

# Easy, Attractive, Social, and Timely: Utilizzare le scienze comportamentali per sviluppare interventi di sanità pubblica

---

Nudge Day #2

Filippo Bianchi, Ottobre 2020



In partnership with



Cabinet Office

# Vorrei parlarvi di...

---



## **BIT**

Chi siamo, da dove veniamo, e i nostri obiettivi



## **Dual process models**

Una prospettiva attraverso la quale capire il comportamento umano



## **EAST**

Come applicare scienze comportamentali per sviluppare interventi di sanità pubblica



## **TESTS**

Una linea guida per condurre progetti di scienze comportamentali



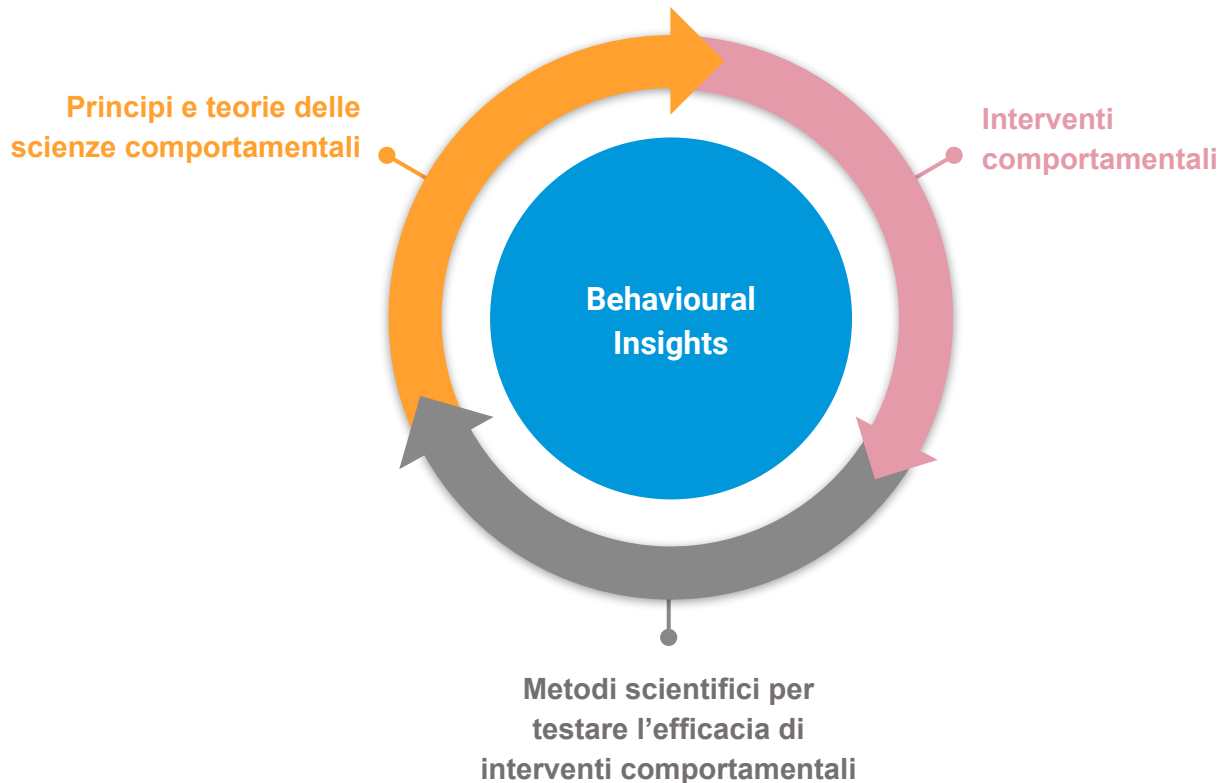
# Cosa intendiamo per *behavioural insights*



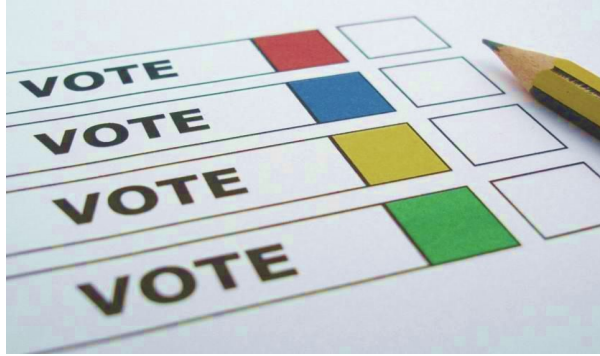
Usare *behavioural insights* significa applicare metodi empirici per approfondire:

- Come prendiamo le nostre decisioni nella nostra vita di tutti i giorni
- Come le nostre decisioni possano venire influenzate dal modo in cui le opzioni ci vengono presentate
- Quali fattori determinano il nostro comportamento

I risultati di queste ricerche possono essere applicate per sviluppare interventi comportamentali e politiche efficaci.



# La missione del Behavioural Insights Team



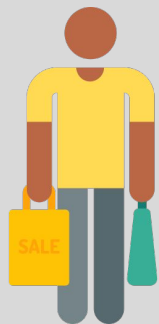
# Il contributo delle scienze comportamentali



Prendendo (e semplificando) il problema dell'obesità...

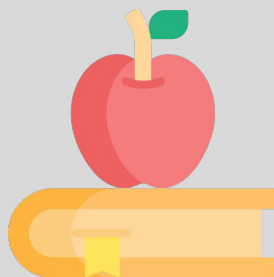
## General public

*“Vogliamo vivere vite lunghe e sane... ma vogliamo anche essere liberi di comportarci come meglio crediamo”*



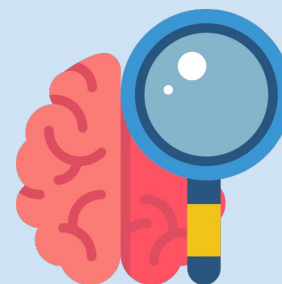
## Policy maker

*“Forniamo informazione su cosa costituisce una dieta sana. In questo modo verranno scelti alimenti più sani.”*



## Behavioural scientist

*“Fornire informazione è molto importante... ma è davvero sufficiente per cambiare i comportamenti a lungo termine?”*





# Il contributo delle scienze comportamentali

Se pensiamo che fornire informazioni sia sufficiente per cambiare comportamenti relazionati alla salute, presupponiamo che le nostre scelte siano **unicamente determinate una da valutazione razionale dei vantaggi e svantaggi di tutte le opzioni disponibili.**



Quando è stata l'ultima volta che avete paragonato i valori nutrizionali di tutti i prodotti disponibili prima di scegliere il vostro?



# Il contributo delle scienze comportamentali



Se pensiamo che fornire informazioni sia sufficiente per cambiare comportamenti relazionati alla salute, presupponiamo di avere il **tempo**, le **risorse**, e le **capacità di memorizzare ed utilizzare le informazioni necessarie per fare la scelta 'sana' nel momento opportuno.**



/ 100 ml



/ 100 ml



/ 100 ml



/ 100 ml



# Il contributo delle scienze comportamentali



Se pensiamo che fornire informazioni sia sufficiente per cambiare comportamenti relazionati alla salute, presupponiamo di avere il **tempo**, le **risorse**, e le **capacità di memorizzare ed utilizzare le informazioni necessarie per fare la scelta 'sana'** nel momento opportuno.



11.8 g / 100 ml



4.5 g / 100 ml



1.9 g / 100 ml



10.6 g / 100 ml

# Il contributo delle scienze comportamentali



Se pensiamo che fornire informazioni sia sufficiente per cambiare comportamenti relazionati alla salute, assumiamo che i nostri **comportamenti siano sempre in linea con le nostre intenzioni consce e razionali.**



# I due processi che definiscono il nostro comportamento



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

**Daniel Kahneman,**  
Nobel Laureate



# I due processi che definiscono il nostro comportamento

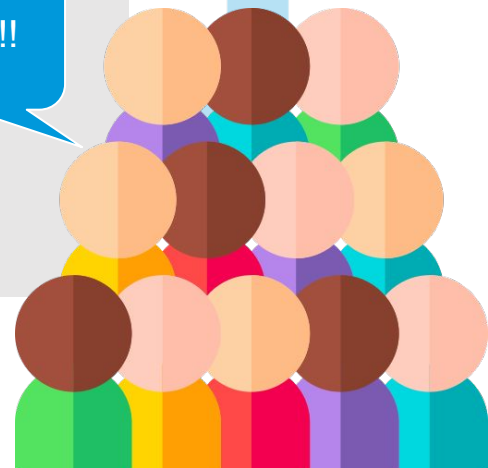


## Provare i nostri due sistemi comportamentali in azione

Ora vi mostrerò delle parole scritte in colori diversi. Vi chiederò di dire ad alta voce il colore in cui la parola è scritta.

**BLU**

Rosso!!!



co  
ce  
e  
nda



Blu



Rosso



Verde





Giallo



Rosa



Verde



Giallo



Blu



Rosa



Verde





Giallo

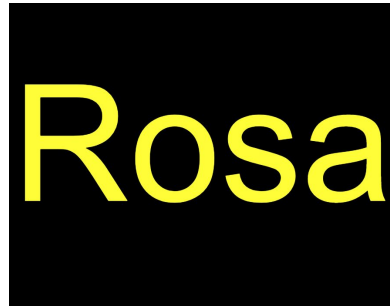


Rosa



Rosso

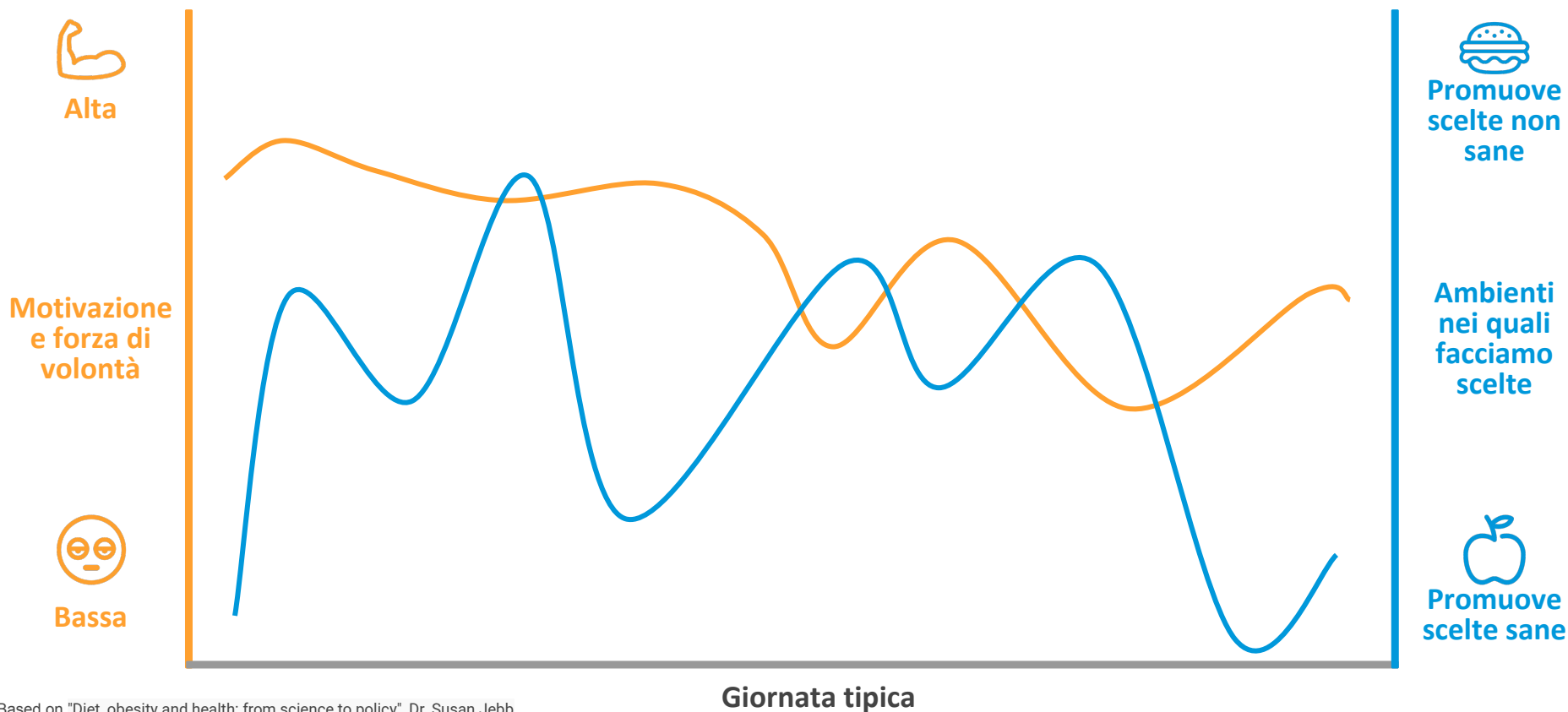
# I due processi che definiscono il nostro comportamento



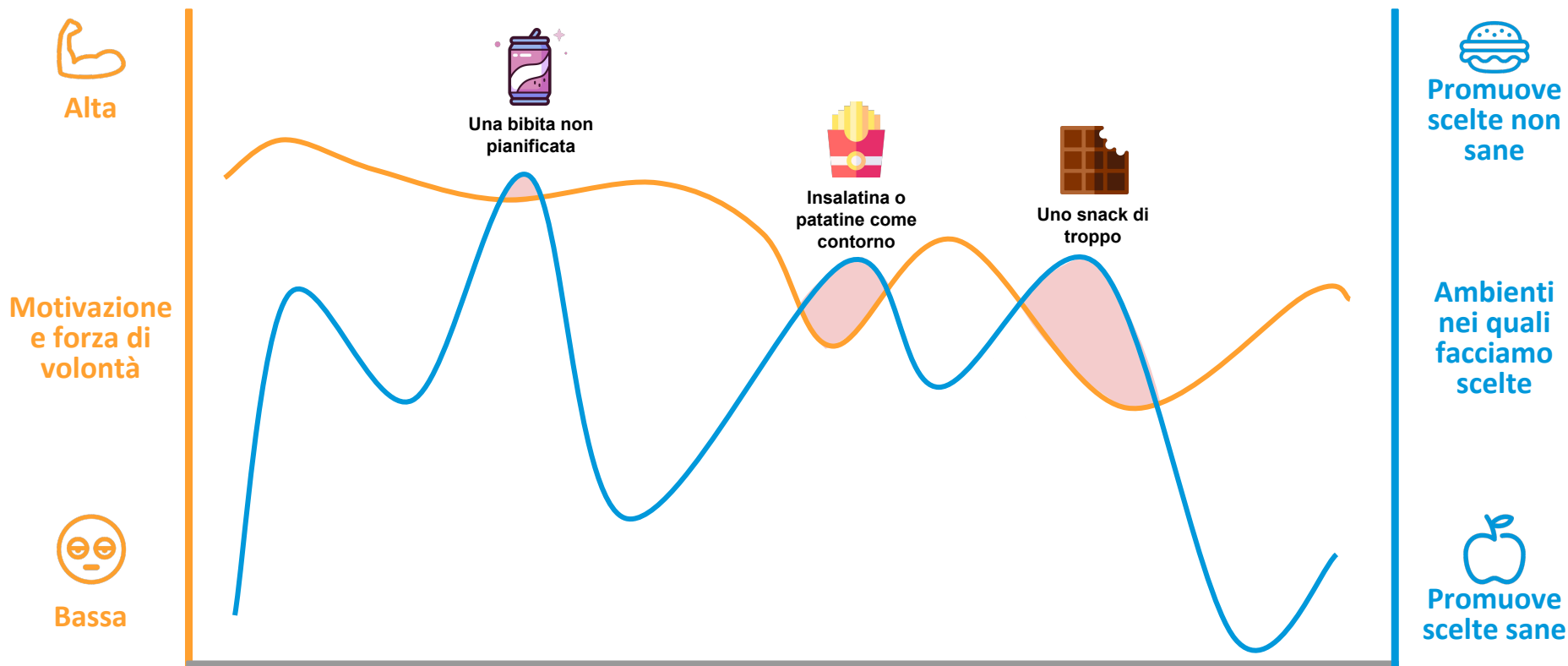
# I due processi che definiscono il nostro comportamento



