

Behavioral Economic Approaches to Reduce Outpatient Antibiotic Prescribing

Illinois Antimicrobial Stewardship Summit

July 17, 2018

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Disclosures

- **Stock:** Amgen, Biogen, and Eli Lilly
- **Grant Funding:** AHRQ, NIA, NIDA
- **Former grant funding:** Astellas Pharma, Inc. and Clintrex/Astra Zeneca
- **Honoraria:** SHEA (supported by Merck)

Outline

- Antibiotic prescribing
- Behavioral science
- Food for thought and some behavioral science studies
- BEARI (Behavioral Economics/Acute Respiratory Infection) Trial





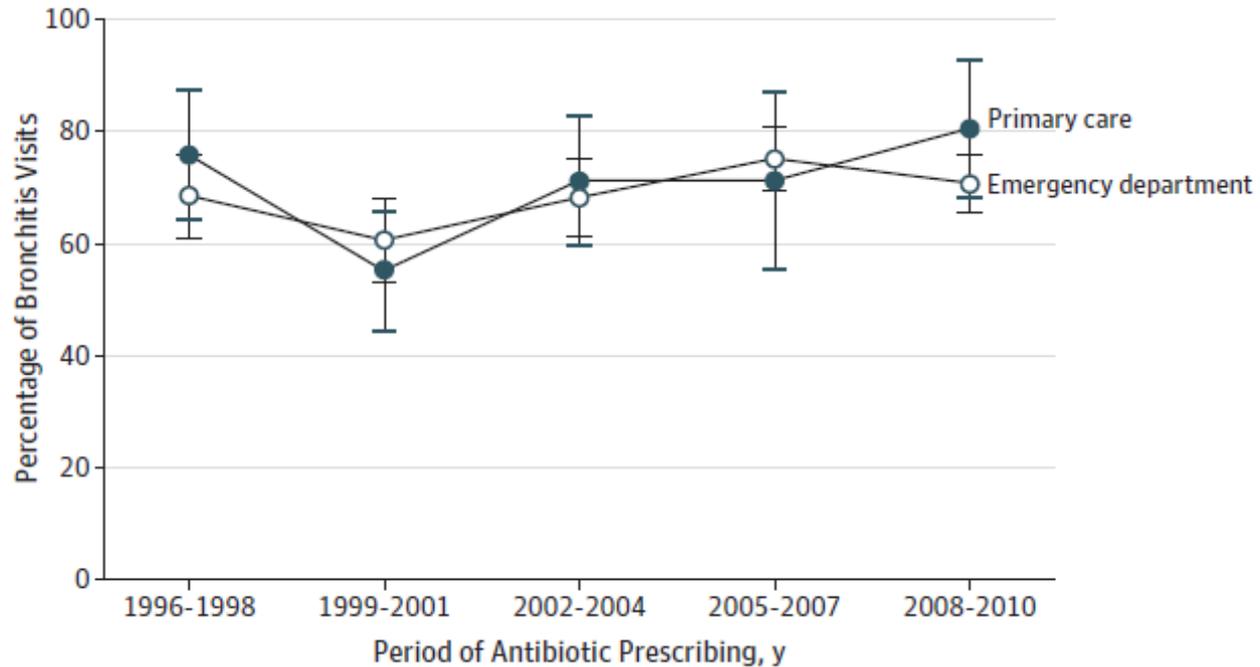
Background: Acute Respiratory Infections

- 10% of all ambulatory visits
- 44% of antibiotics

- Inappropriate antibiotic prescribing
 - Costs
 - Antibiotic-resistant bacteria
 - Changing the microbiome
 - Adverse drug events

