

Using Technology to Nudge Patient and HCP Outcomes



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Nudge Ladder

Guide Choice through Default Options

Make cancer screening the path of least resistance

Enable Choice

Increase options and make it more convenient to complete cancer screening

Prompt Implementation Intentions

Pre-commit to completing cancer screening in a timely manner

Frame Information

Deliver feedback in a manner that motivates completion of cancer screening

Provide Information

Offer education on benefits of cancer screening

Do Nothing

Simply monitor cancer screening rates

Impact

VirtualNudgeUnit.com
Patel et al. JACR 2019

Nudging Vaccination

Katy, this is a message from Penn Medicine about your upcoming appointment. Text & data rates apply. Reply stop to opt out at any time.

You have an appt w/ Dr. Milkman on 12/16 at 11:00 AM & it's flu season. A flu vaccine is available for you. Protect yourself & your family's health!

Look out for a vaccine reminder message before your appt. You can opt out of a reminder by texting back OPT OUT.









Humor

PENNMED: Katy, this is a reminder that a flu vaccine has been reserved for your appt with Dr. Milkman.

Please ask your doctor for the shot to make sure you receive it.

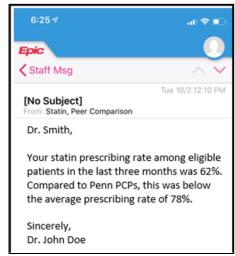
Behavioral

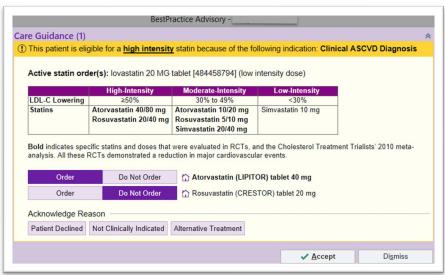
3 Days Before

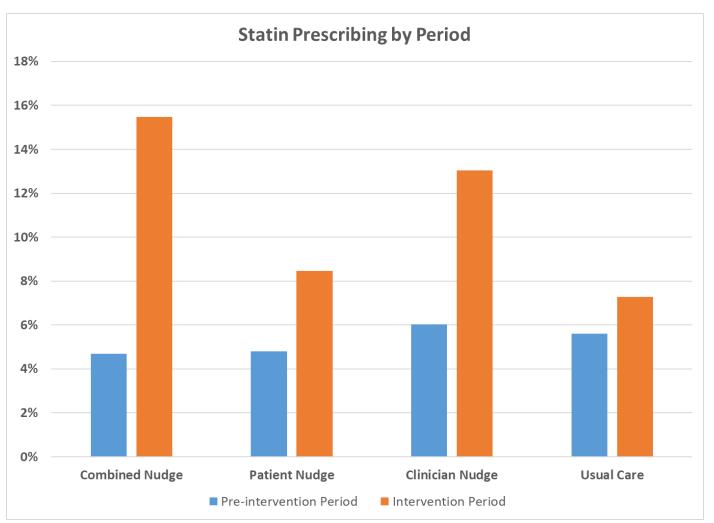
VirtualNudgeUnit.com

Milkman, Patel, et al. PNAS 2021

Nudging Statin Prescribing







VirtualNudgeUnit.com Adusumalli, Patel, et al. JAMA Cardiology 2022