# Due processi che definiscono il nostro comportamento



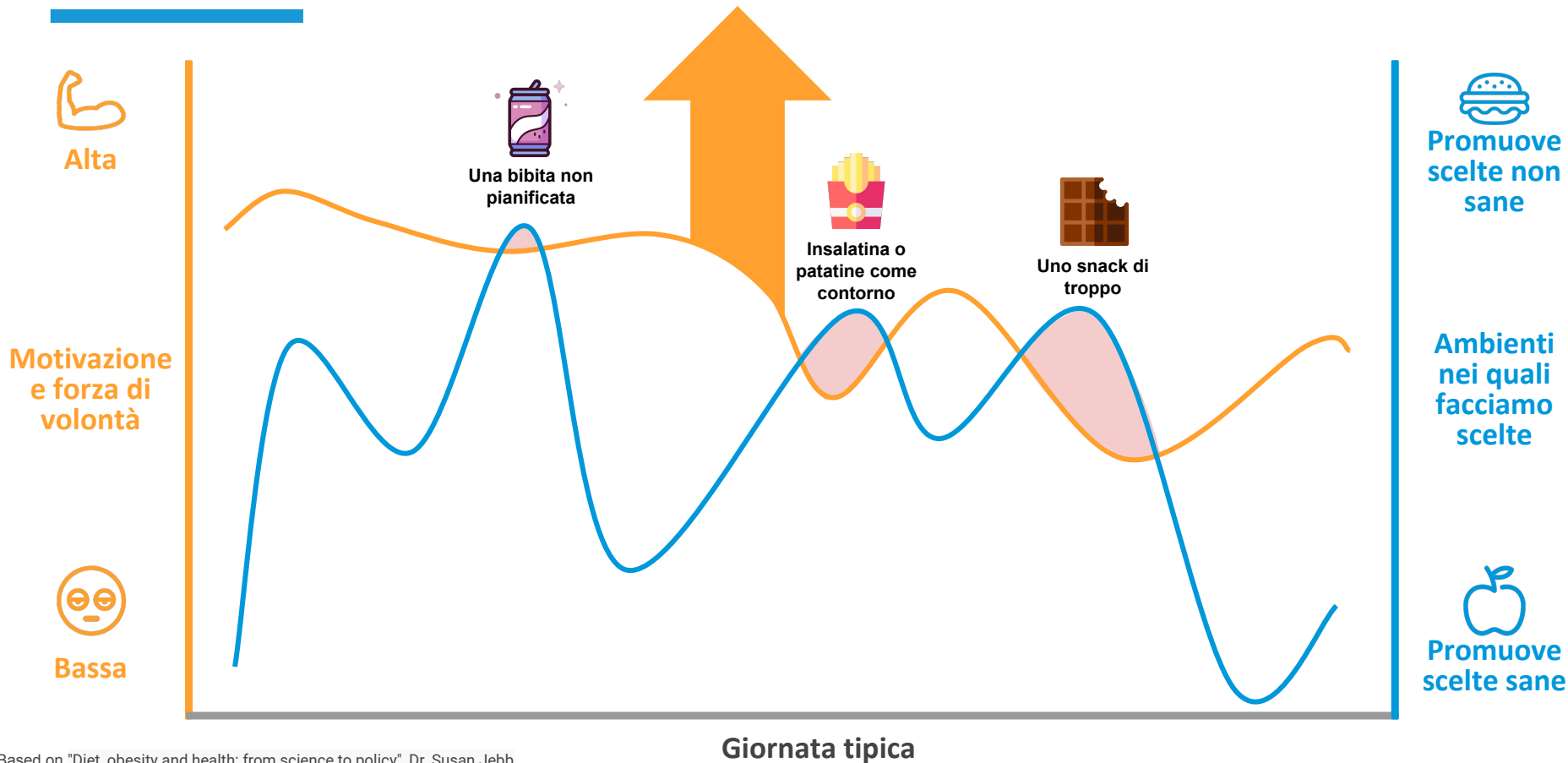
# Due processi che definiscono il nostro comportamento



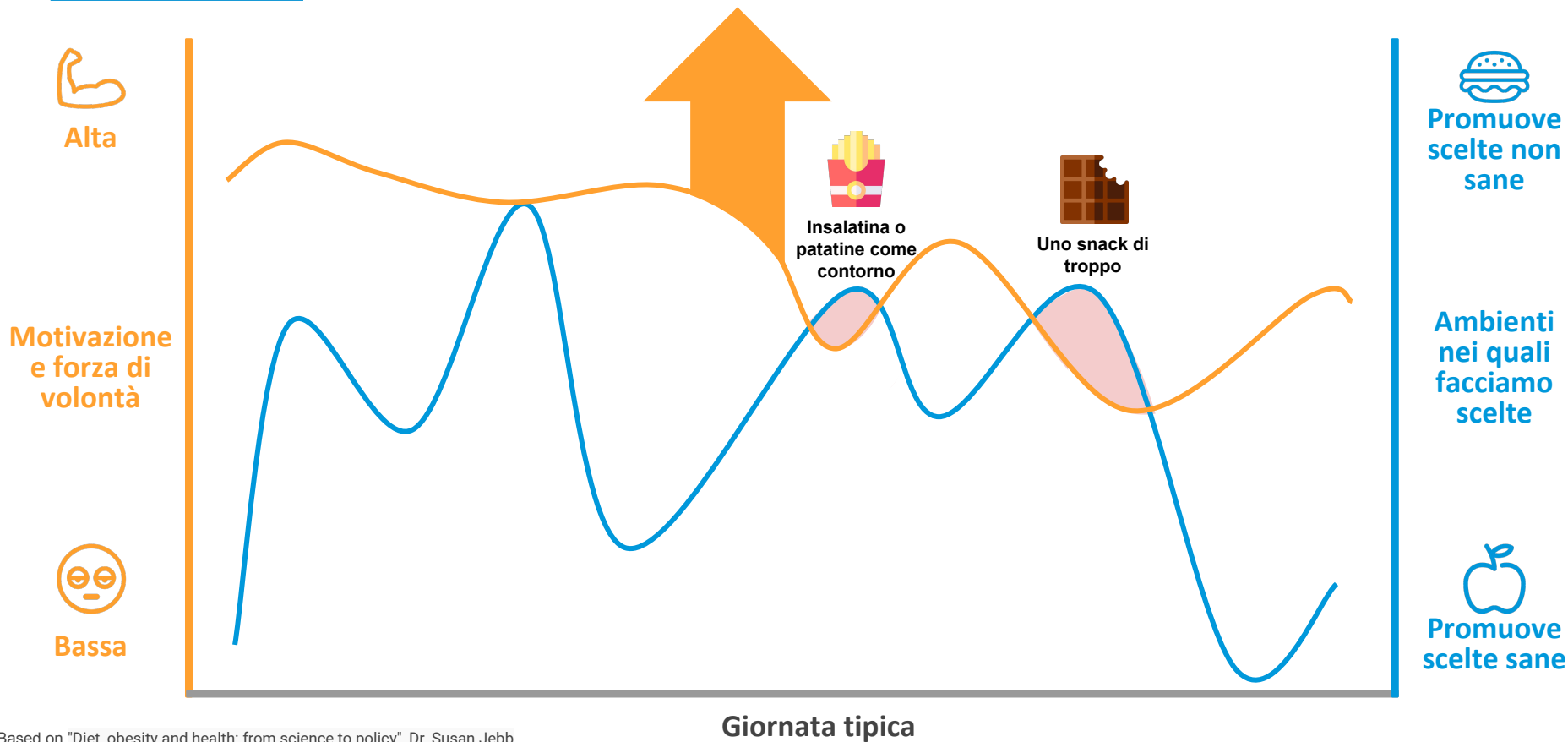
Giornata tipica



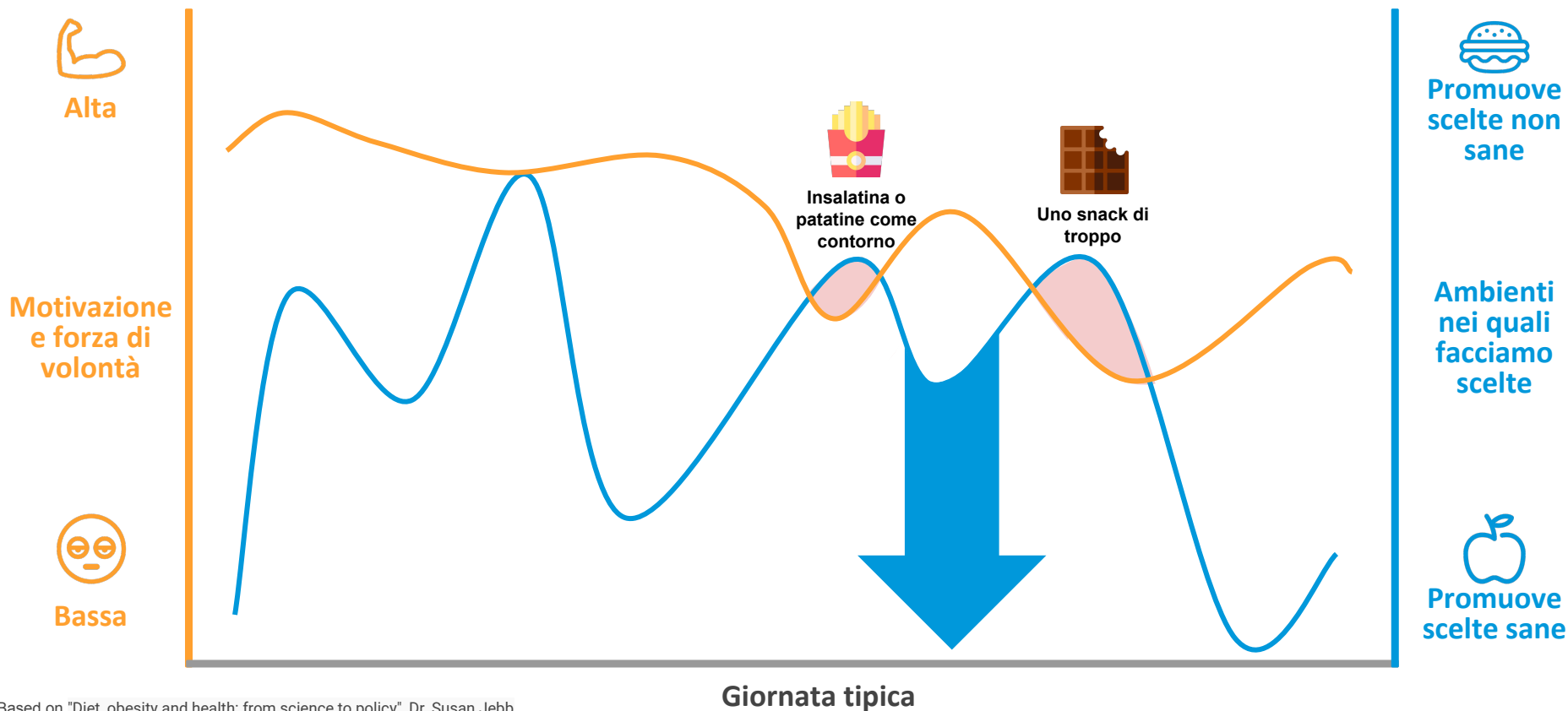
# Due processi che definiscono il nostro comportamento



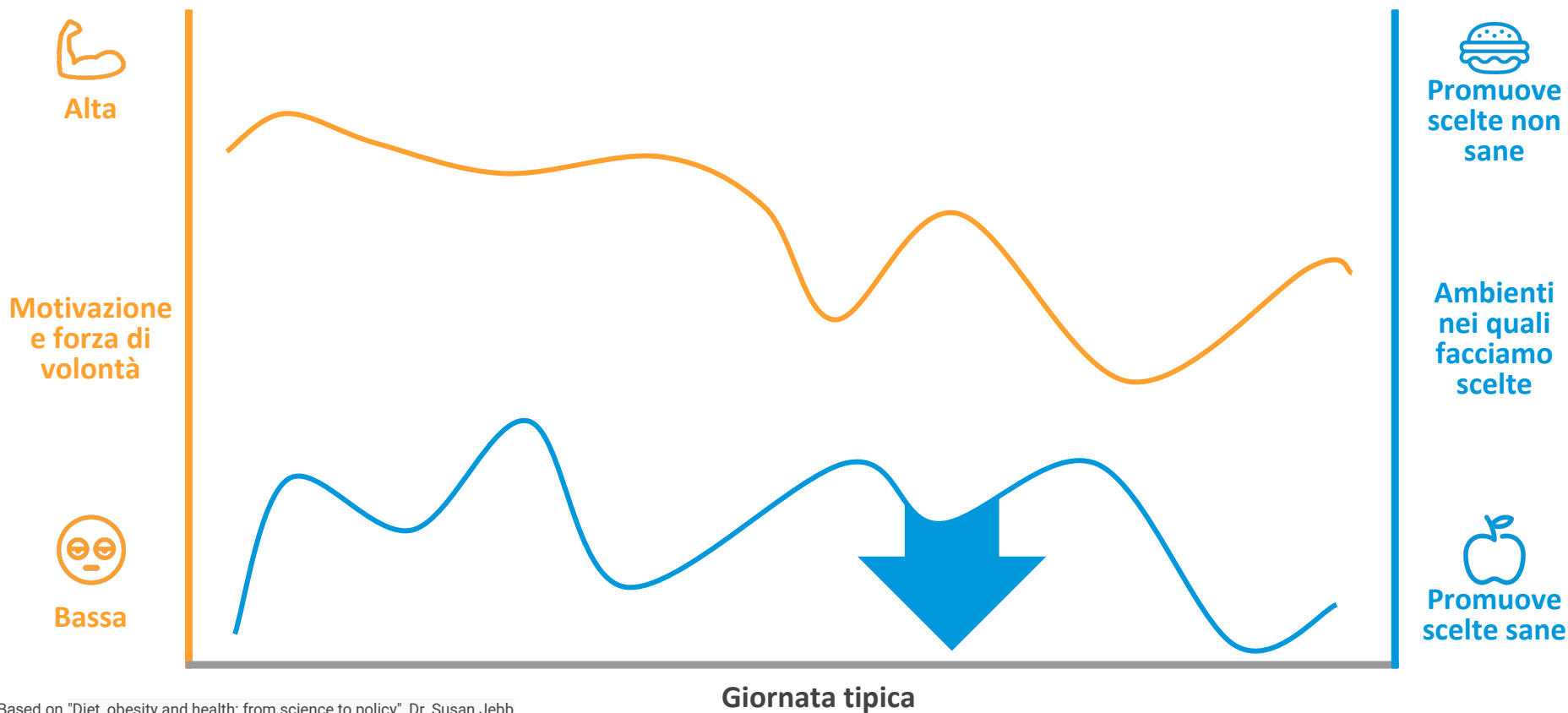
# Due processi che definiscono il nostro comportamento



