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Relying on the emerging field of behavioral economics, the book argues, through a series of examples, that undesirable outcomes in health care have much to do with irrational choices made by people and doctors. The book shows that loss aversion, framing, defaults, salience, overconfidence and other biases are prevalent and relevant in health care.

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Drawing on behavioral economics as an alternative to the standard tools of health economics, author Douglas E. Hough seeks to more clearly diagnose the ills of health care today. A behavioral perspective makes sense of key contradictions—from the seemingly irrational choices that we sometimes make as patients, to the incongruous behavior of physicians, to the morass of the long-lived debate surrounding reform.

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Irrationality in Health Care : What Behavioral Economics Reveals About What We Do and Why, Hardcover by Hough, Douglas E., ISBN 0804777977, ISBN-13 9780804777971, Brand New, Free shipping in the US Draws on behavioral economics to determine the problems with health care in the .. explaining how it can be applied to patient and physician decision making and its usefulness for designing health policies.

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[(Irrationality in Health Care: What Behavioral Economics ...

Irrationality in Health Care: What Behavioral Economics Reveals About What We Do and Why (Stanford University Press, May 15, 2013) encourages patients, physicians, and policy makers to take a harder look at our actions and reactions so we can make better choices for our health and well-being.

Diagnosis: 'Irrationality in Health Care' « News from The ...

In light of healthcare, patients are not immune to calculability as the care they receive is increasingly a function of cost and financial return to the system. Rather than focusing on the quality of the service they are receiving, patients are overcome and focused on how much the service is going to cost.

Impact of McDonaldization on Healthcare

Relying on the emerging field of behavioral economics, the book argues, through a series of examples, that undesirable outcomes in health care have much to do with irrational choices made by people and doctors. The book shows that loss aversion, framing, defaults, salience, overconfidence and other biases are prevalent and relevant in health care.

Amazon.com: Customer reviews: Irrationality in Health Care ...

This irrationality in health care prices — and the added cost to commercial insurance — has drawn the ire of patients, families, and employers who have sought greater clarity around prices and demanded answers about why the prices are higher than what the government pays for the same thing.

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