

THE
BEHAVIOURAL
INSIGHTS TEAM 

IN PARTNERSHIP WITH  Cabinet Office

Applying behavioural insights

Ed Flahavan and Victoria Fussey

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Brief overview

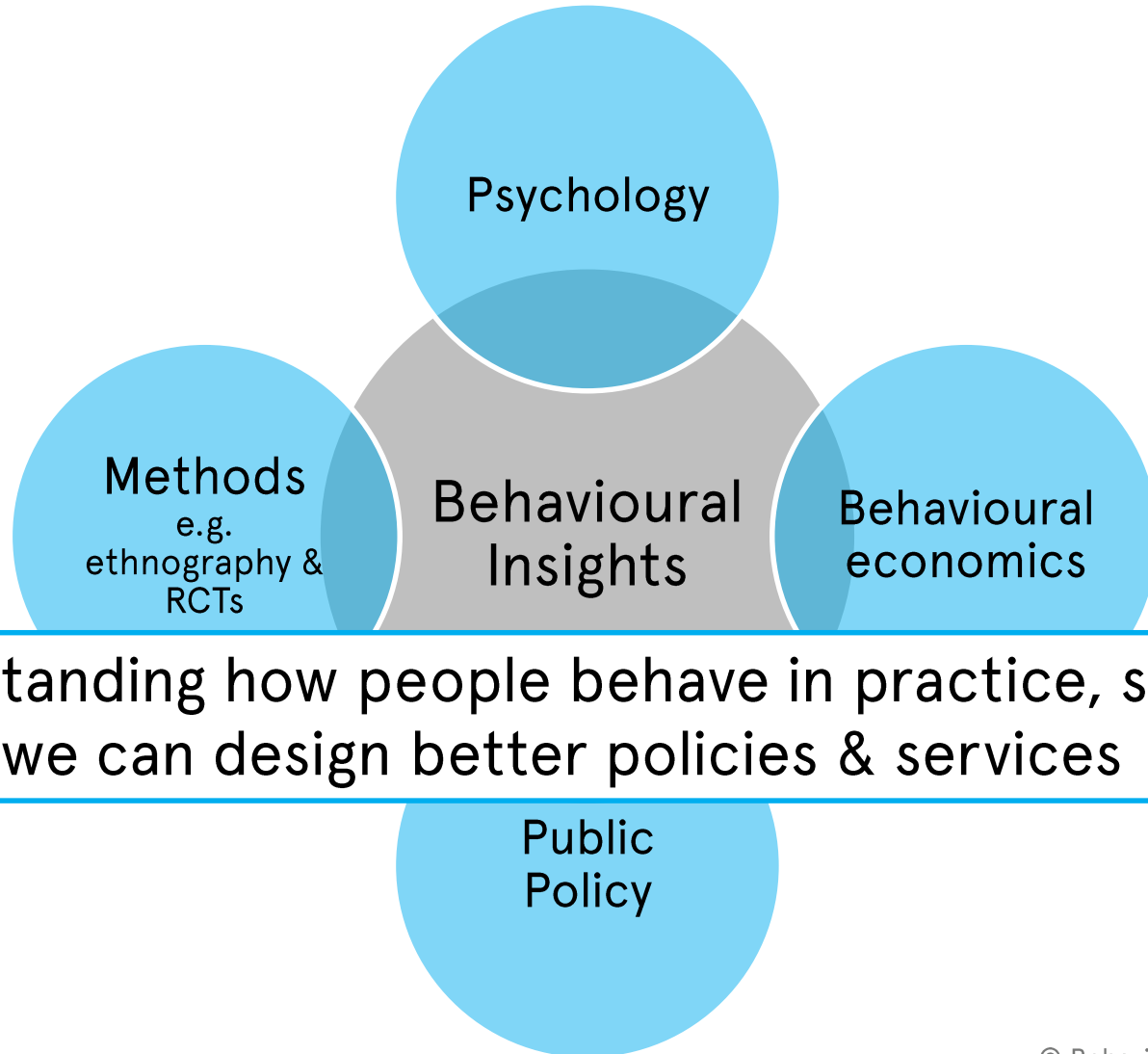
- ❖ Who we are
- ❖ Introduction to behavioural insights
- ❖ Overview of EAST
- ❖ Projects in IAPT
- ❖ Q&A