# Due processi che definiscono il nostro comportamento

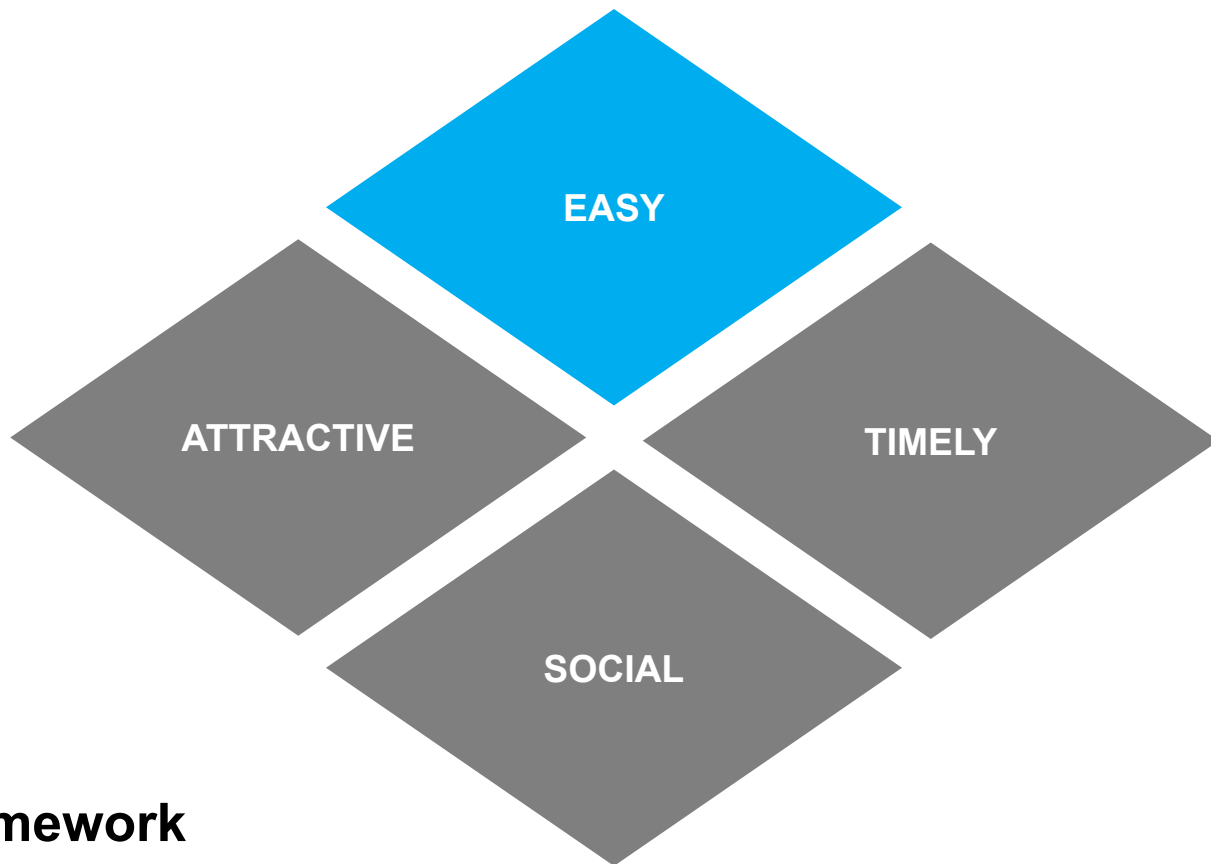


# Due processi che definiscono il nostro comportamento



# Più facile a dirsi che a farsi? EAST framework

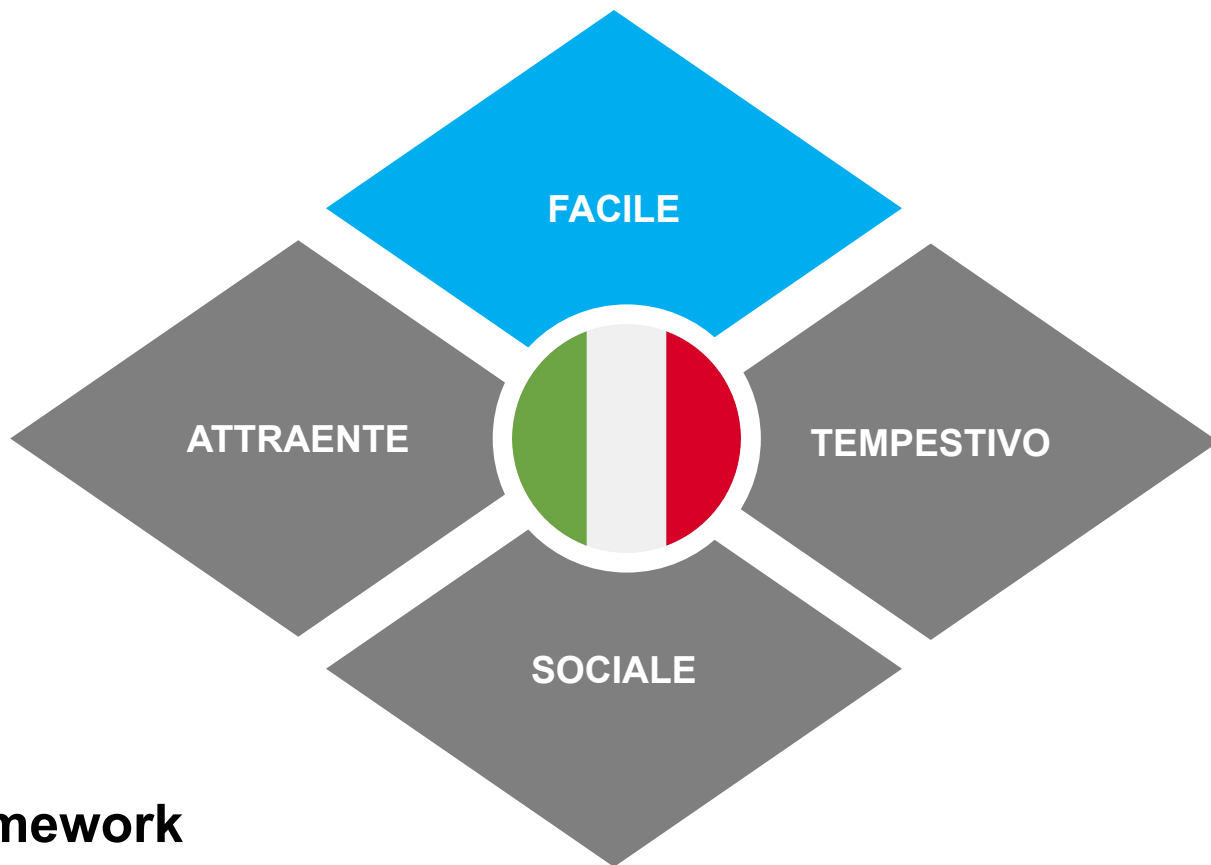
---



**EAST Framework**

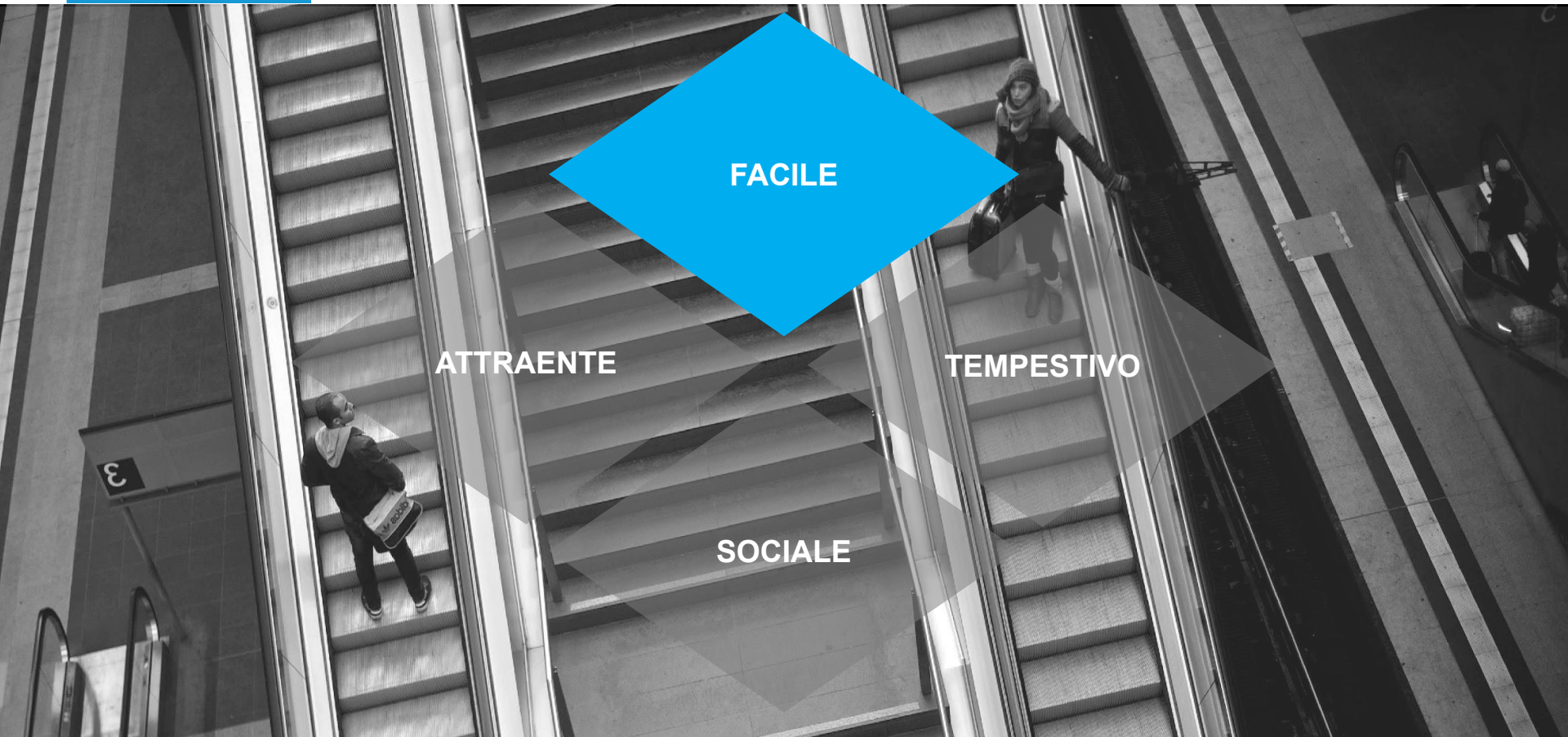
# Più facile a dirsi che a farsi? **FAST** framework

---



**FAST** Framework

# Rendere un comportamento **facile**



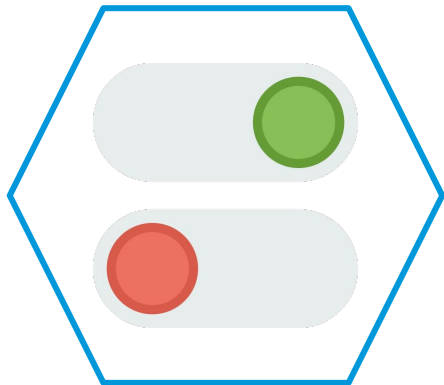
FACILE

ATTRAENTE

TEMPESTIVO

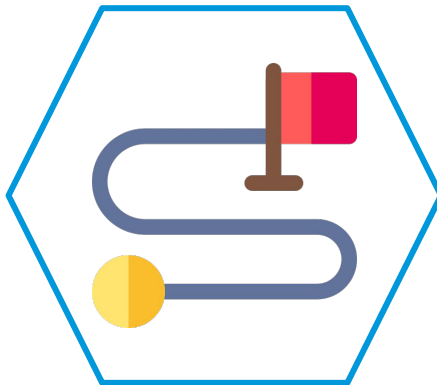
SOCIALE

# Rendere un comportamento **facile**



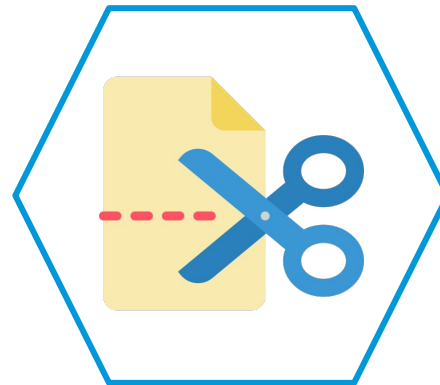
## **Defaults intelligenti**

Seleziona impostazioni predefinite intelligenti



## **Ridurre l'attrito**

Riduci l'attrito per l'esecuzione di comportamenti desiderabili



## **Semplificare**

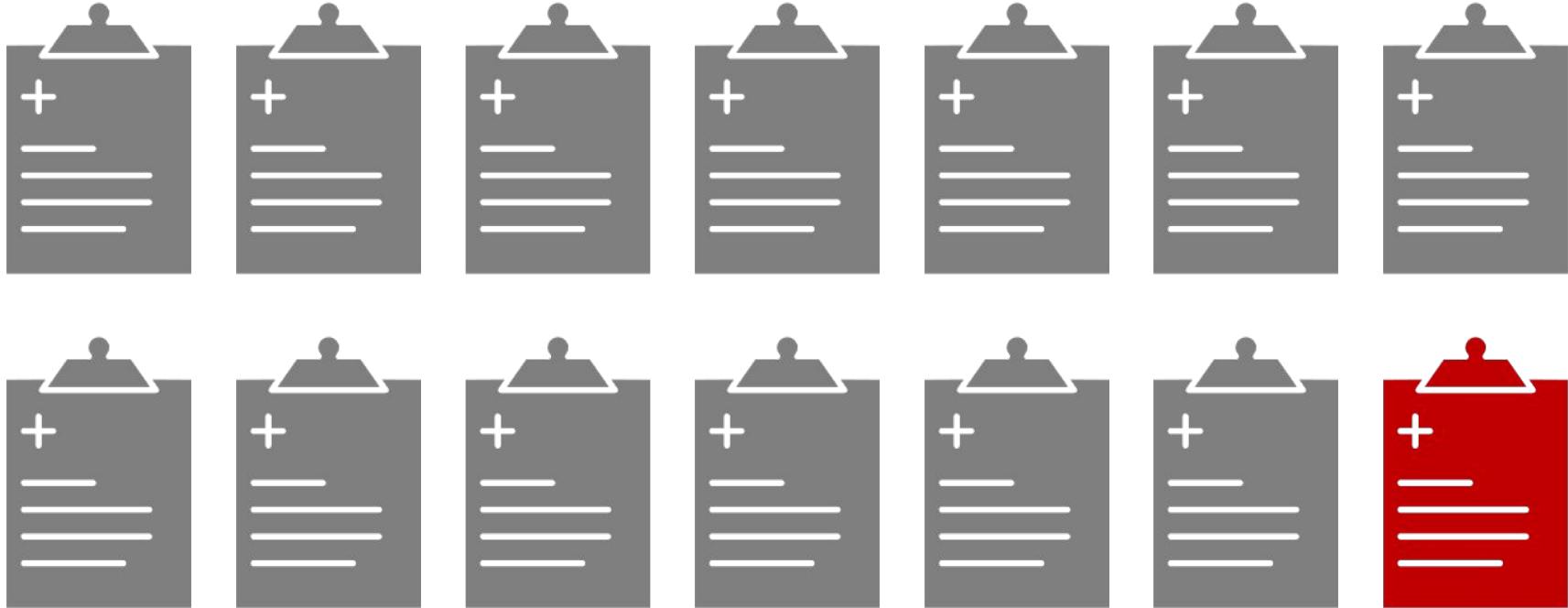
Semplifica ed accorcia i contenuti a ciò che conta davvero



# *Ridurre errori su moduli di prescrizioni mediche*



# Reducing prescribing errors in clinical settings



# Reducing prescribing errors in clinical settings



DRUG (Approved Name) SEVERE CAP Benzylpenicillin				06	X				
				Lunch	12	<input type="checkbox"/>			
Route	Dose	Date	Pharm	Supper	18	REVIEW			
IV	1-2g	4/05		Bed Time	24				
Signature A Doctor Bleep XXXX				Other					
DRUG (Approved Name) SEVERE CAP Clarithromycin				06					
				Lunch	12	<input type="checkbox"/>			
Route	Dose	Date	Pharm	Supper		REVIEW			
IV	500mg	14/05		Bed Time	24				
Signature A Doctor Bleep XXXX				Other					

# Reducing prescribing errors in clinical settings

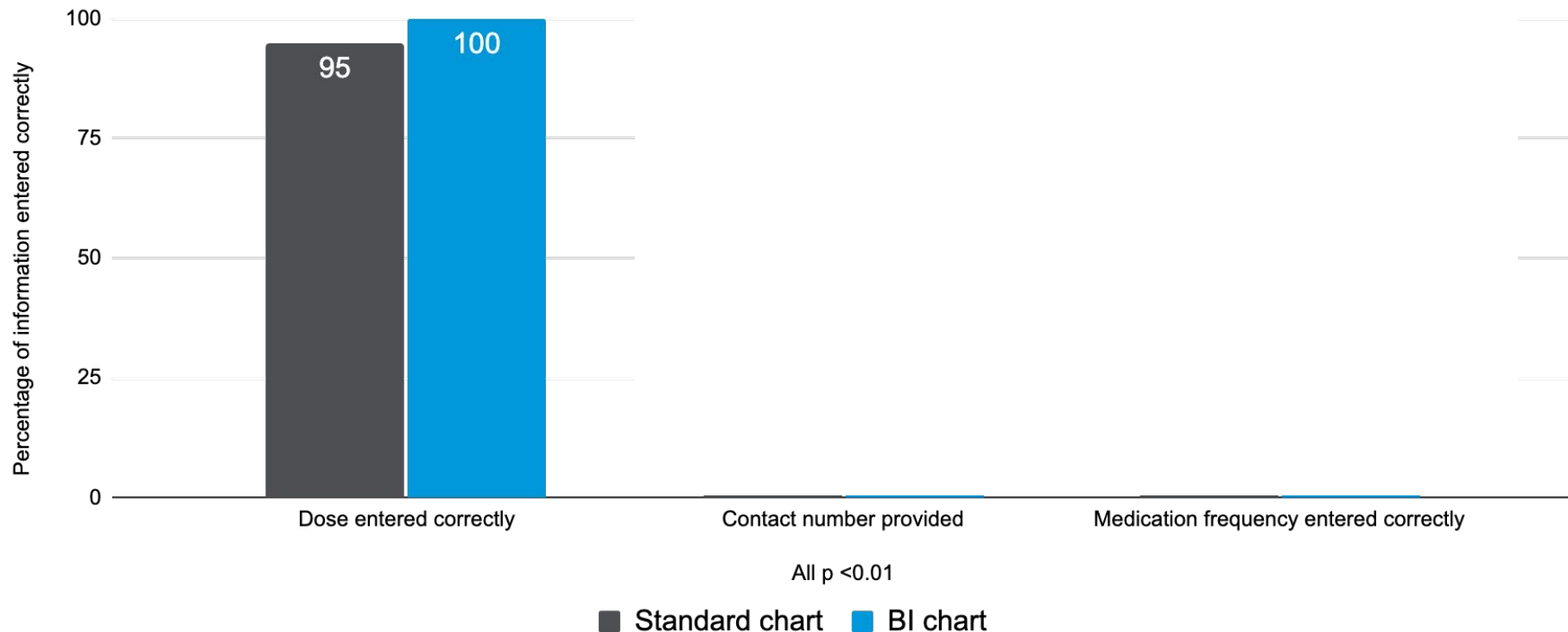


DRUG (Approved Name) <i>SEVERE CAP</i> <i>Benzylpenicillin</i>				Start <i>06</i> <input checked="" type="checkbox"/>					
				Lunch <i>12</i> <input type="checkbox"/>					
				Supplier <i>18</i>					
				Bed <i>20</i>					
Route	Dose	Date	Pharm	<i>REVIEW</i>					
<i>IV</i>	<i>1-2g</i>	<i>14/05</i>							

