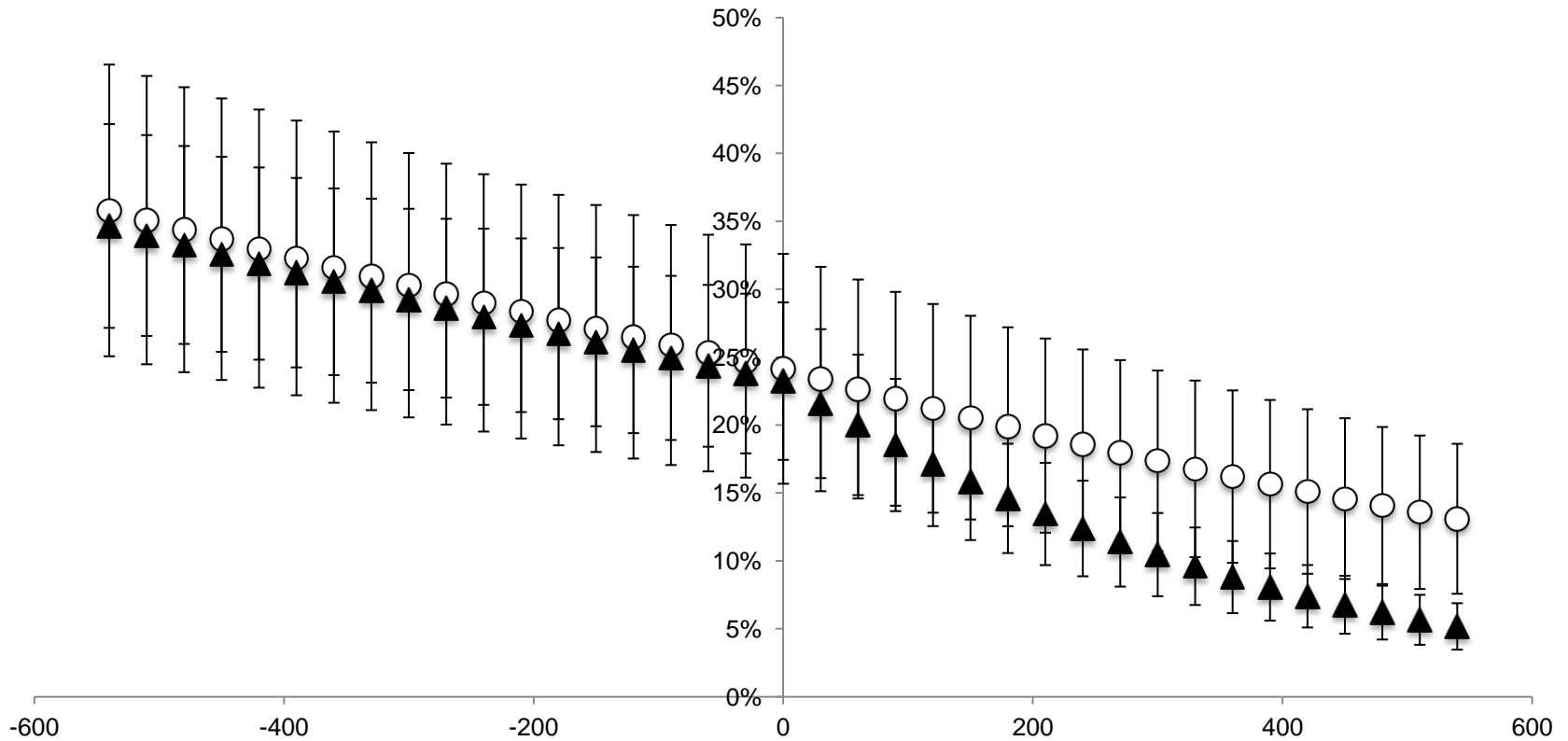
Main Results: Peer Comparison



Physician Rating: ★ ★ ★ ☆ ☆

-5.2% **p = <.001**

Main Results: Accountable Justification



Physician Rating: ★ ☆ ☆ ☆ ☆

-7.0% p < .001

Limitations

- Limited to enrollees
- Dependent on EHR and billing data

Strengths

- Randomized controlled trial
- Large size
- 3 different EHRs

Conclusions and Implications

- *Physicians are people too*
- *Traditional CDS the least effective*
- *Social motivation appears effective*
- *Participatory design for QI may not yield desired results...*

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Noah Goldstein, PhD

RAND

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Chelsea Bonfiglio
Dwan Pineros

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Elisha Friesema

Cope Health Solutions

Alan Rothfeld, MD
Charlene Chen
Gloria Rodriguez
Auroop Roy
Hannah Valino



Thank You

Questions?

Post-test Question 1

- Prescribers emulate the prescribing practices of peers.
 - A. True
 - B. False

Post-test Question 2

- How does decision fatigue impact prescribing decisions?
 - A. The ability to make deliberative decisions or resist ineffective prescribing habits may deplete over the course of a shift
 - B. Prescribers who are sleep deprived make worse decisions
 - C. Prescription behavior is consistent over the course of a shift
 - D. None of the above

Post-test Question 3

- Personal and public commitments are more effective than provider education.
 - A. True
 - B. False

Post-test Question 4

- Practitioners accurately predict the effectiveness of interventions designed to reduce prescribing
 - A. True
 - B. False