About the team

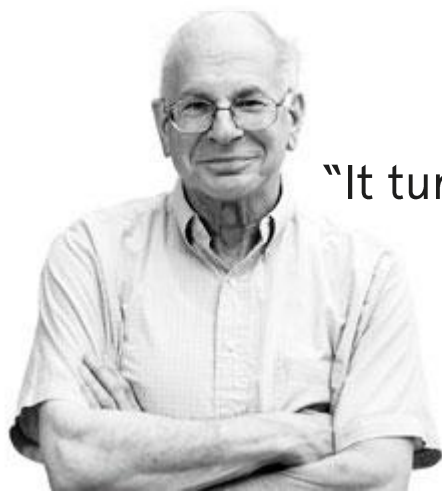
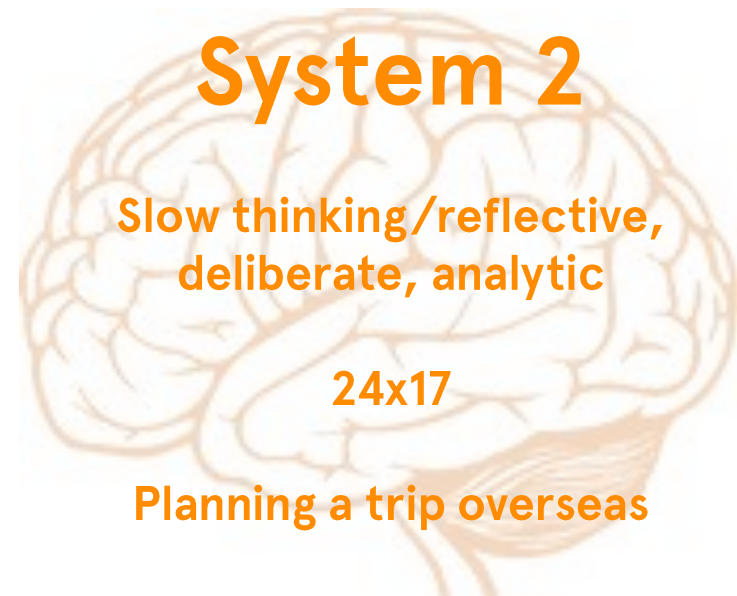
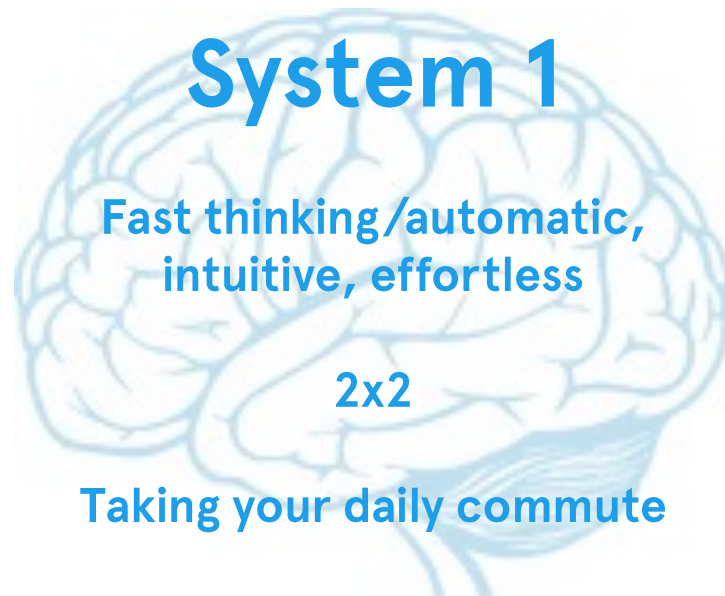
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What are behavioural insights?