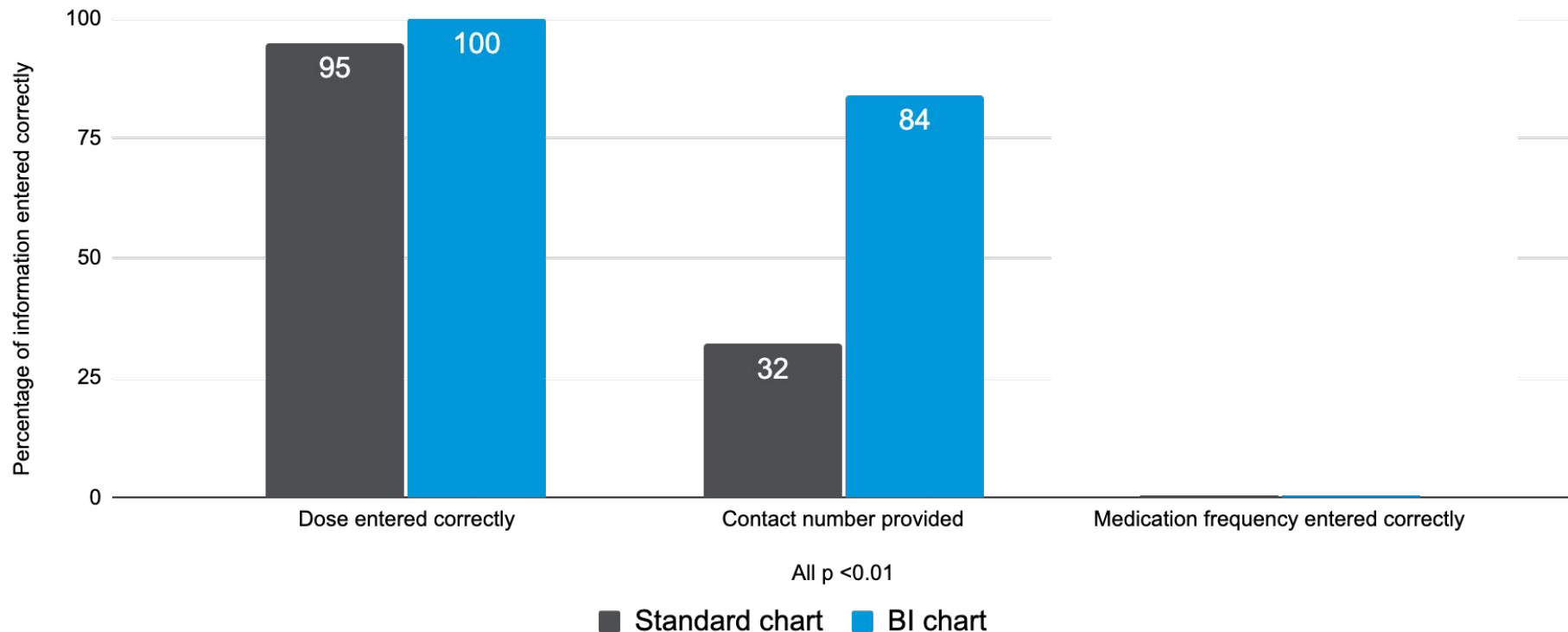
Signature <i>A Doctor Bleep XXXX</i>			
DRUG (Approved Name) <i>SEVERE CAP</i> <i>Clarithromycin</i>			
Route	Dose	Date	Pharm
<i>IV</i>	<i>500mg</i>	<i>14/05</i>	
Signature <i>A Doctor Bleep XXXX</i>			

REGULAR PRESCRIPTIONS				Date:			
MEDICINE (Approved name) <i>EXAMPLE</i>				<i>10</i>	<i>CSMH</i>	<i>X</i>	<i>CS</i>
				<i>08</i>			
D	O	S	E	<i>microgram</i>	<i>mg</i>	<i>g</i>	units Other
<i>1</i>	<i>5</i>	<i>0</i>					
OD BD <i>TDS</i> QDS Other				Route <i>PO</i>			
Name <i>A. Doctor</i>		Signature <i>[Signature]</i>		Bleep <i>4528</i>			
New <input checked="" type="checkbox"/>	Start date <i>31/03</i>		Additional information <i>After food</i>				
<i>18</i>	<i>MH</i>	<i>OG</i>	<i>MH</i>				
<i>22</i>							

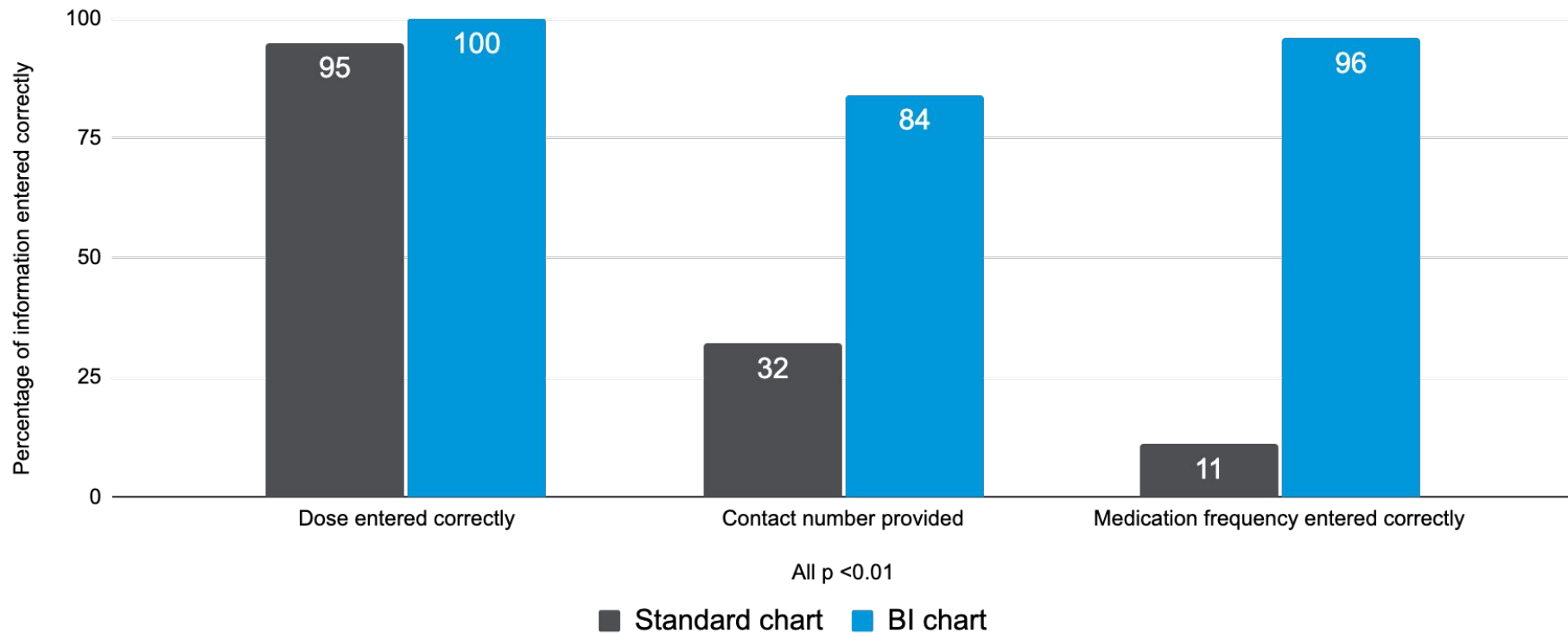
# Reducing prescribing errors in clinical settings



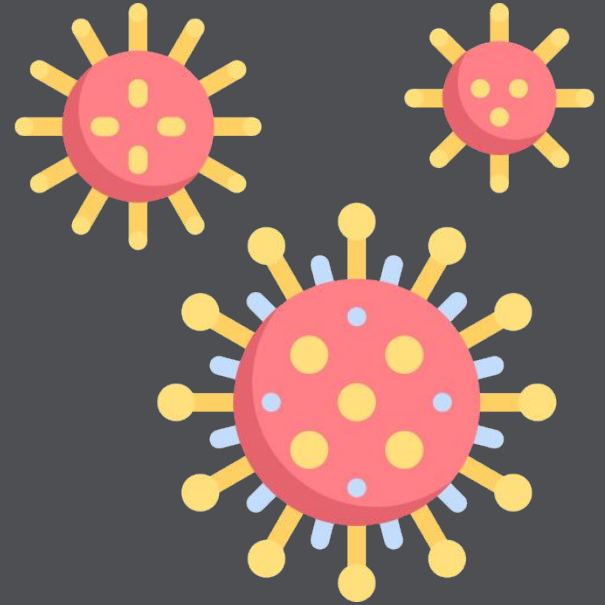
# Reducing prescribing errors in clinical settings



# Reducing prescribing errors in clinical settings



# *Semplificare messaggi su COVID-19*





# Semplificare messaggi su COVID-19

---



- **Lavarsi le mani frequentemente e per 20 secondi** è uno dei comportamenti più importanti per prevenire la diffusione del coronavirus.
- Mentre ormai la grande maggioranza di persone ne è al corrente a Marzo **diffondere questo messaggio in modo efficace** era di cruciale importanza.
- Abbiamo collaborato con il Department of Health and Social Care per **condurre quattro esperimenti con più di 6,000 partecipanti** per ottimizzare la campagna informativa.



# Semplificare messaggi su COVID-19



 HM Government 

## Coronavirus Action Plan Public Information

The Government and NHS are well prepared to deal with Coronavirus

**Protect yourself and others:  
wash your hands for 20 seconds  
each time.**

Everyone can help. Wash your hands more often, especially when you:

- Touch other people
- Get home or into work
- Blow your nose, sneeze or cough
- Eat or handle food

Remember to use soap and water, or use hand sanitiser gel.

**27.02.2020**

For more information go to [nhs.uk/coronavirus](https://nhs.uk/coronavirus)

**CORONAVIRUS  
PROTECT  
YOURSELF  
& OTHERS**

# Semplificare messaggi su COVID-19



HM Government

## Coronavirus Action Plan Public Information

The Government and NHS are well prepared to deal with Coronavirus

**Protect yourself and others: wash your hands for 20 seconds each time.**

Everyone can help. Wash your hands more often, especially when you:

- Touch other people
- Get home or into work
- Blow your nose, sneeze or cough
- Eat or handle food

Remember to use soap and water, or use hand sanitiser gel.

**27.02.2020**

CORONAVIRUS  
PROTECT YOURSELF & OTHERS

For more information go to [nhs.uk/coronavirus](https://nhs.uk/coronavirus)



HM Government

## Coronavirus Action Plan Public Information

**Wash your hands more often.**

Protect yourself and others: wash your hands whenever you:

- Touch other people
- Get home or into work
- Blow your nose, sneeze or cough
- Eat or handle food

Remember to use soap and water and wash your hands for around 20 seconds or use hand sanitiser gel.

For more information go to [nhs.uk/coronavirus](https://nhs.uk/coronavirus)

**28.02.2020**

CORONAVIRUS  
PROTECT YOURSELF & OTHERS

# Semplificare messaggi su COVID-19



HM Government

## Coronavirus Action Plan Public Information

The Government and NHS are well prepared to deal with Coronavirus

**Protect yourself and others:  
wash your hands for 20 seconds  
each time.**

Everyone can help. Wash your hands more often, especially when you:

- Touch other people
- Get home or into work
- Blow your nose, sneeze or cough
- Eat or handle food

Remember to use soap and water, or use hand sanitiser gel.

**27.02.2020**

For more information go to [nhs.uk/coronavirus](https://nhs.uk/coronavirus)

CORONAVIRUS  
PROTECT YOURSELF & OTHERS



HM Government

## Coronavirus Action Plan Public Information

**Wash your hands more often.**

Protect yourself and others: wash your hands whenever you:

- Touch other people
- Get home or into work
- Blow your nose, sneeze or cough
- Eat or handle food

Remember to use soap and water for around 20 seconds or use hand sanitiser gel.

For more information go to [nhs.uk/coronavirus](https://nhs.uk/coronavirus)

**28.02.2020**

For more information go to [nhs.uk/coronavirus](https://nhs.uk/coronavirus)

CORONAVIRUS  
PROTECT YOURSELF & OTHERS



## Coronavirus

**Wash your hands more often.**

Protect yourself and others. Wash your hands whenever you:

- Get home or into work
- Blow your nose, sneeze or cough
- Eat or handle food

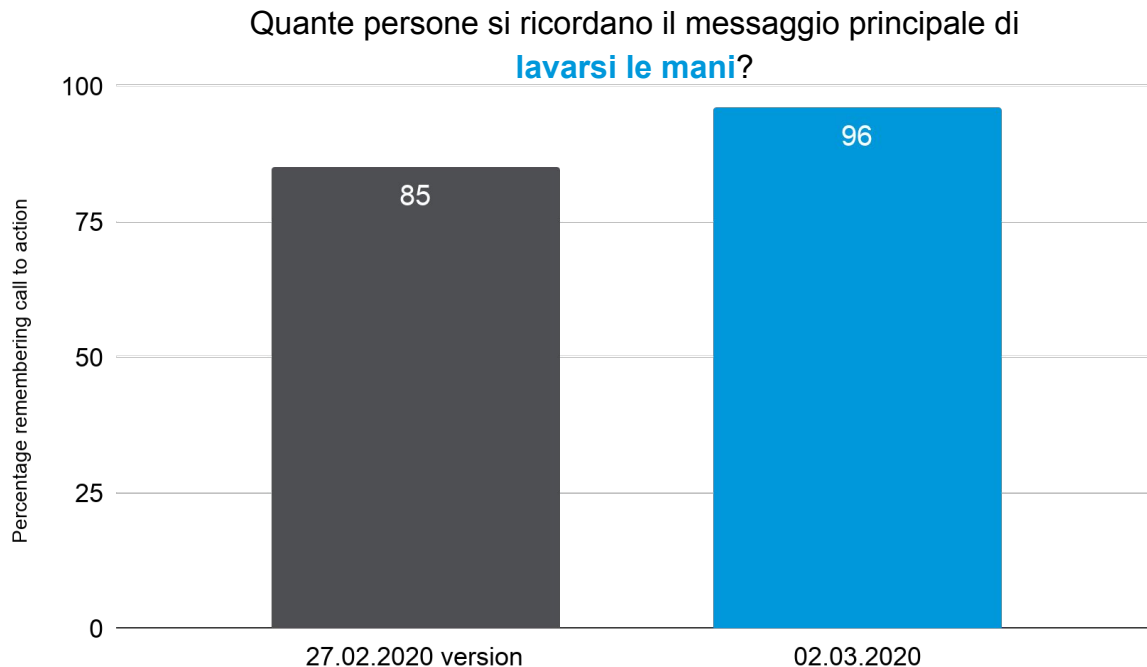
Use soap and water and wash your hands for 20 seconds.

