



Harnessing behavioural insights to reassure patients

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24
HOUR

FITNESS





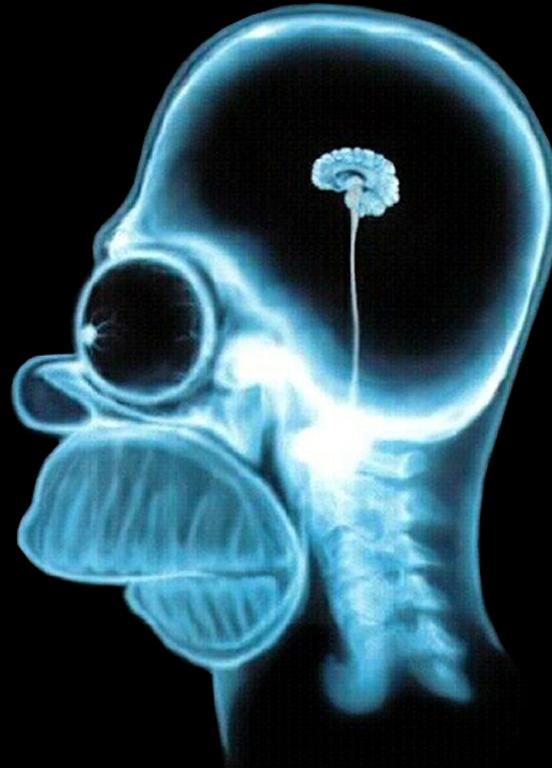
Slow / reflective

- Reflective
- Controlled
- Effortful
- Slow
- Conscious
- Rational

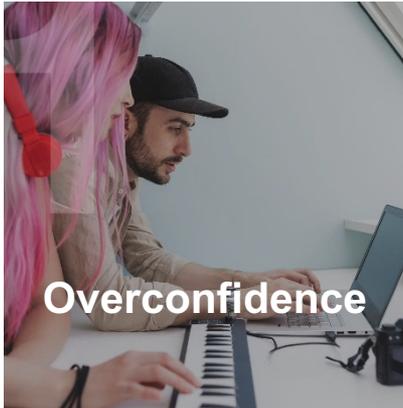


Fast / automatic

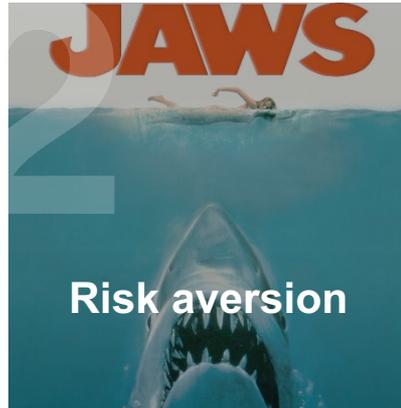
- Automatic
- Uncontrolled
- Effortless
- Fast
- Unconscious
- Affective



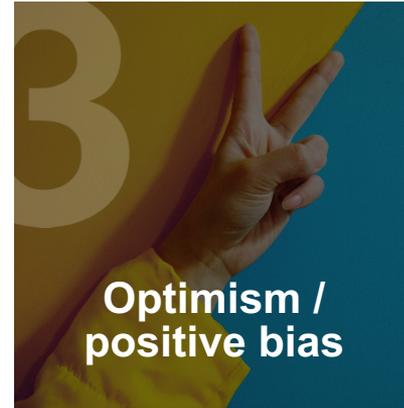
'Biases' that lead to seemingly irrational decisions



Our subjective confidence in our own ability is greater than actual performance. For instance, 90% of us rate ourselves as an above average driver.