How will people actually behave when we put them in a certain situation?



“It turns out that the environmental effects on behavior are a lot stronger than most people expect”

Daniel Kahneman, Nobel Laureate

Almost all policy concerns behaviour



The EAST framework

EAST Framework

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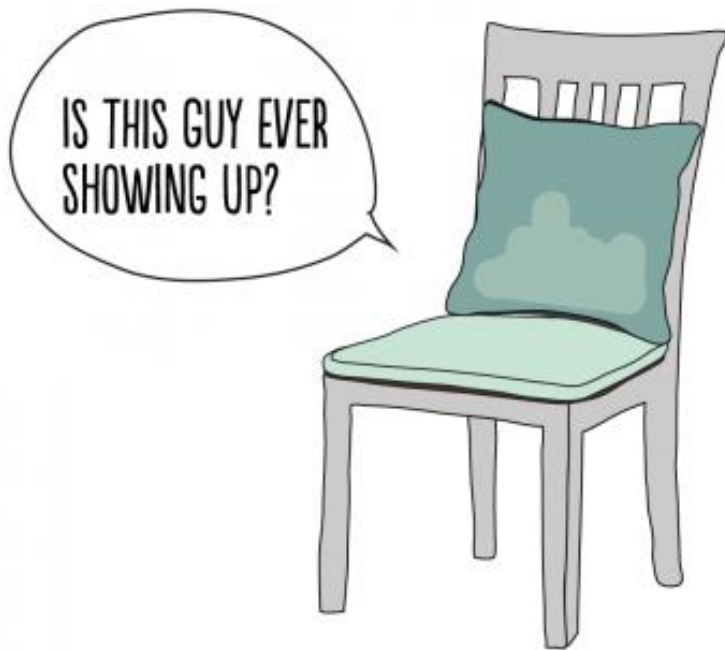


EAST
Four simple ways to
apply behavioural insights

Orain Service, Michael Hallsworth, David Halpern,
Felicity Algate, Rory Gallagher, Sam Nguyen, Simon Ruda, Michael Sanders
with Marcos Pelenur, Alex Gyan, Hugo Harper, Joanne Reinhard & Elspeth Kirkman.

IN PARTNERSHIP WITH  Cabinet Office **Nesta**

Reducing missed hospital appointments



Department
of Health

Imperial College
London

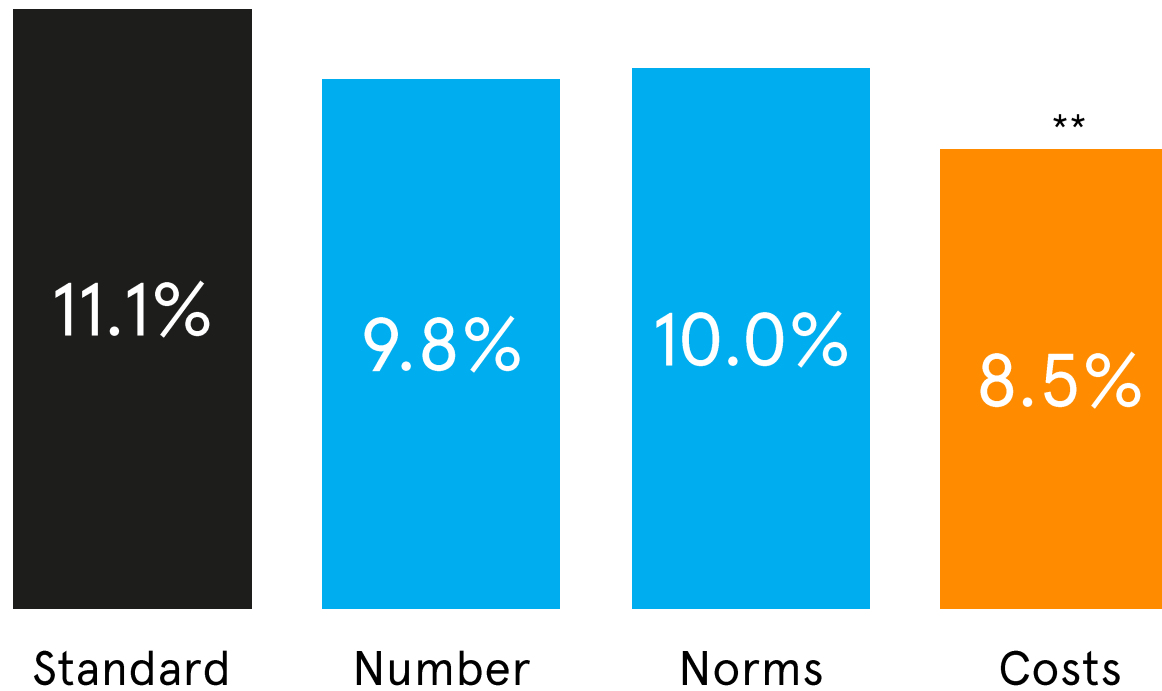
Michael Hallsworth, Dan Berry, Michael Sanders, Anna Sallis, Dominic King, Ivo Vlaev, Ara Darzi (2015) Stating appointment costs in SMS reminders reduces missed hospital appointments: Findings from two randomised controlled trials.