**02.03.2020**

For more information go to [nhs.uk/coronavirus](https://nhs.uk/coronavirus)

CORONAVIRUS  
PROTECT YOURSELF & OTHERS

# Semplificare messaggi su COVID-19

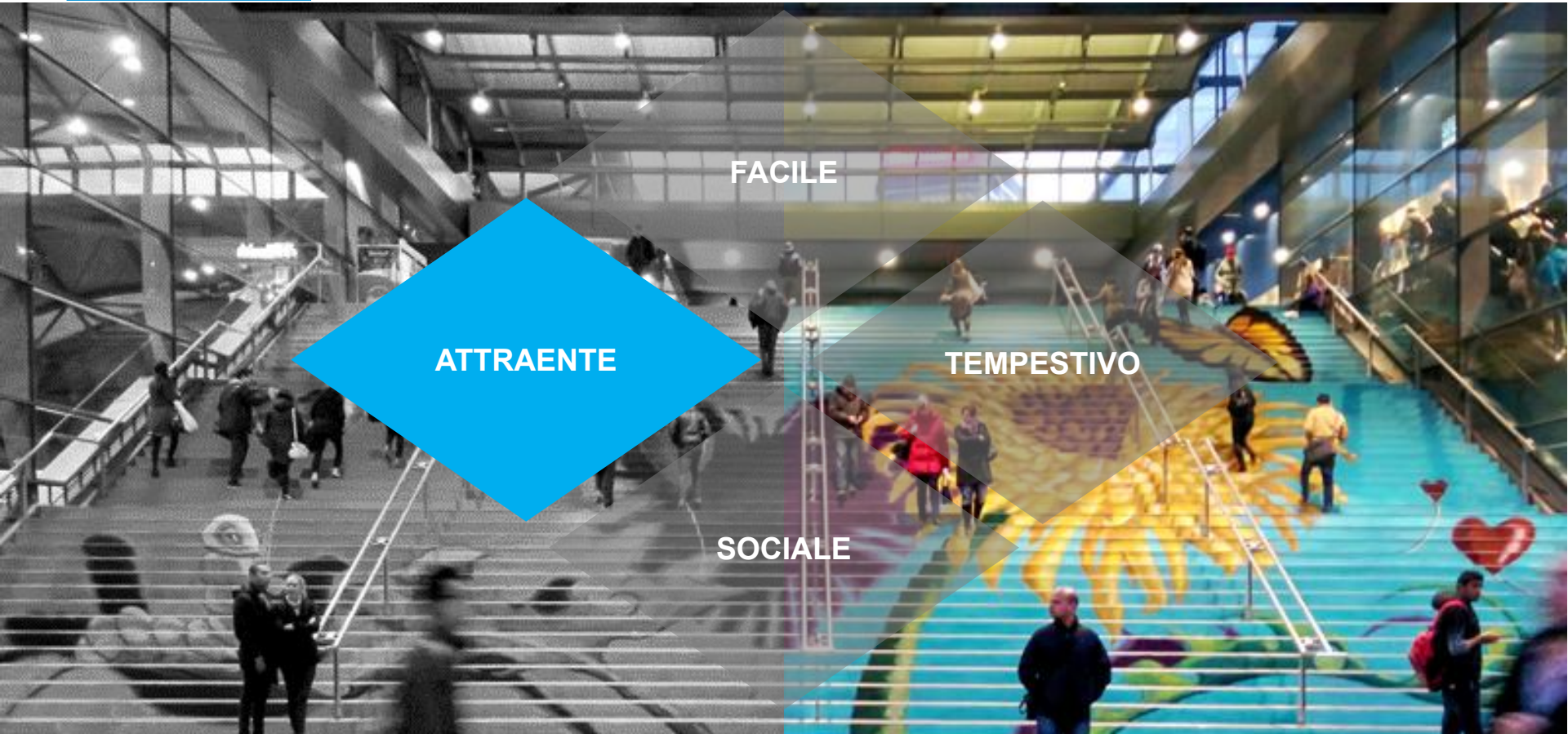


Sample size: 6,188.





# Rendere un comportamento **attraente**



**ATTRAENTE**

FACILE

TEMPESTIVO

SOCIALE

# Rendere un comportamento **attraente**

---



## **Attirare attenzione**

Attira o distogli  
l'attenzione su aspetti  
specifici di un servizio



## **Personalizzare**

Personalizza le esperienze  
degli utenti

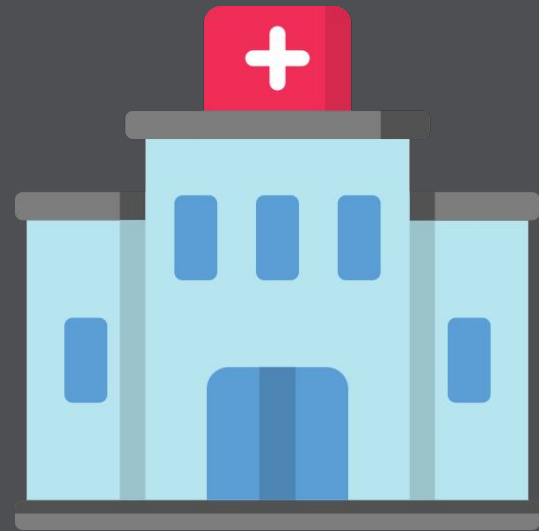


## **Incentivi**

Offri incentivi per  
comportamenti  
desiderabili

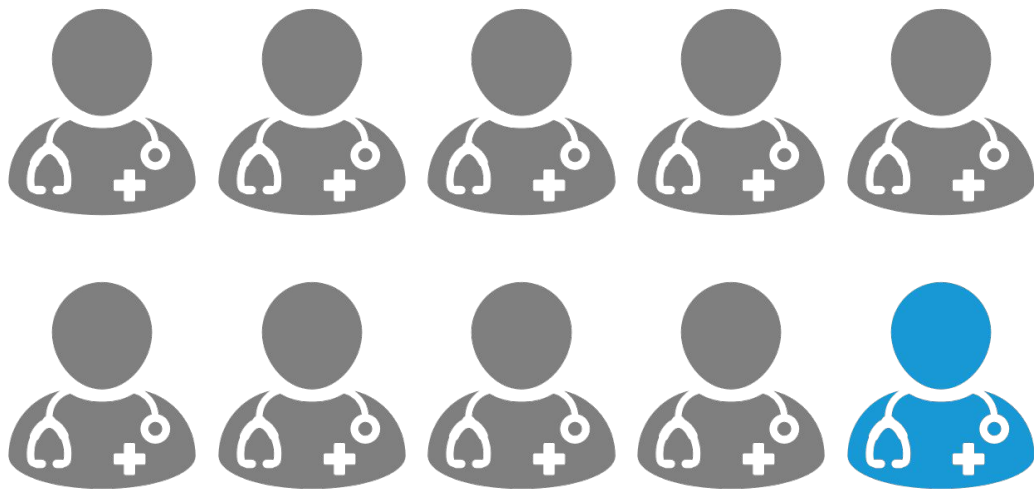


***Ridurre gli appuntamenti  
mancati in ospedale***





# Ridurre appuntamenti mancati in ospedale



**1 in 10 hospital outpatient  
appointments is missed**

**That is 5.5 million  
appointments  
every year in  
England alone**

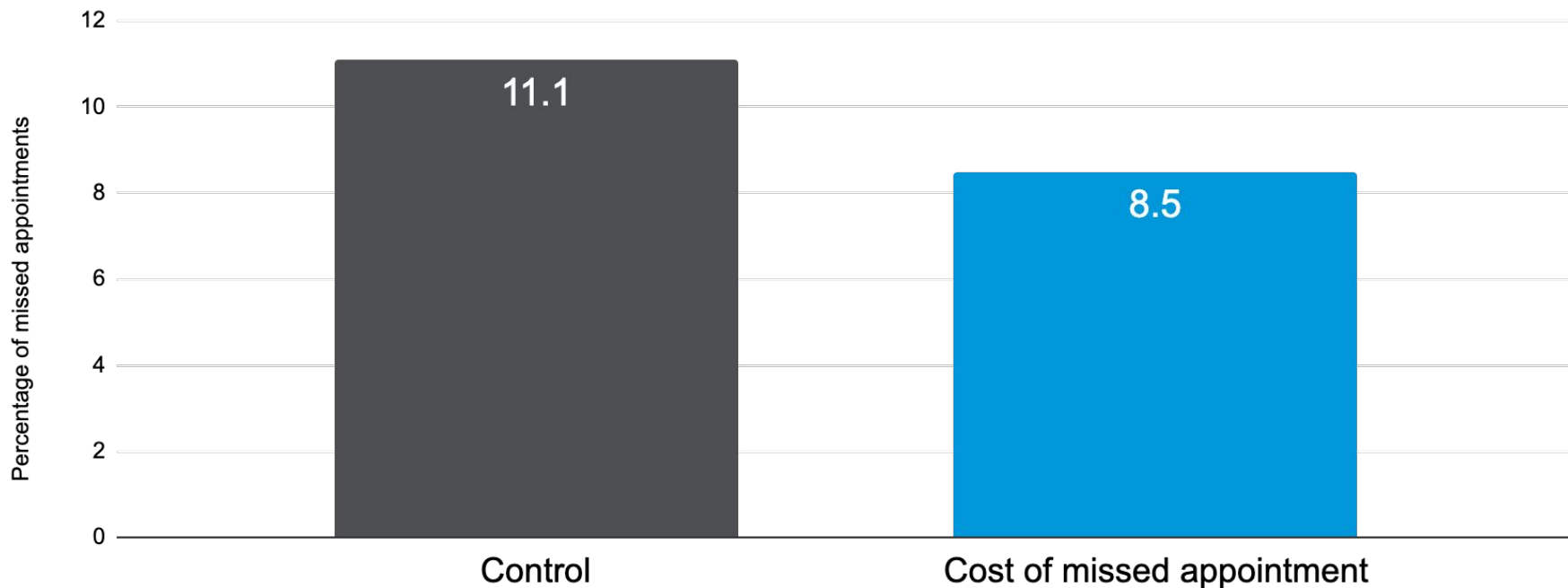
# Ridurre appuntamenti mancati in ospedale



Appt at [hospital] on  
[Sep 16] at [10:00am].  
To cancel or rearrange  
call the number on your  
appointment letter.

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

# Ridurre appuntamenti mancati in ospedale



Sample size: 10,111. P for social norm < 0.01.

# Ridurre appuntamenti mancati in ospedale

---



This result would lead to **5,800** fewer missed appointments if applied over one year **in same location**.  
This result would lead to **406,740** fewer missed appointments if applied over one year **in England**.

# Rendere un comportamento **sociale**



FACILE

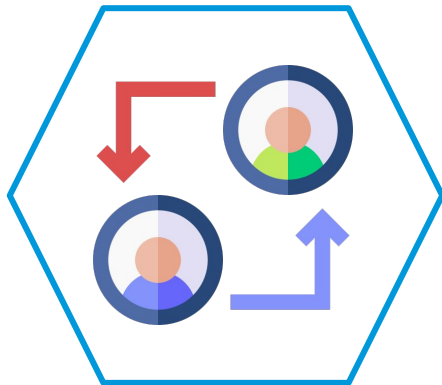
ATTRAENTE

TEMPESTIVO

SOCIALE

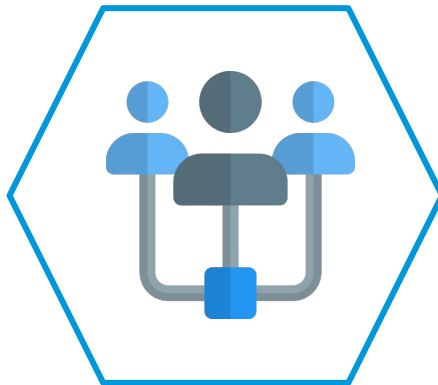
SOCRATES '09

# Rendere un comportamento **sociale**



## **Reciprocità**

Considera la tendenza a ricambiare i favori



## **Network sociali**

Sfrutta le influenze dei network sociali esistenti

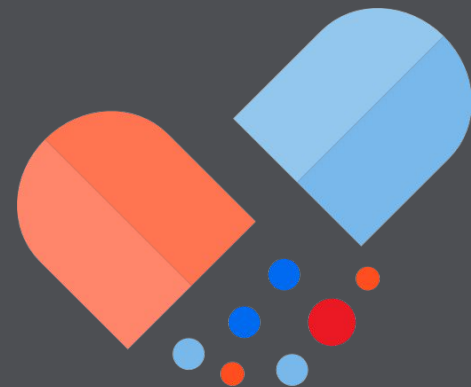


## **Norme sociali**

Evidenzia norme sociali utili



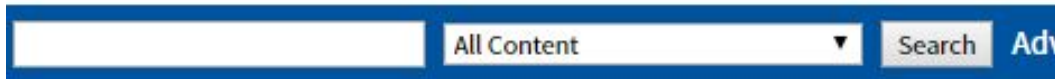
# *Ridurre le prescrizioni di antibiotici*



# Ridurre le prescrizioni di antibiotici



## THE LANCET



Feature



### Reducing antibiotic prescribing


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

**Antimicrobial  
resistance could  
cause 10 million  
deaths by 2050  
worldwide**



# Ridurre le prescrizioni di antibiotici



 Department of Health

From the Chief Medical Officer,  
Professor Dame Sally C Davies FRS  
FMedSci

Richmond House  
79 Whitehall  
London  
SW1A 2NS

T: +44 (0)20 7210 4850  
F: +44 (0)20 7210 5407  
E: [sally.davies@doh.gov.uk](mailto:sally.davies@doh.gov.uk)  
W: [www.gov.uk](http://www.gov.uk)

30<sup>th</sup> 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.

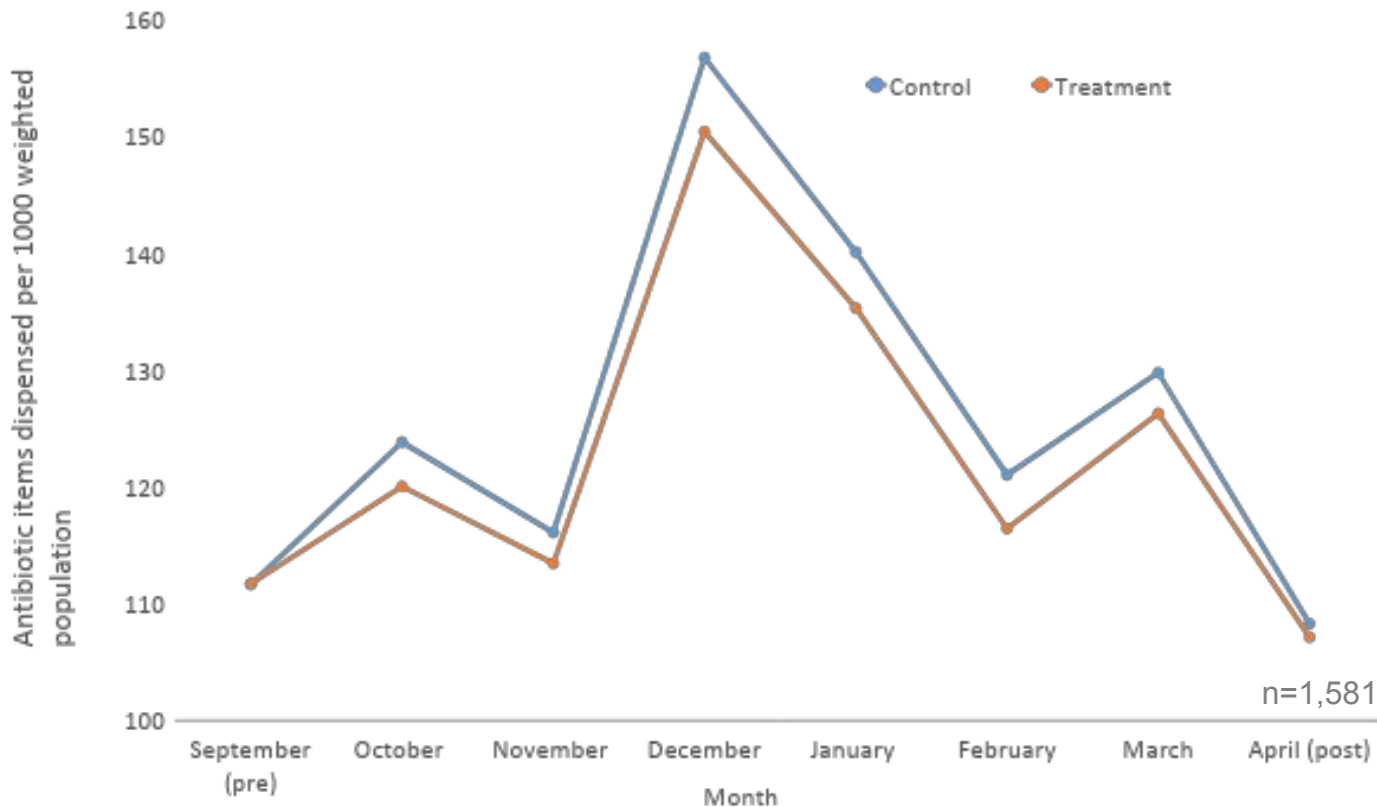
**“The great majority (80%) of practices in London prescribe fewer antibiotics per head than yours.”**