Antibiotic Prescribing in the US

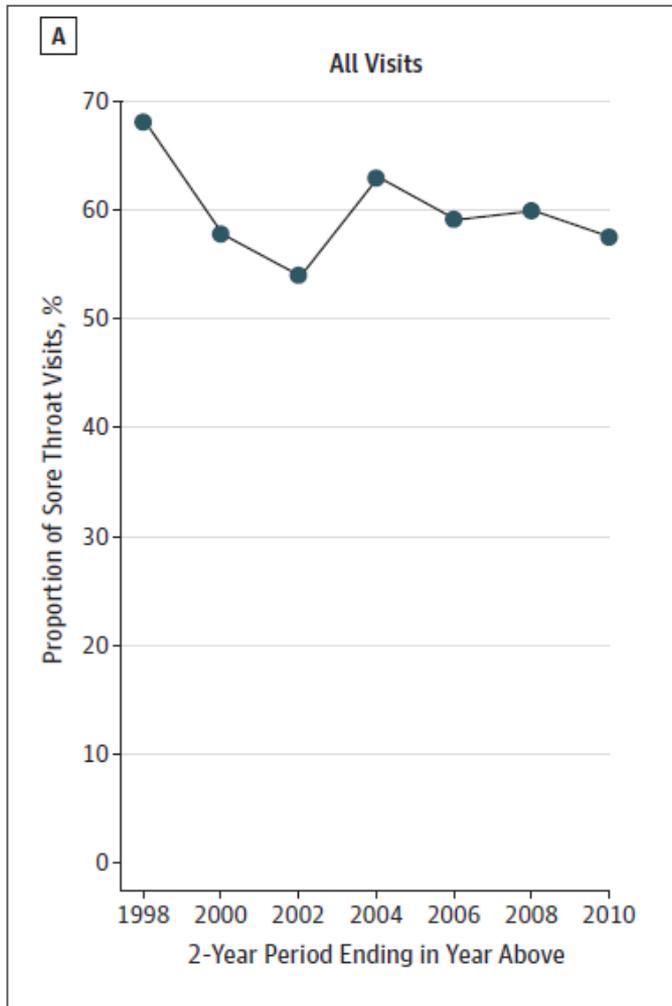
Figure. Antibiotic Prescribing for Acute Bronchitis in the United States by Site of Care, 1996-2010



- N = 3153 representing 31 million visits

Barnett and Linder. JAMA 2014

Antibiotic Prescribing in the US



- Adults with sore throat, 1997-2010
- N = 8191 representing 92 million visits

Barnett and Linder. JAMA Intern Med 2014

Antibiotic Prescribing

Original Investigation

Prevalence of Inappropriate Antibiotic Prescriptions Among US Ambulatory Care Visits, 2010-2011

Katherine E. Fleming-Dutra, MD; Adam L. Hersh, MD, PhD; Daniel J. Shapiro; Monina Bartoces, PhD; Eva A. Enns, PhD; Thomas M. File Jr, MD; Jonathan A. Finkelstein, MD, MPH; Jeffrey S. Gerber, MD, PhD; David Y. Hyun, MD; Jeffrey A. Linder, MD, MPH; Ruth Lynfield, MD; David J. Margolis, MD, PhD; Larissa S. May, MD, MSPH; Daniel Merenstein, MD; Joshua P. Metlay, MD, PhD; Jason G. Newland, MD, MEd; Jay F. Piccirillo, MD; Rebecca M. Roberts, MS; Guillermo V. Sanchez, MPH, PA-C; Katie J. Suda, PharmD, MS; Ann Thomas, MD, MPH; Teri Moser Woo, PhD; Rachel M. Zetts; Lauri A. Hicks, DO

- 506 antibiotic prescriptions per 1000 people
 - 30% unnecessary
 - 50% of ARI prescribing unnecessary
- **US:** 833 per 1000 people
- **Sweden:** 388 → 157 per 1000 people

Changing Behavior

- Limited Success of prior interventions
- ***Implicit model:*** clinicians reflective, rational, and deliberate
 - “Educate” and “remind” interventions
- ***Behavioral model:*** decisions fast, automatic, influenced by emotion and social factors
 - Cognitive bias
 - Appeal to clinician self-image
 - Consider social motivation