Which message would convince you to turn up?

Name	Message
Standard	Appt at [hospital] on [Sep 16] at [10:00am]. To cancel or rearrange call the number on your appointment letter.
Number	Appt at [hospital] on [Sep 16] at [10:00am]. To cancel or rearrange call 02077673200 .
Norm	We are expecting you at [hospital] on [Sep 16] at [10:00am]. 9 out of 10 people attend. Call 02077673200 if you need to cancel or rearrange.
Costs	We are expecting you at [hospital] on [Sep 16] at [10:00am]. Not attending costs NHS £160 approx. Call 02077673200 if you need to cancel or rearrange.

The results

% of appointments recorded as missed

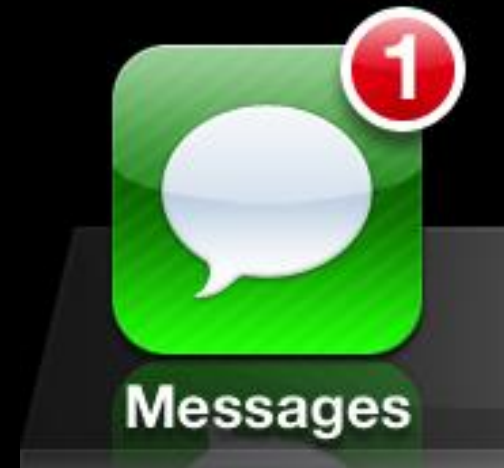


Total n = 10,111

* $p < 0.05$, ** $p < 0.01$

This result would lead to **5,800 fewer** missed appointments if applied over one year in same location

406,740 fewer if applied in England





THE LANCET

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Feature



Reducing antibiotic prescribing
A randomized trial assesses whether a low-cost communication intervention reduces antibiotic prescribing in England.


Hallsworth, et al. (2016) Provision of social norm feedback to high prescribers of antibiotics in general practice: a pragmatic national randomised controlled trial. *The Lancet*, 387 (10029), 1743-1752.

Chief Medical Officer letter to 3,227 GPs



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England

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 Department of Health

From the Chief Medical Officer, Richmond House T: +44 (0)20 7210 4850
Professor Dame Sally C Davies FRS 79 Whitehall F: +44 (0)20 7210 5407
FMedSci London E: sally.davies@dh.gsi.gov.uk
SW1A 2NS W: www.gov.uk

30th March 2015

NOTE TO PRACTICE MANAGERS: PLEASE FORWARD IMMEDIATELY TO GP ADDRESSED

Dear Mr Sample

Antibiotic usage in your practice

Antimicrobial resistance is a serious and growing threat to our health. Reducing unnecessary prescriptions in primary care may help prevent a public health catastrophe.