# Ridurre le prescrizioni di antibiotici



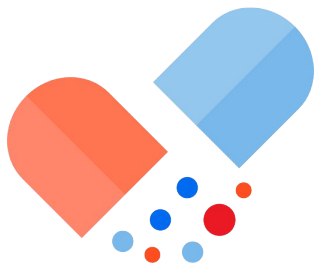
Antibiotic prescribing rate was **3.3% lower** in the intervention group

# Ridurre le prescrizioni di antibiotici



Antibiotic prescribing rate was **3.3% lower** in the intervention group

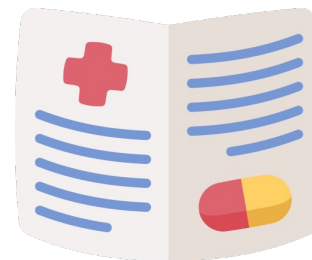
# Ridurre le prescrizioni di antibiotici



L'intervento ha prevenuto la prescrizione di **73,406 dosi** in 791 pratiche mediche

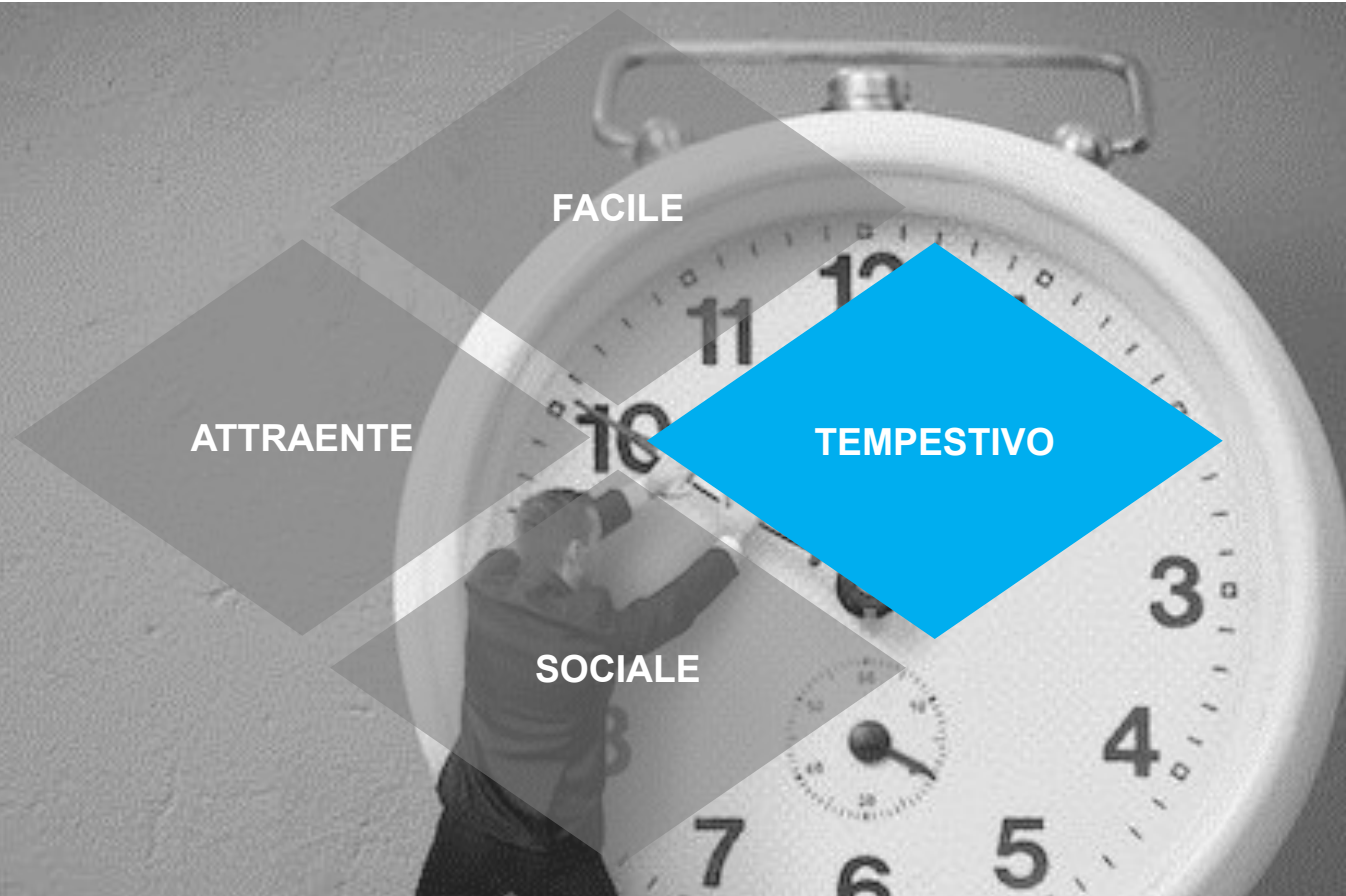


L'intervento ha portato un risparmio netto di **£92,356** al settore pubblico



Se applicato in tutta' l'Inghilterra, l'intervento potrebbe ridurre la **prescrizione di antibiotici dell' 0.85%**

# Promuovere un comportamento in modo **tempestivo**



# Promuovere un comportamento in modo **tempestivo**



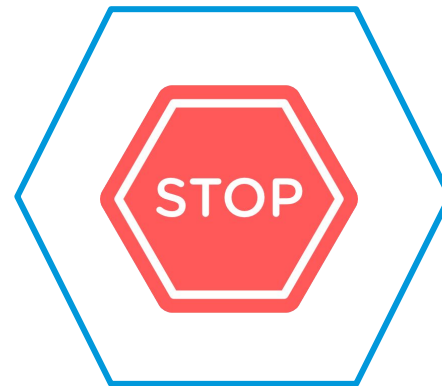
## **Future discounting**

Concentrati sui benefici e  
gli svantaggi immediati



## **Pianificare**

Aiuta a pianificare in anticipo



## **Interventi tempestivi**

Intervieni nel momento in  
cui le persone sono  
ricettive all'intervento



***Ridurre i tempi d'attesa  
per visite mediche***



# Ridurre i tempi d'attesa per visite mediche



I tempi d'attesa per le visite mediche in Inghilterra possono essere molto lunghi.

Per i medici, identificare i servizi con tempi d'attesa brevi può essere complicato.



# Ridurre i tempi d'attesa per visite mediche



Help ALERTS 16/10/2013 17:39 Surname, Forename Referring Clinician EBS GP PRACTICE Preferences Log Out

e-Referral Service Patient: XXXX(Surname, Xxxxxxx(Mr) Gender: Male Date of birth: 19/11/1963 Age: 32 years NHS: 000 000 0000 NHS

Service Search Criteria

Group By: None  Compare Services

Select	Miles	Appointment Type	Service Name	Indicative Appointment Wait	Indicative Treatment Wait ( )	Directly Bookable	Referrer Alert	Specialty	Link to NHS Choices	Location
<input type="checkbox"/>	7	First Outpatient	General ENT-ENT-Pinderfields Hospital-Mid Yorks-RXF	Limited Availability	25 weeks	Yes	1	Ear, Nose & Throat	1	PINDERFIELDS GENERAL HOSPITAL
<input type="checkbox"/>	8	First Outpatient	ENT Gen Adult Out Reach St John -E.N.T-Bradford T Hospital NHSF Trust-RAE	57 Days	32 weeks	Yes		Ear, Nose & Throat	1	ST JOHN'S HOUSE
<input type="checkbox"/>	10	First Outpatient	Gen Adult - ENT - Leeds TH (Wharfedale Gen Hosp) - RRB	35 Days	10 weeks	Yes		Ear, Nose & Throat	1	WHARFEDALE HOSPITAL
<input type="checkbox"/>	12	First Outpatient	General ENT - ENT-Pontefract Hospital-Mid Yorks-RXF	9 Days	25 weeks	Yes	1	Ear, Nose & Throat	1	PONTEFRACT GENERAL HOSPITAL
<input type="checkbox"/>	13	First Outpatient	Adult NHS General ENT Clinic - The Duchy - BMI - NT4	57 Days		Yes		Ear, Nose & Throat	1	HARROGATE DISTRICT HOSPITAL
<input type="checkbox"/>	13	Diagnostic	ENT-Harrogate Trust (Harrogate District Hospital)-RCD	29 Days	50 weeks	Yes		Ear, Nose & Throat	1	HARROGATE DISTRICT HOSPITAL
<input type="checkbox"/>	13	First Outpatient	Micro Suction Nurse Led-Harrogate Trust (Harrogate District Hospital)-RCD	35 Days	40 weeks	Yes		Ear, Nose & Throat	1	HARROGATE DISTRICT HOSPITAL
<input type="checkbox"/>	13	First Outpatient	ENT General-Calderdale Royal Hospital-RWY	47 Days	23 weeks	Yes		Ear, Nose & Throat	1	CALDERDALE ROYAL HOSPITAL
<input type="checkbox"/>	14	First Outpatient	ENT-General-Huddersfield Royal Infirmary RWY	30 Days	20 weeks	Yes	1	Ear, Nose & Throat	1	HUDDERSFIELD ROYAL INFIRMARY
<input type="checkbox"/>	16	Telephone Assessment	General ENT -Main OPD- Barnsley NHS Foundation Trust - RFF	23 Days	28 weeks	Yes		Ear, Nose & Throat	1	BARNSELY HOSPITAL
<input type="checkbox"/>	17	First Outpatient	Adult NHS General ENT Clinic - Oaklands Health Centre Outreach - The Huddersfield - BMI - NT4	32 Days		Yes	1	Ear, Nose & Throat	1	OAKLANDS HEALTH CENTRE
<input type="checkbox"/>	17	Telephone Assessment	General ENT	57 Days		Yes	1	Ear, Nose & Throat	1	PHOENIX HEALTH SOLUTIONS LIMITED
<input type="checkbox"/>	18	First Outpatient	ENT General Adult (Airedale)-Ear, Nose & Throat-Airedale NHS Trust-RCF	Limited Availability	14 weeks	Yes		Ear, Nose & Throat	1	AIREDALE GENERAL HOSPITAL
<input type="checkbox"/>	19	First Outpatient	General ENT Clinic-Selby Hospital-York Hospitals Trust-RCF	49 Days	13 weeks	No	1	Ear, Nose & Throat	1	THE NEW SELBY WAR MEMORIAL HOSPITAL

# Ridurre i tempi d'attesa per visite mediche



Help ALERTS 18/10/2013 17:39 Summae, Forename Referring Clinician: EBS GP PRACTICE Preferences Log Out

e-Referral Service Patient: XXXXSummae, XXXXXXXXXXXX (M) Gender: Male Date of birth: 19/11/1963 Age: 32 years NHS: 000 000 0000

Service Search Criteria

Group By: Name  Compare Services

Select	Miles	Appointment Type	Service Name
<input type="checkbox"/>	7	First Outpatient	General ENT-ENT-Pinderfields Hospital-Mid RXF
<input type="checkbox"/>	8	First Outpatient	ENT Gen Adult Out Reach St John -E.N.T-B Hospital NHSP Trust-RAE
<input type="checkbox"/>	10	First Outpatient	Gen Adult - ENT - Leeds TH (Wharfedale G - RRB
<input type="checkbox"/>	12	First Outpatient	General ENT - ENT-Pontefract Hospital-Mid RXF
<input type="checkbox"/>	13	First Outpatient	Adult NHS General ENT Clinic - The Duchy NT4
<input type="checkbox"/>	13	Diagnostic	ENT-Harrogate Trust (Harrogate District Ho RCD
<input type="checkbox"/>	13	First Outpatient	Micro Suction Nurse Led-Harrogate Trust ( District Hospital)-RCD
<input type="checkbox"/>	13	First Outpatient	ENT General-Calderdale Royal Hospital-RW
<input type="checkbox"/>	14	First Outpatient	ENT-General-Huddersfield Royal Infirmary
<input type="checkbox"/>	16	Telephone Assessment	General ENT -Main OPD- Barnsley NHS Fox Trust - RFF
<input type="checkbox"/>	17	First Outpatient	Adult NHS General ENT Clinic - Oaklands H Centre Outreach - The Huddersfield - BM -
<input type="checkbox"/>	17	Telephone Assessment	General ENT
<input type="checkbox"/>	18	First Outpatient	ENT General Adult (Airedale)-Ear, Nose & T Airedale NHS Trust-RCF
<input type="checkbox"/>	19	First Outpatient	General ENT Clinic-Selby Hospital-York Ho Trust-RCPB

e-Referral Service Patient: XXTESTPATIENTAQ-TESTPATIENT, Ebs-donotuse (M) Gender: Male Date of birth: 10/01/1950 Age: 67 years NHS: 999 014 3080

Service Selection

Patients are likely to receive treatment within 18 weeks at the following service(s):

Select	Miles	Appointment Type	Service Name	Indicative Appointment Wait (D)	Indicative Treatment Wait (D)	Directly Bookable	Referrer Alert	Link to NHS Choices	Location
<input type="checkbox"/>	6	First outpatient	Adult Hernia Service @ Croydon University Hospital-RJ8	7 Days	17 weeks	Yes		<a href="#">i</a>	CROYDON UNIVERSITY HOSPITAL
<input type="checkbox"/>	6	First outpatient	General Surgery Adults-OPD-Kingston Hospital-RAX	35 Days	17 weeks	Yes		<a href="#">i</a>	KINGSTON HOSPITAL
<input type="checkbox"/>	7	First outpatient	Adult NHS Hernia Repair Clinic - Shirley Oaks - BMI - NT4	9 Days	15 weeks	Yes		<a href="#">i</a>	BMI - SHIRLEY OAKS HOSPITAL

Below are other services that meet your criteria. Patients are unlikely to receive treatment within 18 weeks at services highlighted as "Limited Capacity".

Select	Miles	Appointment Type	Service Name	Indicative Appointment Wait (D)	Indicative Treatment Wait (D)	Directly Bookable	Referrer Alert	Link to NHS Choices	Location
<input type="checkbox"/>	1	First outpatient	General Surgery - Chelsea and Westminster Hospital - RCM	68 Days	23 weeks	Yes		<a href="#">i</a>	CHELSEA & WESTMINSTER HOSPITAL
<input type="checkbox"/>	1	First outpatient	General Surgery - HERNA ONLY service Chelsea and Westminster Hospital - RCM	49 Days	23 weeks	Yes	<a href="#">i</a>	<a href="#">i</a>	CHELSEA & WESTMINSTER HOSPITAL
<input type="checkbox"/>	2	First outpatient	Adult Hernia ONLY (Exclusions Apply) -Surgery - St Thomas' site -Guy's & St Thomas's Hospital - RJ1	29 Days	35 weeks	Yes	<a href="#">i</a>	<a href="#">i</a>	ST THOMAS' HOSPITAL
<input type="checkbox"/>	2	First outpatient	Herna Clinic - Suite 7 Golden Jubilee Wing - King's College Hospital - RJZ	Limited Availability	36 weeks	Yes		<a href="#">i</a>	KING'S COLLEGE HOSPITAL (DENMARK HILL)
<input type="checkbox"/>	3	First outpatient	General Surgery (Charing Cross) - Imperial College Healthcare NHS Trust - RYJ	91 Days	33 weeks	Yes		<a href="#">i</a>	CHARING CROSS HOSPITAL
<input type="checkbox"/>	3	First outpatient	General Surgery Gallbladder - General Surgery Dept - UCLH - RRY	54 Days	17 weeks	Yes		<a href="#">i</a>	UNIVERSITY COLLEGE HOSPITAL
<input type="checkbox"/>	3	First outpatient	General Surgery Hernias and Cysts (trunk) - General Surgery Dept - UCLH - RRY	47 Days	17 weeks	Yes		<a href="#">i</a>	UNIVERSITY COLLEGE HOSPITAL
<input type="checkbox"/>	3	First outpatient	General Surgery-Queen Mary's Hospital Roehampton-RJ7	60 Days	LIMITED CAPACITY	Yes		<a href="#">i</a>	ST. GEORGE'S COMMUNITY SERVICES AT QUEEN MARY'S HOSPITAL
<input type="checkbox"/>	3	First outpatient	General Surgery (St Mary's) - Imperial College Healthcare NHS Trust - RYJ	46 Days	33 weeks	Yes		<a href="#">i</a>	ST MARY'S HOSPITAL (HQ)
<input type="checkbox"/>	3	First outpatient	Herna Surgery-Queen Mary's Hospital Roehampton-RJ7	Limited Availability	LIMITED CAPACITY	Yes		<a href="#">i</a>	ST. GEORGE'S COMMUNITY SERVICES AT QUEEN MARY'S HOSPITAL
<input type="checkbox"/>	3	First outpatient	Surgery General & Laparoscopic Upper GI-Queen Mary's Hospital Roehampton-RJ7	Limited Availability	LIMITED CAPACITY	Yes		<a href="#">i</a>	ST. GEORGE'S COMMUNITY SERVICES AT QUEEN MARY'S HOSPITAL
<input type="checkbox"/>	5	First outpatient	Adult NHS Hernia Repair Clinic - The London Independent - BMI - NT4	9 Days	16 weeks	Yes		<a href="#">i</a>	BMI - THE LONDON INDEPENDENT HOSPITAL
<input type="checkbox"/>	5	First outpatient	General Surgery - General Surgery (RLH) - Barts Health NHS Trust - R1H	18 Days	Nor Reporting	Yes	<a href="#">i</a>	<a href="#">i</a>	THE ROYAL LONDON HOSPITAL
<input type="checkbox"/>	5	First outpatient	General Surgery-Raynes Park Health Centre Site-(Kingston Hospital)-RAX	25 Days	17 weeks	Yes		<a href="#">i</a>	RAYNES PARK HEALTH CENTRE
<input type="checkbox"/>	5	First outpatient	General Surgery-Surgery-Royal Free Hospital-RAL	82 Days	27 weeks	Yes	<a href="#">i</a>	<a href="#">i</a>	ROYAL FREE HOSPITAL
<input type="checkbox"/>	5	First outpatient	Herna- Surgery - Royal Free Hospital-RAL	82 Days	27 weeks	Yes		<a href="#">i</a>	ROYAL FREE HOSPITAL
<input type="checkbox"/>	6	First outpatient	Adult Hernia Repair NHS Clinic - Croydon Day Hospital - MVG	33 Days		Yes		<a href="#">i</a>	BAMSLAY CROYDON DAY HOSPITAL

