Incentives, Innovation, and Industry-Academic Collaboration: The Envolve Center for Health Behavior Change

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Envolve™ Center for Health Behavior Change
A New Model:
Envolve Center for Health Behavior Change
Centene and Envolve

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Drug Benefit Management
Acaria® Specialty
Drug Solutions
Online Drug Management Tools
Analytics and Clinical Consulting
Home Delivery Services

Digital Health
Behavioral Health
Health and Life Coaching
Nurse Advice Line
Care Gap Closure Services
Foster Care Management
Employee Assistance Program

Vision Benefits
Dental Benefits

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Negative Health Behavior Contributes to Chronic Disease and Premature Death

**Potentially Preventable Deaths from the Five Leading Causes of Death**

*United States, 2008–2010*

- **34%** Diseases of the Heart
- **21%** Cancer
- **39%** Unintentional Injuries
- **33%** Cerebrovascular Diseases (Stroke)
- **39%** Chronic Lower Respiratory Diseases

Deaths observed vs. Potentially preventable deaths

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Envolve™ Center for Health Behavior Change
Cost of Negative Health Behavior

- Missed Appointments: $150 Billion
- Drug Inadherence: $290 Billion
- Hospital Readmissions: $41.3 Billion
- Missed Prevention: $55 Billion
Envolve Center Collaboration

Envolve

Envolve Center for Health Behavior Change™

Washington University in St. Louis

Duke University
Aims of the Envolve Center

Bring academia and industry together.
Test rigorous scientific innovations in real-world settings.
Scale up to reach millions.
Impact health care industry and advance science.
Envolve Center – Public Launch
January 28, 2016 | Hillman Hall
Research Agenda: Evidence-based Innovation
Faculty Leadership

DAN ARIELY
Faculty Director, Behavioral Economics

DEBRA HAIRE-JOSHU
Faculty Director, Lifestyle Innovations

MICHAL GRINSTEIN-WEISS
Center Director and Faculty Director, Behavioral Economics

MATTHEW KREUTER
Faculty Director, Health Communications
Research Cores

1. Using behavioral economics to promote healthy behavior

2. Intergenerational lifestyle change

3. Tailoring communications for improved health outcomes

4. Analyzing healthcare data for trends
Current Studies

• Multiple studies launched
• Testing interventions such as:
  – Impact of peer coaches vs. traditional coaches
  – Cultural values assessment and messaging
  – Behavioral economics techniques
• Analyzing big healthcare data
Health Behavior: Relevant to Us All
How Many of Us Have Set a Health-Related Goal?
Change: Desirable—But Not Guaranteed

My New Year's resolution is to stop lying to myself about making lifestyle changes.
Change: Desirable—But Not Guaranteed

- New Year's Resolutions
  - a)
  - b)
  - c)
  - 50%

- 64%

- 52%

- 88%

Science of Change Barriers

Research shows that:

– stress
– overload
– low energy

stop people from sticking to their goals.

Added Challenges for Low-Income Families
Behavioral Economics: Tool for Scalable Change
Choice Architecture
Typical Check-out Line Choices
Healthy Check-out Line Choices
Defaults: Organ Donation Example

Johnson & Goldstein (2004)
Defaults: Organ Donation Example

- **Opt-In**

  - Check the box if you want to participate in the organ donor program

  - **No Check = Don’t Join**

- **Opt-Out**

  - Check the box if you do not want to participate in the organ donor program

  - **No Check = Join!**
Who Uses Behavioral Economics?

For example:

**GOVERNMENT**
- Financial Consumer Agency of Canada
- The White House
- The Department of the Treasury

**INDUSTRY**
- Google
- Panda Express
- Intuit TurboTax
- JPMorgan Chase & Co.

**PHILANTHROPY**
- The Annie E. Casey Foundation
- Ford Foundation

Envolve™ Center for Health Behavior Change
Incentives:
What You Wanted to Know but Were Too Afraid to Ask
Do incentives work?  Yes, but it depends.
Incentives Over Time
Incentives Over Time
Are incentives always financial?

No.
Incentive Types

- Tangible
- Social
- Purposive
How is the Envolve Center using incentives?

To increase program participation for the Medicaid population.
### Incentives Study

<table>
<thead>
<tr>
<th>Children living with asthma</th>
<th>• 35-38% of parents with an asthmatic child do not complete baseline assessment</th>
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<tbody>
<tr>
<td><strong>Low participation</strong></td>
<td>• Low income ($\geq 16,245^{1}$), high mobility (&gt;20%(^2,3)), limited availability</td>
</tr>
<tr>
<td><strong>Incentivize participation</strong></td>
<td>• Using behavioral science</td>
</tr>
</tbody>
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2. Coulton, Theodos, & Turner (2012)
3. Ihrke & Faber (2012)
Study Design

$15

$10
Regret Lottery

“Eligible winner”

(Envolve Study) Congratulations! You've won $10 in the study lottery. Rewards will be active on your Healthy Rewards card soon. Don't have one? We'll send one!

“Ineligible winner”

Congratulations, you won in the lottery. But since you didn’t take your coaching call, you aren’t eligible to get your reward. Your reward would have been $10.

Sorry about that.
What happens when incentives don’t work?

Try choice architecture.
“Louisiana Healthcare Connections, your child’s state health benefits company, would like to tell you and your child about the Healthy Solutions for Life program. Louisiana Healthcare Connections is providing this bonus health and wellness program at no cost to your family. Healthy Solutions for Life is specifically designed to help those with breathing problems like asthma and will give you the tools you need to make sure your child stays healthy.

“Congratulations! You and your child have been selected to be a part of the Healthy Solutions for Life program! You are now officially members of this program!”
Summary

1. For incentives, consider the target behavior and decision-making over time.

2. Not all incentives are financial.

3. Think of incentives and choice architecture.
Thank you!

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