The great majority (80%) of practices in Birmingham & the Black Country prescribe fewer antibiotics per head than yours.*

Many practices are already taking action to reduce antibiotic prescriptions while safeguarding patients' health. Please join them by taking three simple actions:

1. Give patients advice on self-care instead – you can use the leaflet enclosed or search online for the "TARGET antibiotics toolkit".
2. Consider offering a back-up (delayed) prescription instead – this could be post-dated or collected by the patient a few days later if still necessary.
3. Talk to other prescribers in your practice to ensure they are also acting – data on prescribing is recorded at practice level.

I know that prescribers are aware of this problem and that prescribing is not a simple issue. But there are small changes we can all make that will have a big effect on everyone's health. Please join us in reducing antibiotic use.

Yours,



**PROFESSOR DAME SALLY C DAVIES
CHIEF MEDICAL OFFICER**

* Your practice's prescribing data are available online. Data were taken from <http://www.hscic.gov.uk/gpprescribingdata> and adjusted to take into account patient load and demographics. The 80% figure excludes outliers judged to be created by measurement error and does not include out-of-hours services. For more information on the consequences of antimicrobial resistance, see the UK 5 Year Antimicrobial Resistance Strategy.

3 clear
actionable steps

"The great majority (80%) of practices in London prescribe fewer antibiotics per head than yours."