# Ridurre i tempi d'attesa per visite mediche



Help ALERTS 16/10/2013 17:39 Summe, Forename Referring Clinician: EBS GP PRACTICE Preferences Log Out

### e-Referral Service

Patient: XXXXSumme, XXXXXXXXXX (M) Gender: Male Date of birth: 19/11/1963 Age: 32 years NHS: 000 000 0000

Service Search Criteria

Group By: Name  Compare Services

Select	Miles	Appointment Type	Service Name
<input type="checkbox"/>	7	First Outpatient	General ENT-ENT-Pinderfields Hospital-Mid RXF
<input type="checkbox"/>	8	First Outpatient	ENT Gen Adult Out Reach St John -E.N.T-B Hospital NHSP Trust-RAE
<input type="checkbox"/>	10	First Outpatient	Gen Adult - ENT - Leeds TH (Wharfedale G - RRB
<input type="checkbox"/>	12	First Outpatient	General ENT - ENT-Pontefract Hospital-Mid RXF
<input type="checkbox"/>	13	First Outpatient	Adult NHS General ENT Clinic - The Duchy NT4
<input type="checkbox"/>	13	Diagnostic	ENT-Harrogate Trust (Harrogate District Ho RCD
<input type="checkbox"/>	13	First Outpatient	Micro Suction Nurse Led-Harrogate Trust ( District Hospital)-RCD
<input type="checkbox"/>	13	First Outpatient	ENT General-Calderdale Royal Hospital-RW
<input type="checkbox"/>	14	First Outpatient	ENT-General-Huddersfield Royal Infirmary
<input type="checkbox"/>	16	Telephone Assessment	General ENT -Main OPD - Barnsley NHS Fox Trust - RFF
<input type="checkbox"/>	17	First Outpatient	Adult NHS General ENT Clinic - Oaklands H Centre Outreach - The Huddersfield - BM -
<input type="checkbox"/>	17	Telephone Assessment	General ENT
<input type="checkbox"/>	18	First Outpatient	ENT General Adult (Airedale)-Ear, Nose & T Airedale NHS Trust-RCF
<input type="checkbox"/>	19	First Outpatient	General ENT Clinic-Selby Hospital-York Ho Trust-RFB

**e-Referral Service** Patient: XXTESTPATIENTAQ-TESTPATIENT, Ebs-donotuse (M) Gender: Male Date of birth: 10/01/1950 Age: 67 years NHS: 999 014 3080

#### Service Selection

Patients are likely to receive treatment within 18 weeks at the following service(s):

Select	Miles	Appointment Type	Service Name	Indicative Appointment Wait 0	Indicative Treatment Wait 0	Directly Bookable	Referrer Alert	Link to NHS Choices	Location
<input type="checkbox"/>	6	First outpatient	Adult Hernia Service @ Croydon University Hospital-RJB	7 Days	17 weeks	Yes			CROYDON UNIVERSITY HOSPITAL
<input type="checkbox"/>	6	First outpatient	General Surgery Adults-OPD-Kingston Hospital-RAX	35 Days	17 weeks	Yes			KINGSTON HOSPITAL
<input type="checkbox"/>	7	First outpatient	Adult NHS Hernia Repair Clinic - Shirley Oaks - BM - NT4	9 Days	15 weeks	Yes			BM - SHIRLEY OAKS HOSPITAL

Below are other services that meet your criteria.  
Patients are unlikely to receive treatment within 18 weeks at services highlighted in grey.

Select	Miles	Appointment Type	Service Name	Indicative Appointment Wait 0	Indicative Treatment Wait 0	Directly Bookable	Referrer Alert	Link to NHS Choices	Location
<input type="checkbox"/>	1	First outpatient	General Surgery - Chelsea and Westminster Hospital - HERNIA ONLY service	Limited Availability	LIMITED CAPACITY	Yes			CHELSEA & WESTMINSTER HOSPITAL
<input type="checkbox"/>	1	First outpatient	Adult Hernia ONLY (Exclusions Apply) - Thomas's Hospital - RJ1	Limited Availability	LIMITED CAPACITY	Yes			CHELSEA & WESTMINSTER HOSPITAL
<input type="checkbox"/>	2	First outpatient	Adult Hernia ONLY (Exclusions Apply) - Thomas's Hospital - RJ1	Limited Availability	LIMITED CAPACITY	Yes			THOMAS'S HOSPITAL
<input type="checkbox"/>	2	First outpatient	Hernia Clinic - Suite 7 Golden Jubilee Y	Limited Availability	LIMITED CAPACITY	Yes			THOMAS'S HOSPITAL
<input type="checkbox"/>	3	First outpatient	General Surgery (Charing Cross) - Imp	Limited Availability	LIMITED CAPACITY	Yes			ST GEORGE'S COLLEGE HOSPITAL (DENMARK HILL)
<input type="checkbox"/>	3	First outpatient	General Surgery Gallbladder - General	Limited Availability	LIMITED CAPACITY	Yes			RING CROSS HOSPITAL
<input type="checkbox"/>	3	First outpatient	General Surgery (Hernias and Cysts (tr RRV)	Limited Availability	LIMITED CAPACITY	Yes			UNIVERSITY COLLEGE HOSPITAL
<input type="checkbox"/>	3	First outpatient	General Surgery-Queen Mary's Hospital	Limited Availability	LIMITED CAPACITY	Yes			UNIVERSITY COLLEGE HOSPITAL
<input type="checkbox"/>	3	First outpatient	General Surgery (St Mary's) - Imperial	Limited Availability	LIMITED CAPACITY	Yes			ST GEORGE'S COMMUNITY SERVICES AT QUEEN MARY'S HOSPITAL
<input type="checkbox"/>	3	First outpatient	Hernia Surgery-Queen Mary's Hospital	Limited Availability	LIMITED CAPACITY	Yes			ST GEORGE'S COMMUNITY SERVICES AT QUEEN MARY'S HOSPITAL
<input type="checkbox"/>	3	First outpatient	Surgery General & Laparoscopic Upper GI-Queen Mary's Hospital Roehampton-RJ1	Limited Availability	LIMITED CAPACITY	Yes			ST GEORGE'S COMMUNITY SERVICES AT QUEEN MARY'S HOSPITAL
<input type="checkbox"/>	5	First outpatient	Adult NHS Hernia Repair Clinic - The London Independent - BM - NT4	9 Days	16 weeks	Yes			BM - THE LONDON INDEPENDENT HOSPITAL
<input type="checkbox"/>	5	First outpatient	General Surgery - General Surgery (RLH) - Barts Health NHS Trust - R1H	18 Days	Not Reporting	Yes			THE ROYAL LONDON HOSPITAL
<input type="checkbox"/>	5	First outpatient	General Surgery-Raynes Park Health Centre Site-(Kingston Hospital)-RAX	25 Days	17 weeks	Yes			RAYNES PARK HEALTH CENTRE
<input type="checkbox"/>	5	First outpatient	General Surgery-Surgery-Royal Free Hospital-RAL	82 Days	27 weeks	Yes			ROYAL FREE HOSPITAL
<input type="checkbox"/>	5	First outpatient	Hernia - Surgery - Royal Free Hospital-RAL	82 Days	27 weeks	Yes			ROYAL FREE HOSPITAL
<input type="checkbox"/>	6	First outpatient	Adult Hernia Repair NHS Clinic - Gowden Day Hospital - MVC	33 Days	Not Reporting	Yes			BAMSAY CROYDON DAY HOSPITAL

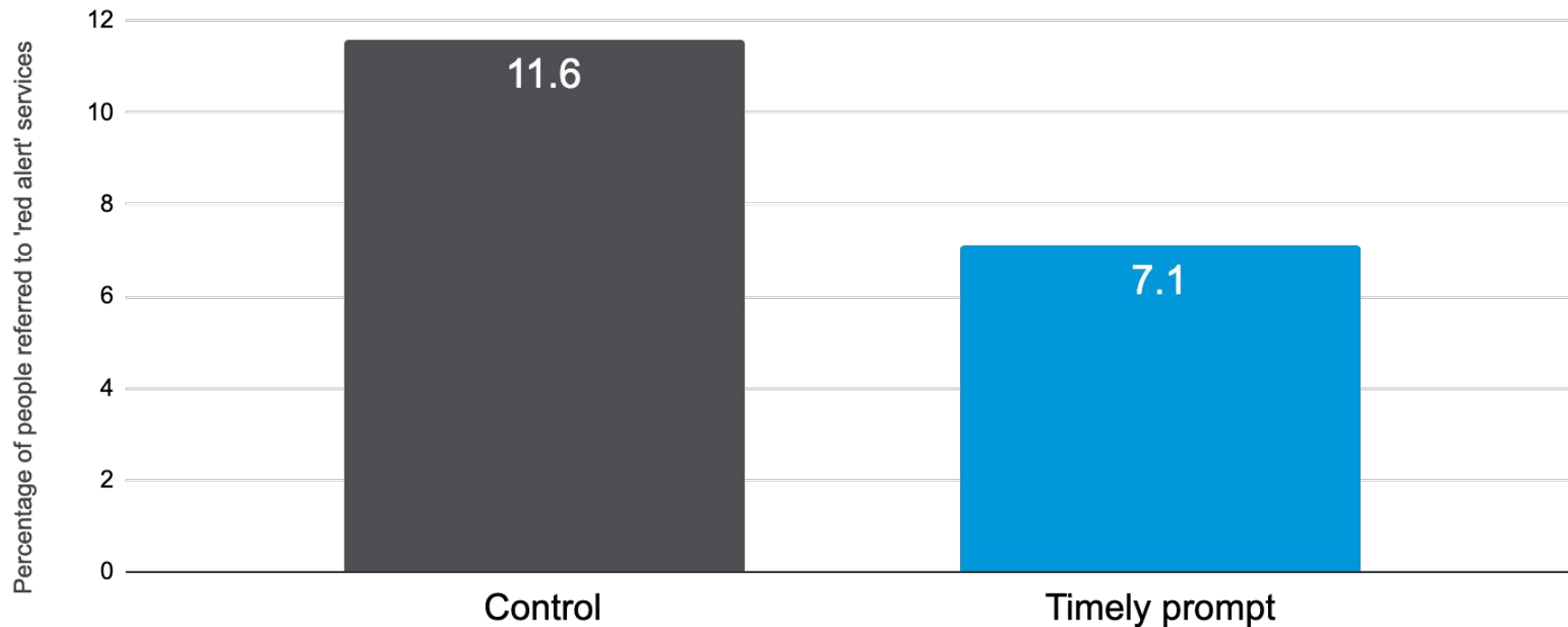
## LIMITED CAPACITY

You have selected at least one service where the patient is unlikely to receive treatment within 18 weeks at this service.

Are you sure you want to proceed with this selection?

No Yes

# Ridurre i tempi d'attesa per visite mediche



$P < 0.001$ .





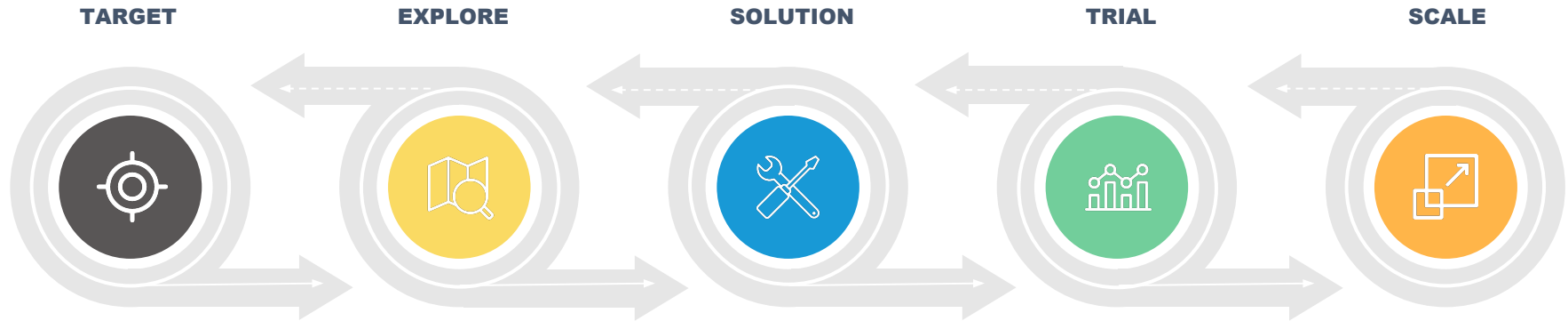
# La metodologia TESTS: Un approccio per condurre progetti di scienze comportamentali

---

TESTS Methodology

# La metodologia TESTS

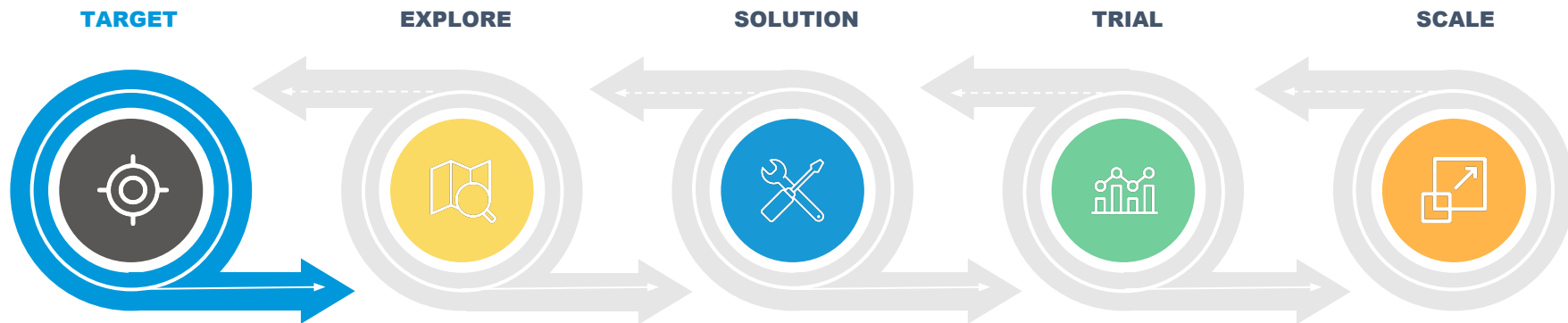
---



# La metodologia TESTS: Target



Descrivere un problema in termini comportamentali e definire il comportamento che l'intervento si pone di promuovere



# La metodologia TESTS: **Target**



Descrivere un problema in termini comportamentali e definire il comportamento che l'intervento si pone di promuovere