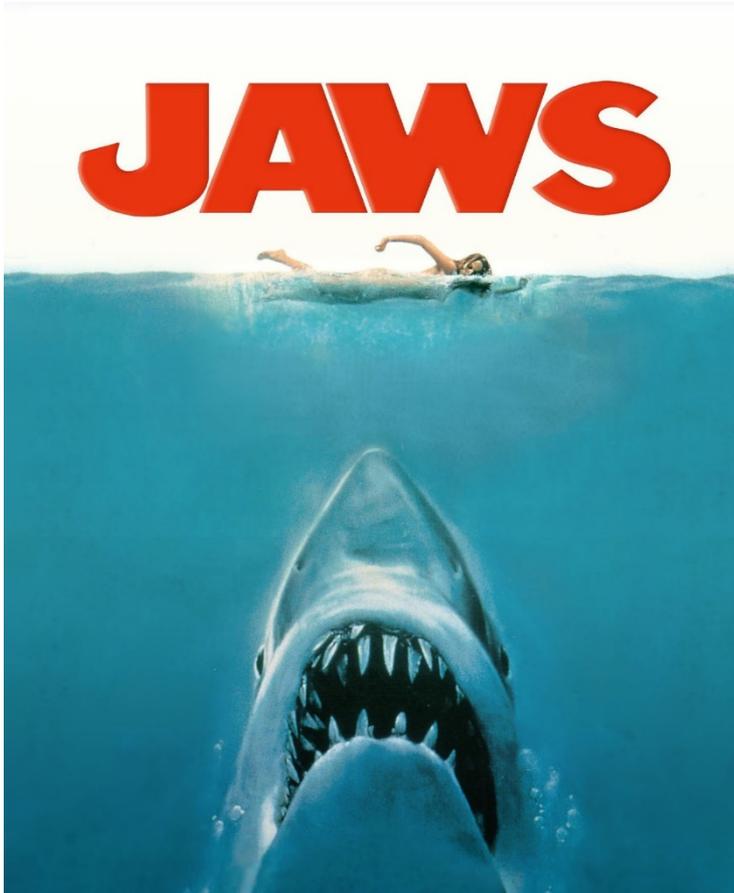
We are risk averse: we prefer a lower benefit with a known outcome to a higher potential benefit but with an uncertain outcome.



We tend to believe we are at a lesser risk of experiencing a negative event compared to what is objectively true.



We give stronger weight to immediate payoffs. Once rewards become distant, they cease to feel valuable.



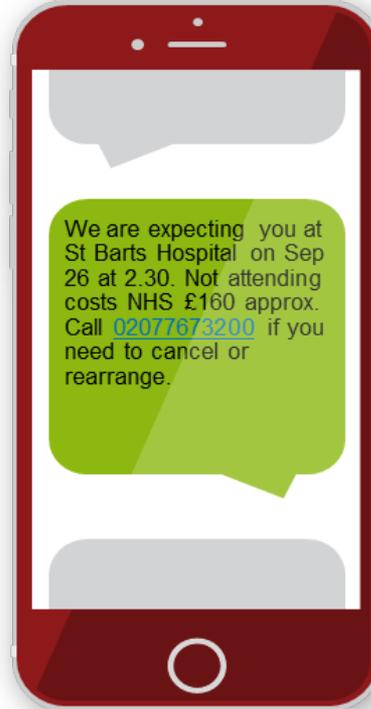
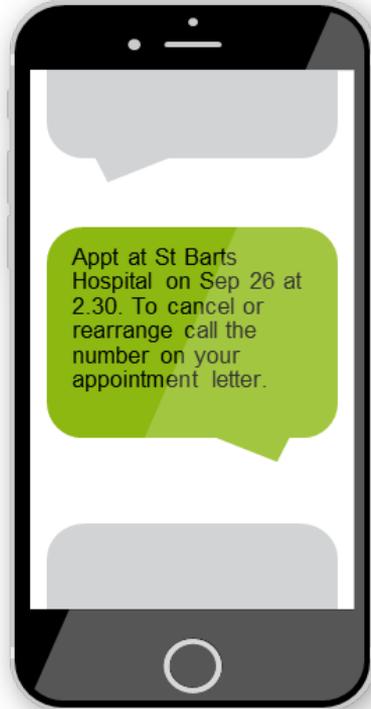
- Communicate risks and benefits so they're vivid and tangible
- Use relatable stories and whole numbers (frequencies) rather than probabilities
- Communicate risks and benefits so they feel immediate



- Promote the desired norm
- Use relatable messengers – ‘people like me’ and people I know and like



- Make the patient experience visible and tangible
- Use foot-in-the-door techniques



- Communicate what patients can do – and why this helps their clinic or hospital
- Make this specific



- Grab attention – keep messages simple
- Declutter communications – letters, websites, posters



- Dig deeper!
- Observe real behaviour as well as asking people to report on their behaviour



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