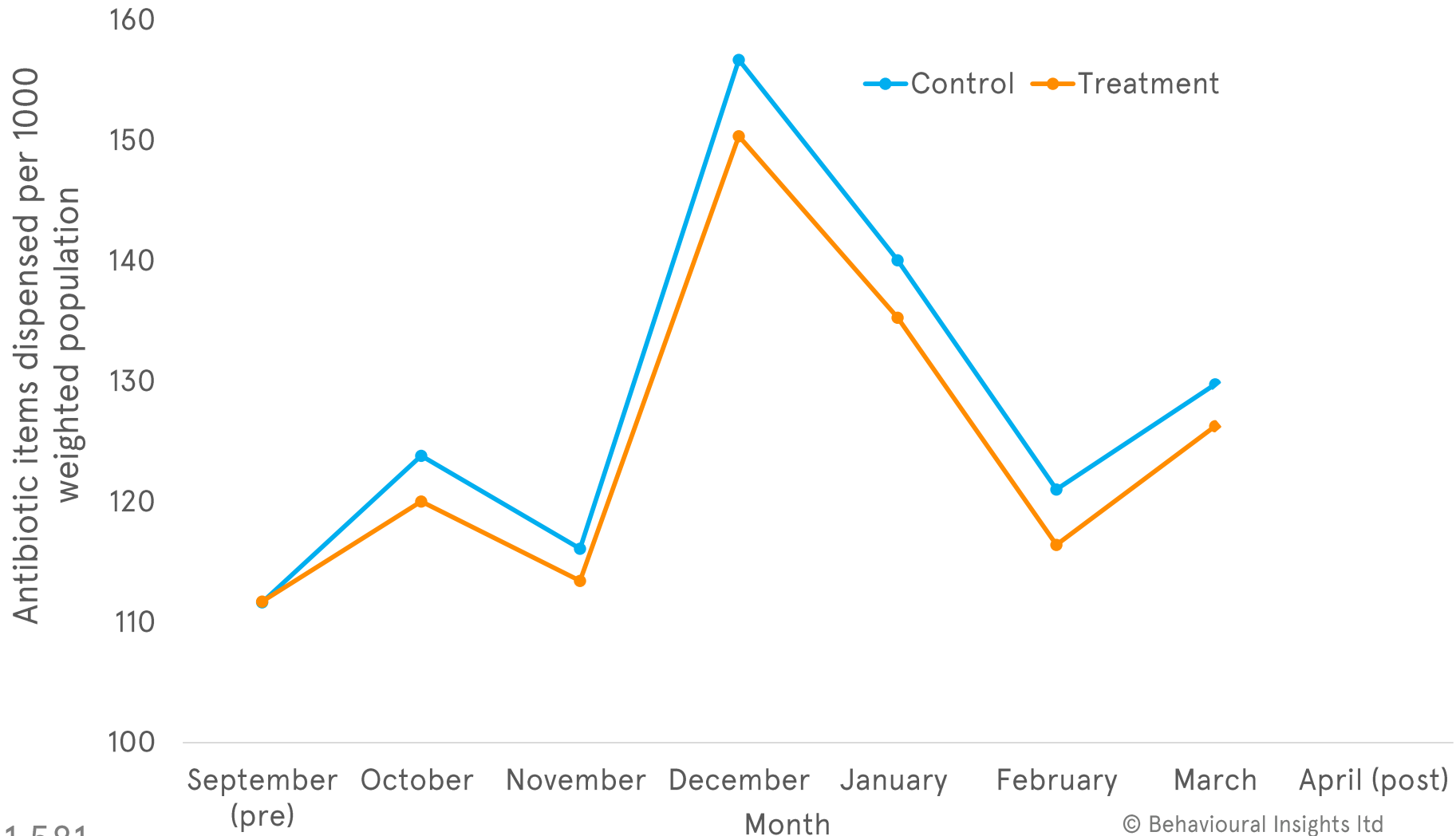
Influential messenger

A reduction in antibiotic prescribing rates



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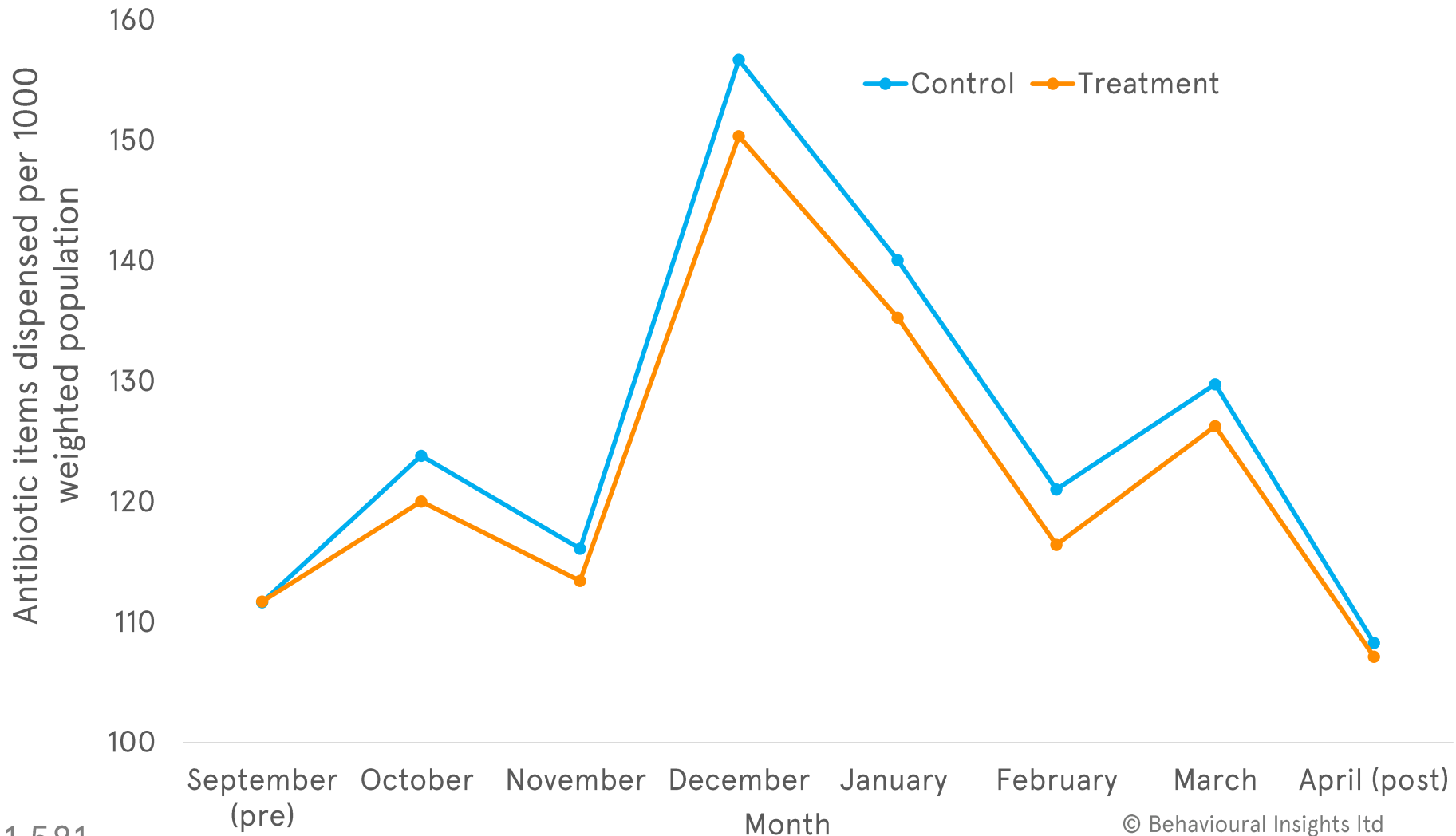
n=1,581

