

A Behavioral Economics Approach to Health Promotion in Organizations: Design Principles and Evaluation

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Health promotion programs have the potential ...

... to **decrease sickness absence** and (Kuoppala et al. 2008)

... to **increase productivity** of employees. (Taris and Schreurs 2009)

But **limited participation** of employees is one of the key issues today.
(Mattke et al. 2013)

Incentives can increase participation rates and positively influence health-related behavior. (Volpp 2009, James 2012, Osilla et al. 2012)

A potential solution?
Results-based Incentives

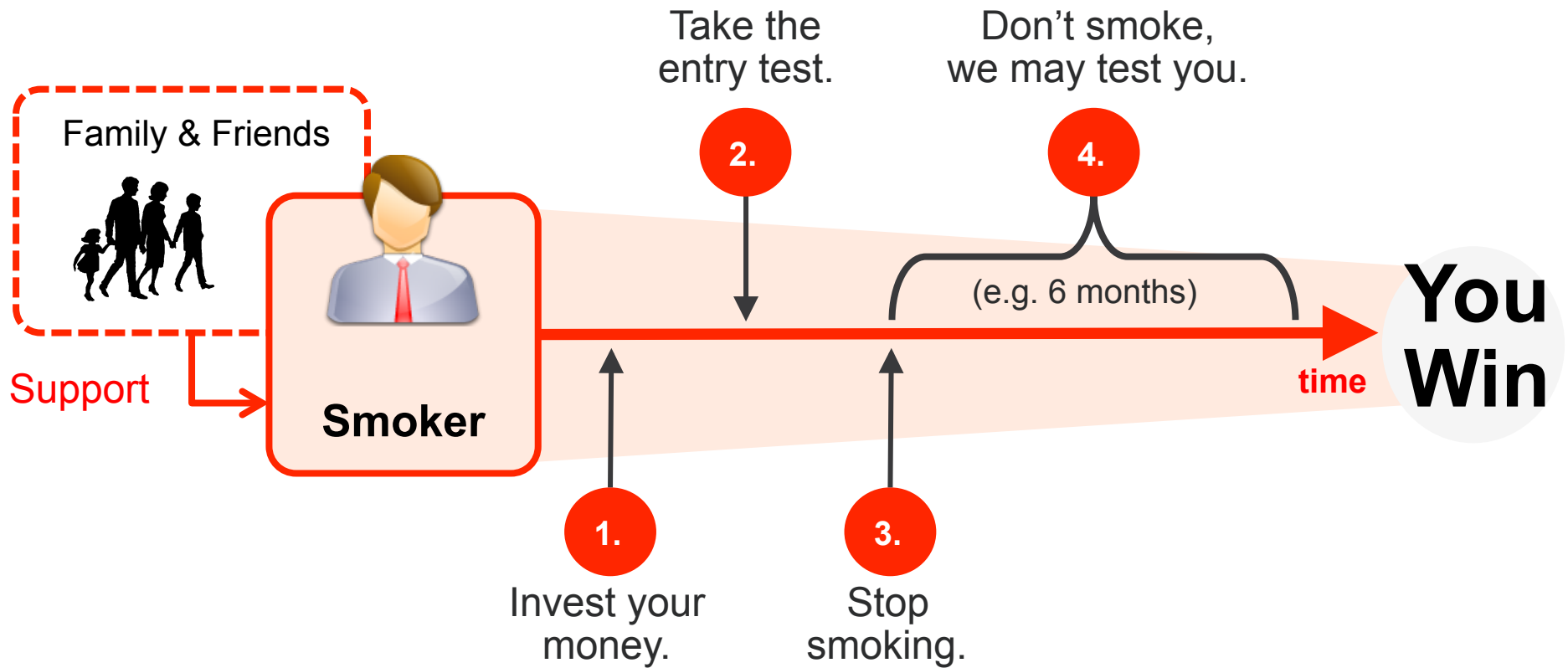
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Literature on the **delay of gratification** framework (e.g. Metcalfe and Mischel 1999) and **health IT** (e.g. Kraft et al. 2009, Anderson & Agarwal 2011) was combined:

Selected Design Principle (abbreviated for presentation)

- 1 Individual **program goals** should be made explicit and communicated.
- 2 Information about the **program progress** should be provided.
- 3 **Reminders** should be provided to increase adherence.

- Online survey with **249 employees** of one Swiss company
- Domain: **Quit Smoking** Program
- Smokers (26.5%) **would join** the health promotion program.

