



# Patient Engagement

BEHAVIOURALLY INFORMED AND TESTED COMMUNICATIONS

## Policy Context

"Timely Access to Care" is a priority of SC

Example, reduce WLs with engagement

- Many don't reply to WL validation
- Many don't attend appointments
- Many don't take-up earlier treatment

## Data Approach

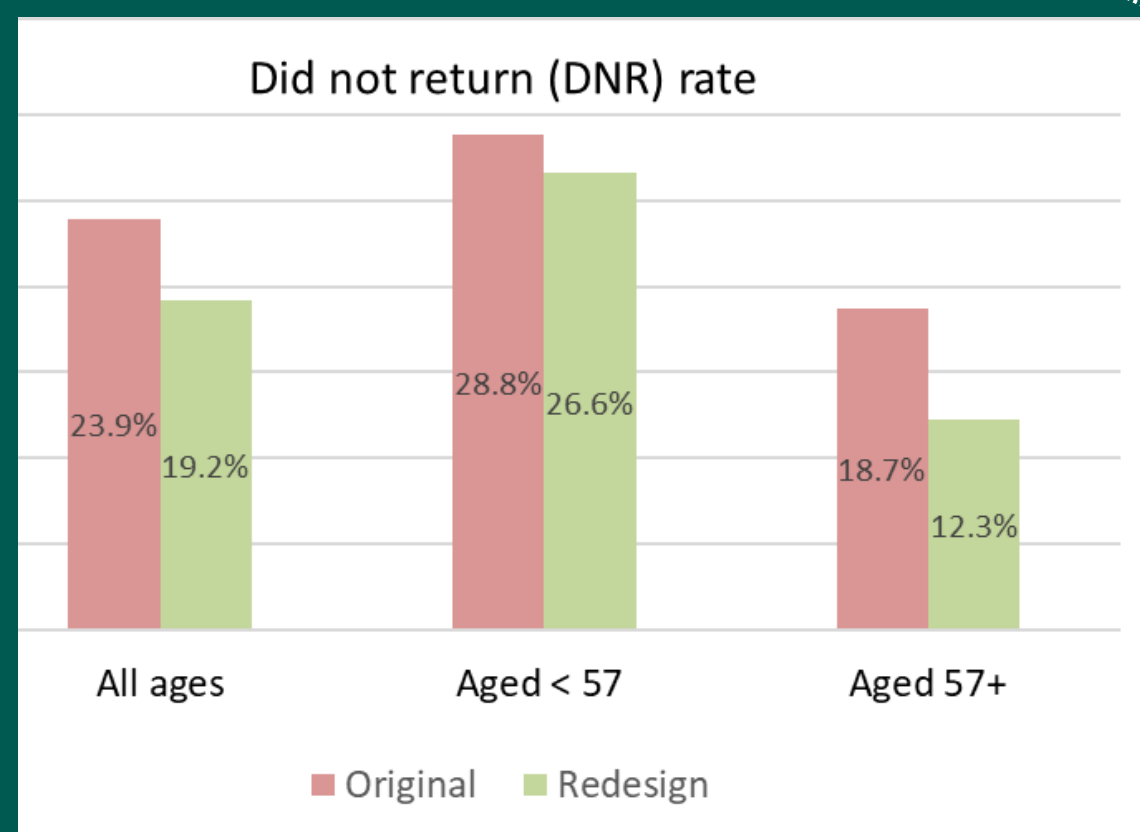
- Review of empirical evidence on approaches to increase engagement
- Testing our redesigns through RCTs with NTPF & HSE - assign causation

## Waiting List Validation

- Reduced the DNR rate for all
- Best for people with literacy problems
- Redesign was scaled up nationally
- Led to new national function in NTPF
- 372,114 validations & 80,728 removals in 2021

### EXAMPLES OF NUDGES:

Personalisation  
Call for action  
Apology  
Altruism  
Chunking  
Messenger

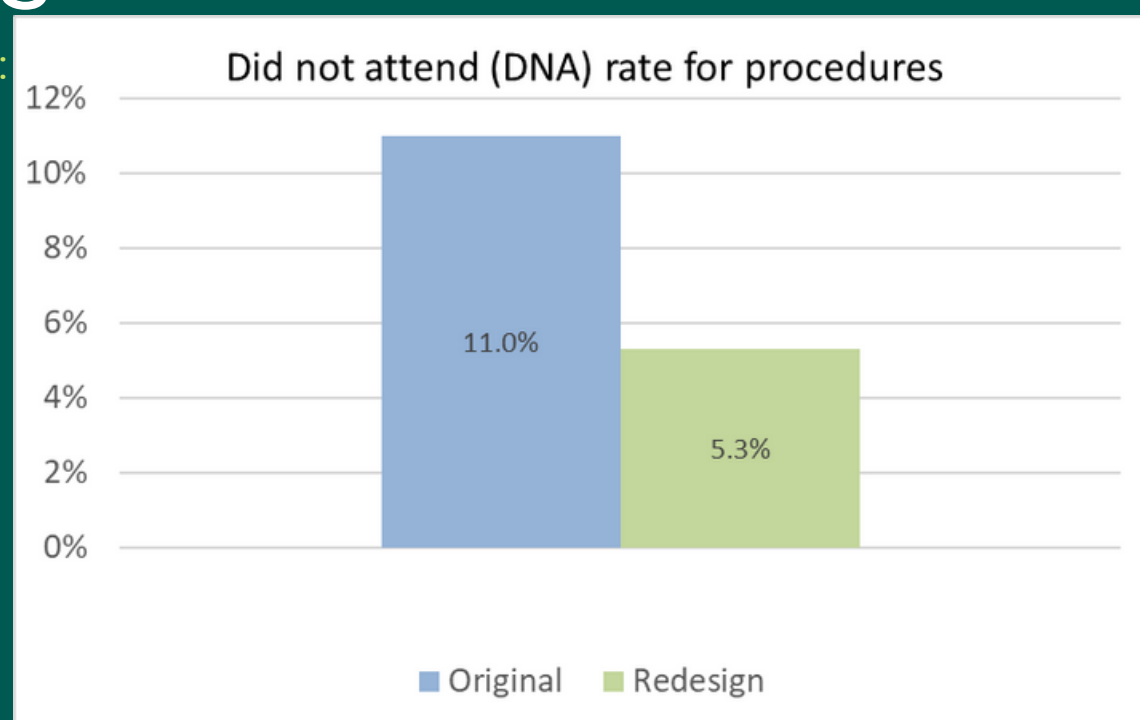


## Inpatient / Day Case Appointments

- Redesign letter & new preparation note
- Increased confirmation, 67% to 76%
- Halved non-attendance - see across
- Redesign recommended for use nationally

### EXAMPLES OF NUDGES:

Personalisation  
Simplifying text  
Call for action  
Salience  
Reciprocity  
Avoided loss  
Commitment device



## Other Applications

- Outpatient DNAs: ongoing project testing redesign of SMS reminders and offer letters
- Online validation launched: high uptake 50%+, cheaper & quicker validation
- Earlier treatment offers: higher uptake, 70% v. expectation of 50% Internationally,
- we shaped the strategic commitments of the WHO's new Framework



European Region

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