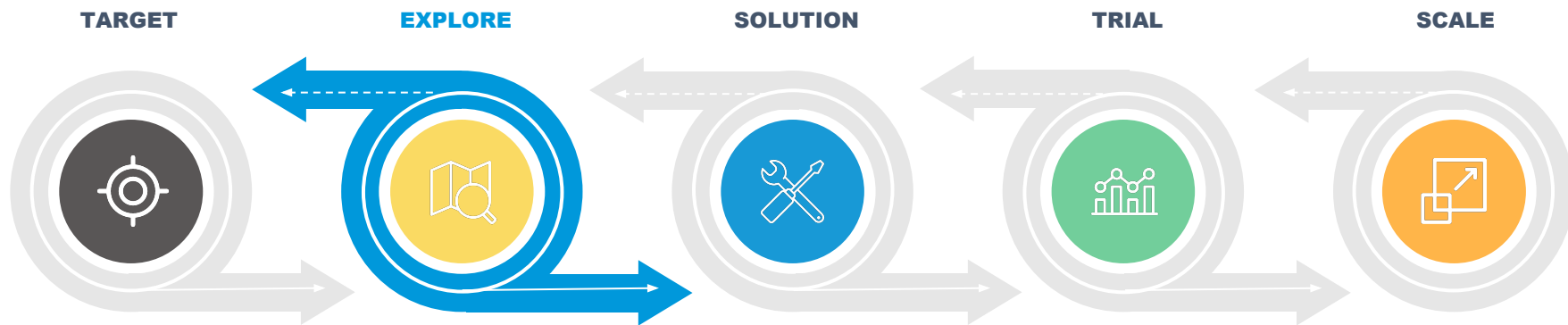




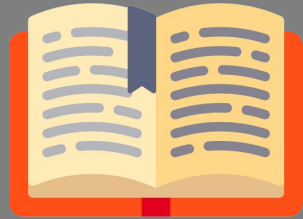
# La metodologia TESTS: Explore



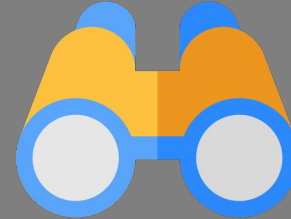
Identificare le barriere comportamentali che impediscono o diminuiscono l'esecuzione del comportamento desiderato



# La metodologia TESTS: Explore



Revisone della letteratura scientifica



Fieldwork e osservazioni sul campo



Analisi di dati

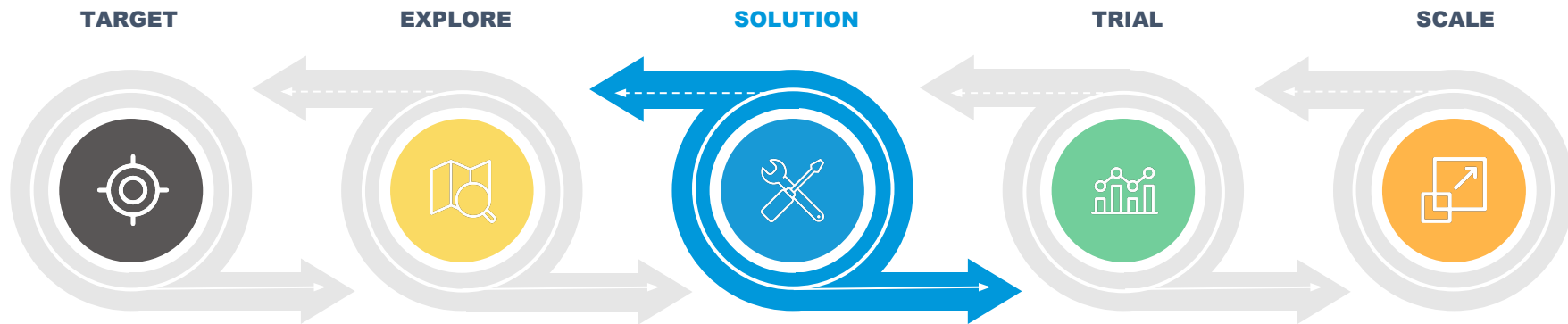


Ricerca qualitativa

# La metodologia TESTS: **Solution**



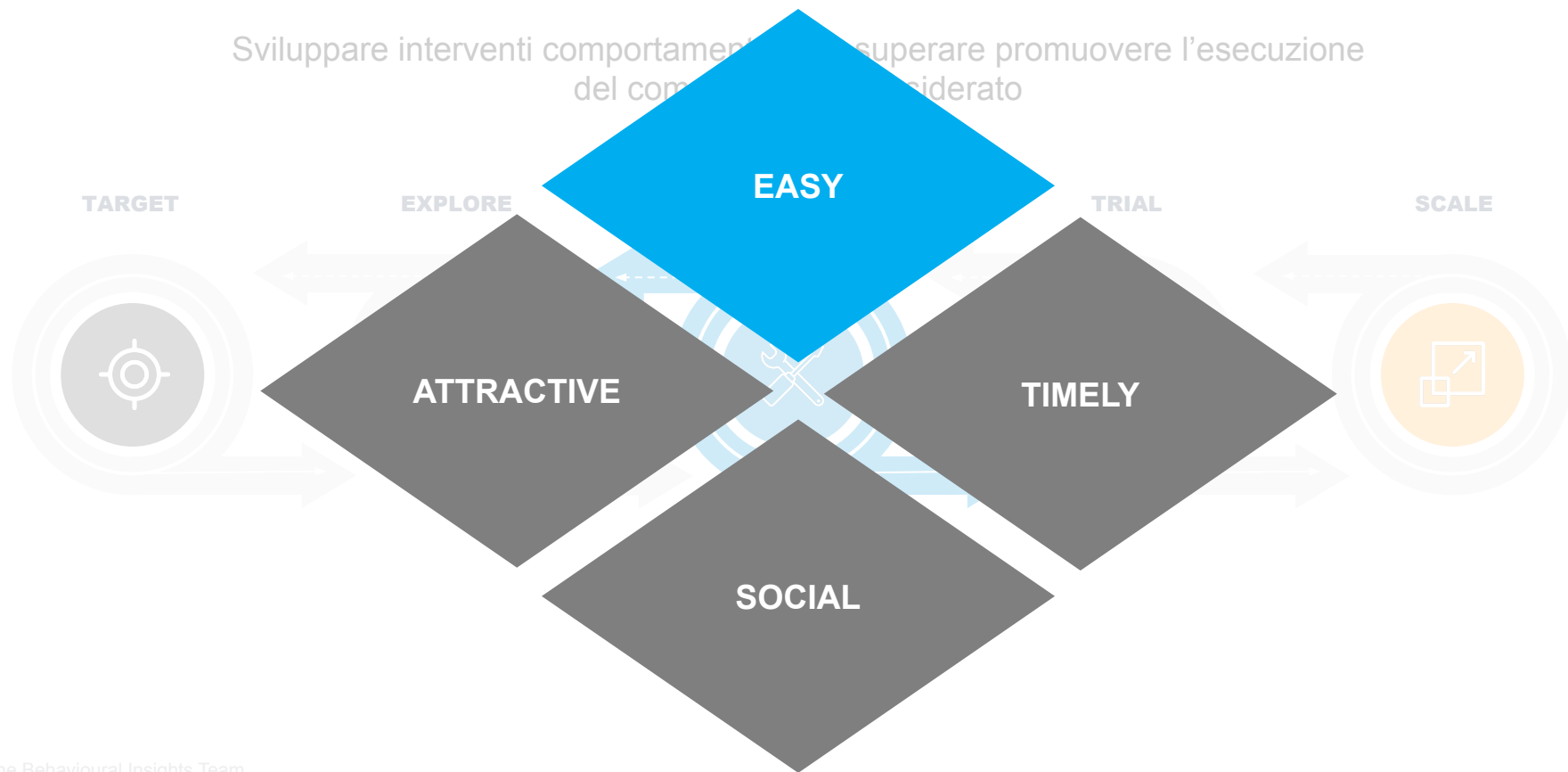
Sviluppare interventi comportamentali per promuovere l'esecuzione del comportamento desiderato



# La metodologia TESTS: **Solution**



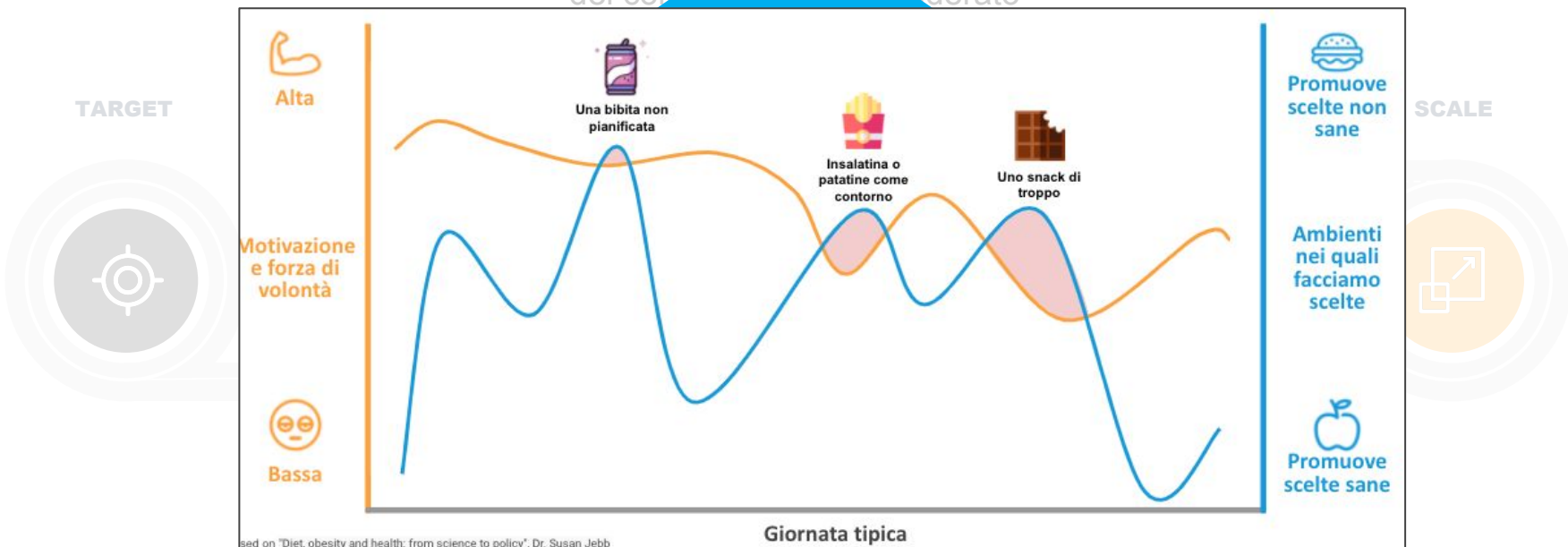
Sviluppare interventi comportamentali per superare e promuovere l'esecuzione del comportamento considerato



# La metodologia TESTS: Solution



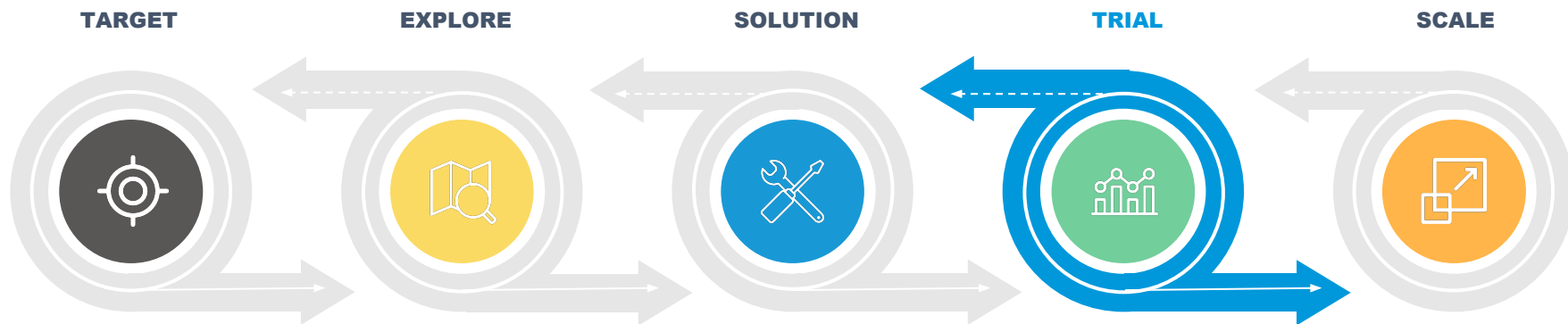
Sviluppare interventi comportamentali per superare promuovere l'esecuzione del compito considerato



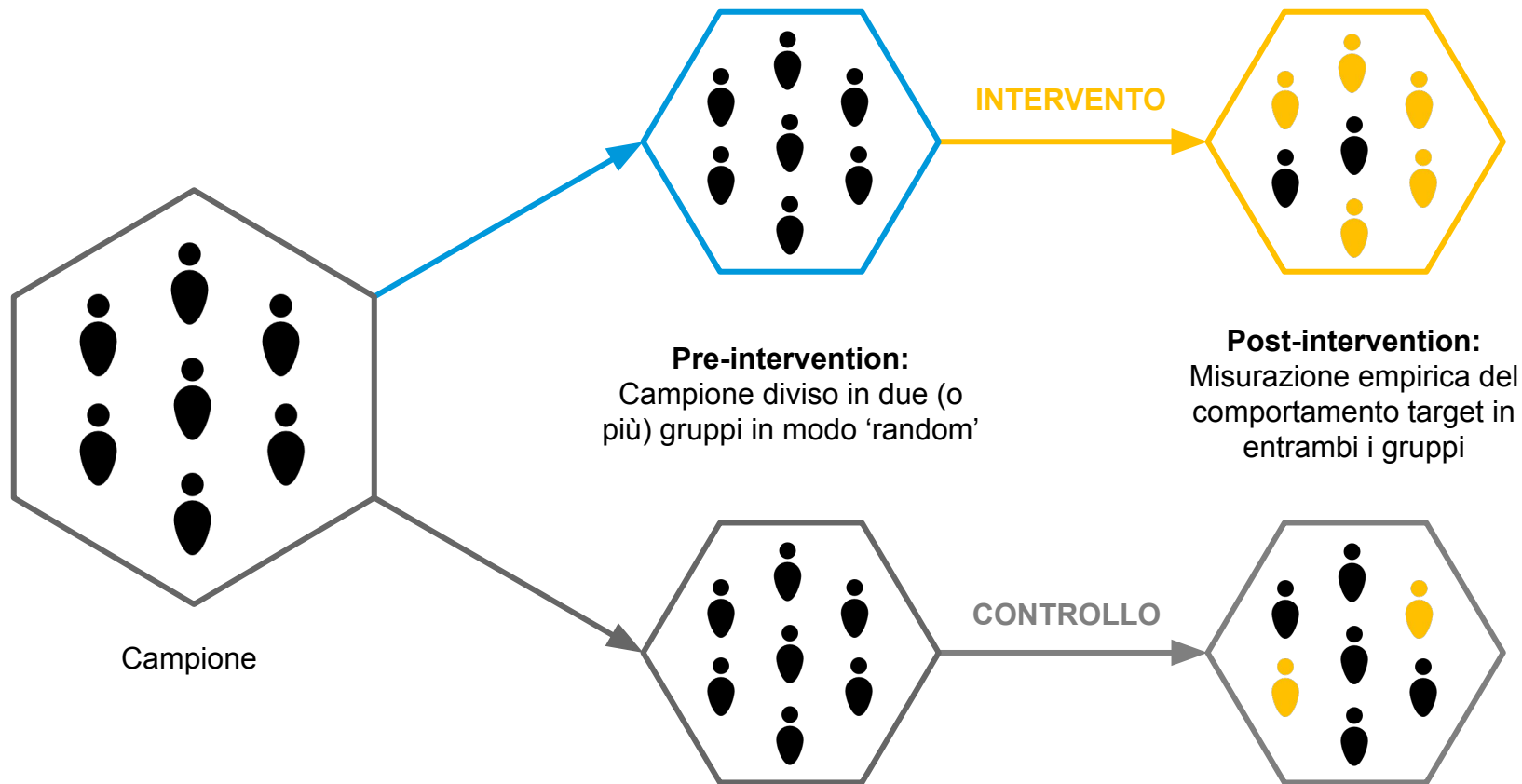
# La metodologia TESTS: **Trial**



Condurre una valutazione scientifica per quantificare l'efficacia dell'intervento comportamentale



# La metodologia TESTS: Trial



# Get in touch

---



**Filippo Bianchi**  
filippo.bianchi@bi.team



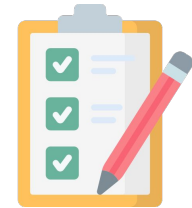
**Behavioural Insights Team**



**Dual process models**



**EAST**



**TESTS**