The effect disappeared when the control group also received a letter



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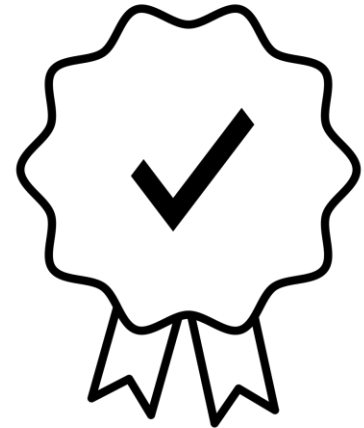
- The letter saved **73,406 doses** across **791 practices**
- Direct saving of **£92,356** in public sector prescription costs

Projected **0.85%**
reduction in England's
prescribing



Applications in psychological therapy

- ❖ Reducing missed appointments
- ❖ Reducing dropout
- ❖ Encouraging uptake of services
- ❖ Increasing adherence to treatment
- ❖ Improving the patient experience



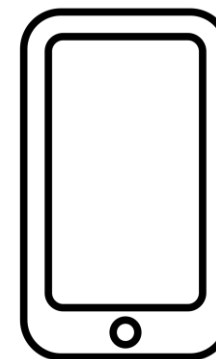
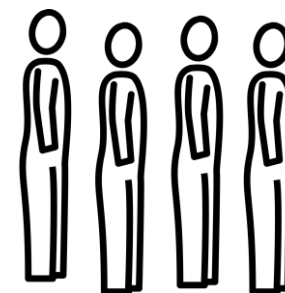
Project 1: Behavioural SMS reminders to reduce missed IAPT appointments

- ❖ Project run in partnership with Mayden. Internally funded by Mayden and BIT.
- ❖ Testing behaviourally-informed SMS appointment reminders.
- ❖ Two messages to be tested draw on concepts from behavioural science:
 - ❖ Implementation intentions
 - ❖ Reciprocity
- ❖ Currently finalising partner providers and drafting ethics application.
- ❖ Due to launch in Autumn.



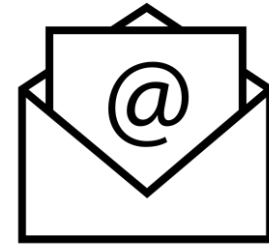
Project 2: Waiting list support in IAPT

- ❖ A Cabinet Office funded project in partnership with Mayden.
- ❖ The trial will draw on the concept of operational transparency.
- ❖ We will send SMS messages informing patients of the work going on behind the scenes to progress their case and test whether this can reduce dropout.
- ❖ Due to launch in early 2018 – we are currently looking for interested providers.



How to register interest

- ❖ Come and chat to either of us today
- ❖ Email Victoria.Fussey@bi.team



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