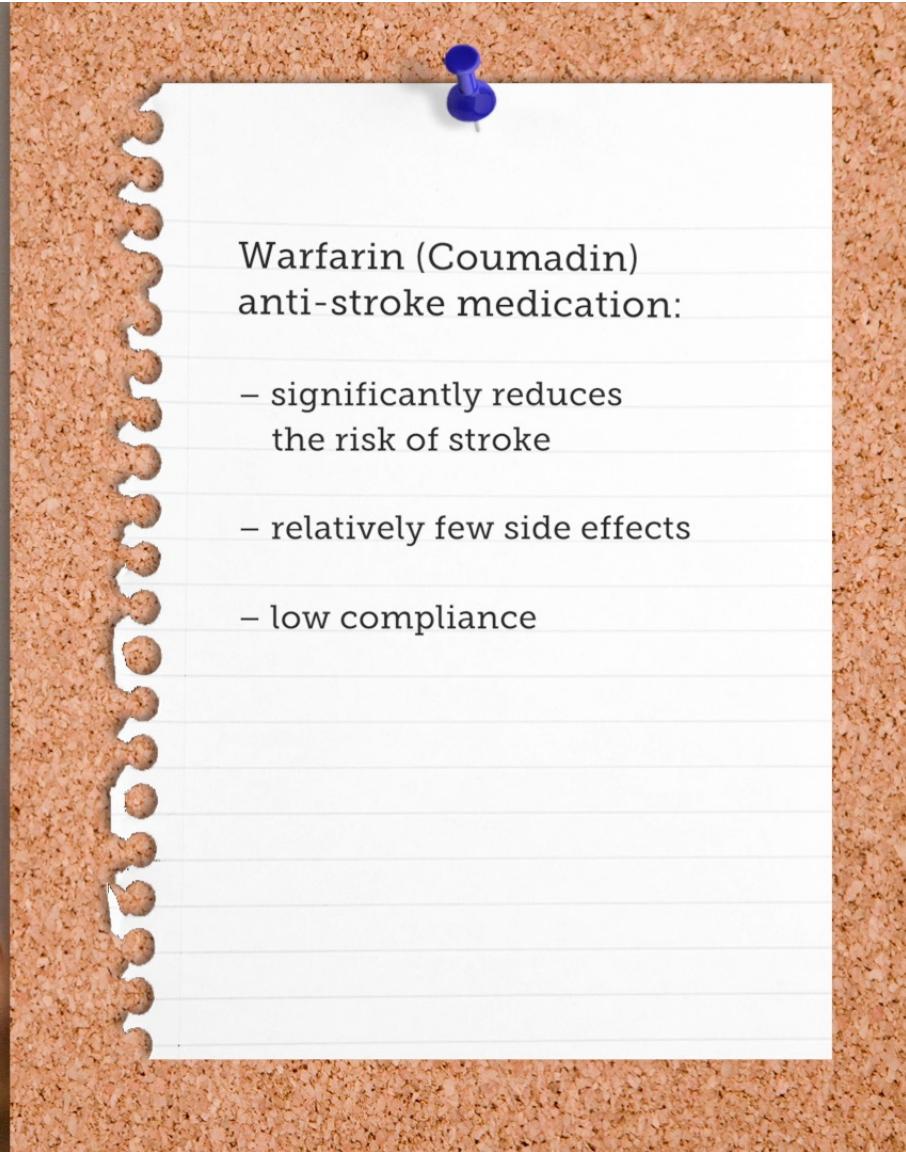


Part 2:
Reward Substitution



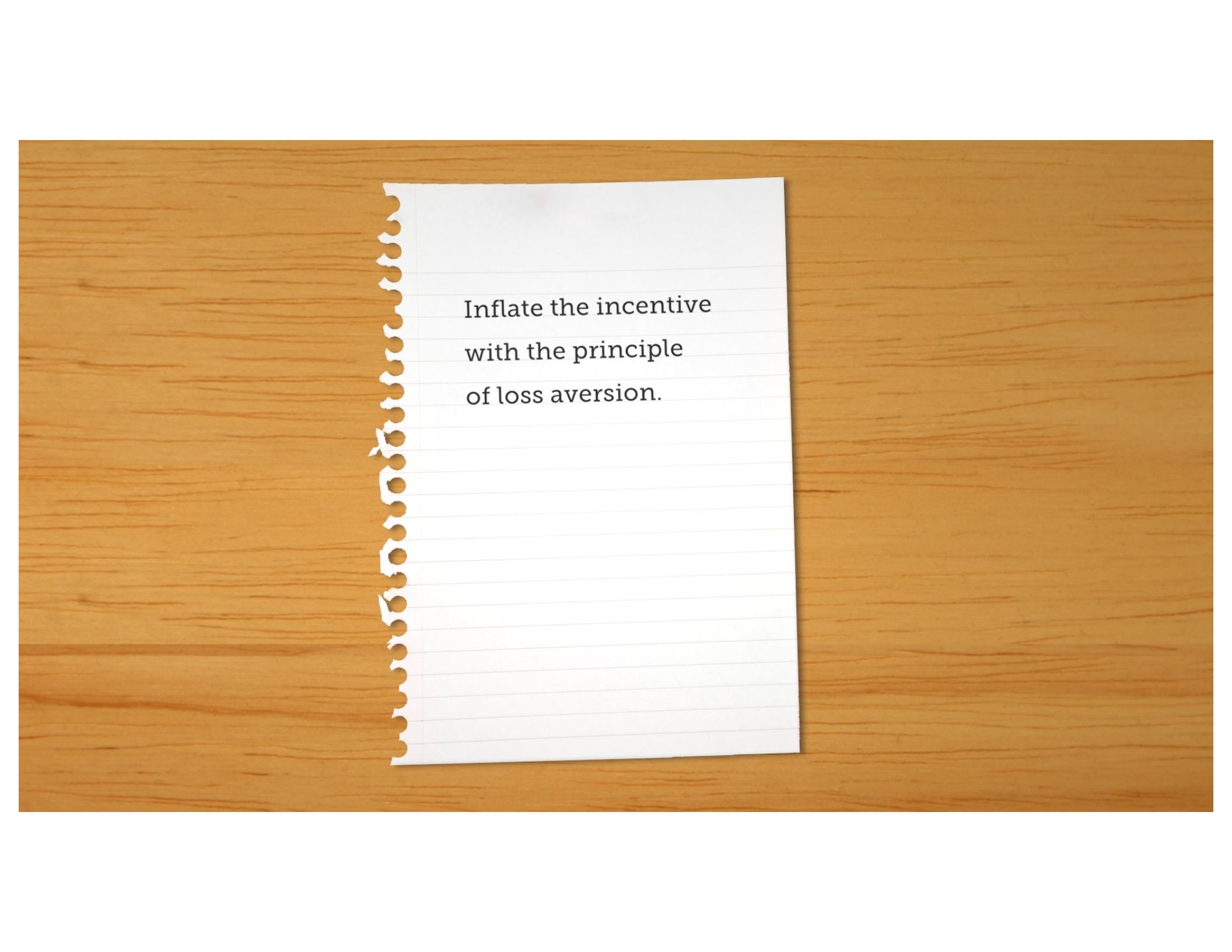
To encourage Rx compliance:

- pay
- charge
- guilt
- competition
- create obstacles
- cover pills with chocolate



What if we gave people
\$3 a day to take their
medication on time?

\$1,000 a day?



Inflate the incentive
with the principle
of loss aversion.



What if we pre-paid
you and then took money
back for days you didn't take
your medication on time?



What if we gave you \$100
for taking your medication
over a period of time?

What if we gave people a 10% chance of making \$30.00 instead of a guaranteed \$3.00?



The Ideal Lottery:

- 1) one big reward
- +
2) smaller, regular rewards





Regret: the comparison
between where we
are in life and where
we could have been.

A photograph of a woman in a dark pinstripe business suit and white blouse, looking upwards and slightly to the right with a thoughtful expression. Her arms are crossed. To her right, a man in a dark suit and tie looks towards her. They appear to be in a modern, brightly lit interior space with a high ceiling and structural beams.

Would you be more upset
if you missed your flight
by 2 minutes or 2 hours?

Happiness

We pick a reality and compare our lives to it.

- If that reality is better than our actual lives, we are miserable.

- If that reality is worse, we feel good.

Regret Lottery

- everyone gets a ticket
- only those who took the medication on time get to claim the prize (if they win)



The Effect of Regret Lotteries on Medication Adherence