Imbalance in Factors Related to Antibiotic Prescribing

Factors Driving Antibiotic Prescribing: Immediate and Emotionally Salient

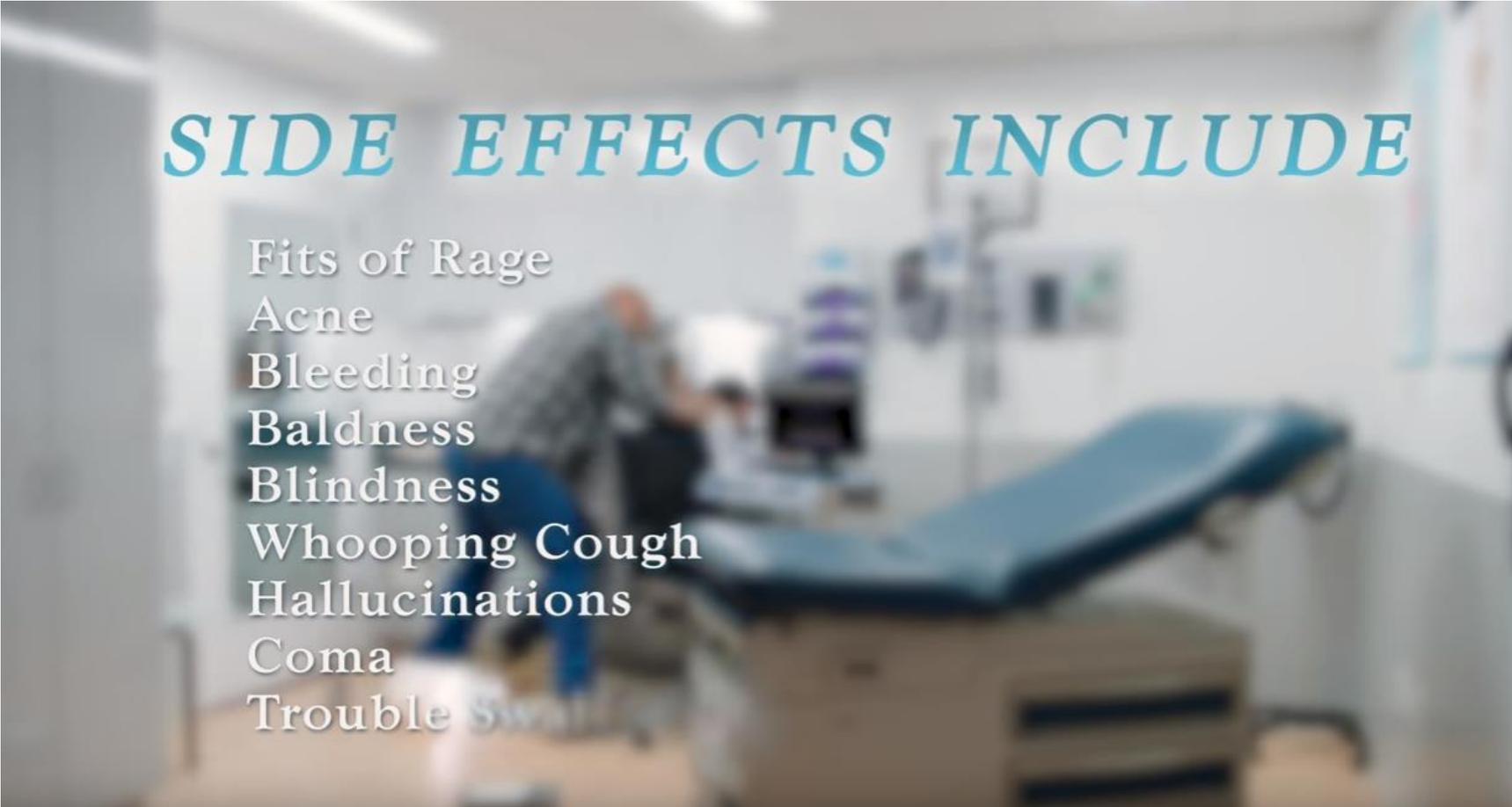
- Belief that a patient wants antibiotics
- Perception that it is easier and quicker to prescribe antibiotics than explain why they are unnecessary
- Habit
- Worry about serious complications and “just to be safe” mentality

Factors Deterring Antibiotic Prescribing: More Remote and Less Emotionally Salient

- Risks of adverse reactions and drug interactions
- Recognizing the need for antibiotic stewardship
- Desire to deter low-value care and decrease unnecessary health care spending
- Prefer to follow guidelines

Mehrotra and Linder. JAMA Intern Med 2016





SIDE EFFECTS INCLUDE

Fits of Rage
Acne
Bleeding
Baldness
Blindness
Whooping Cough
Hallucinations
Coma
Trouble Swallowing

SIDE EFFECTS INCLUDE

Fits of Rage

Acne

Bleeding

Baldness

Blindness

Whooping Cough

Hallucinations

Coma

Trouble Swallowing

Decrease in Semen

Increase in Semen

Nasal Sores

Constipation

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Fits of Rage

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Constipation

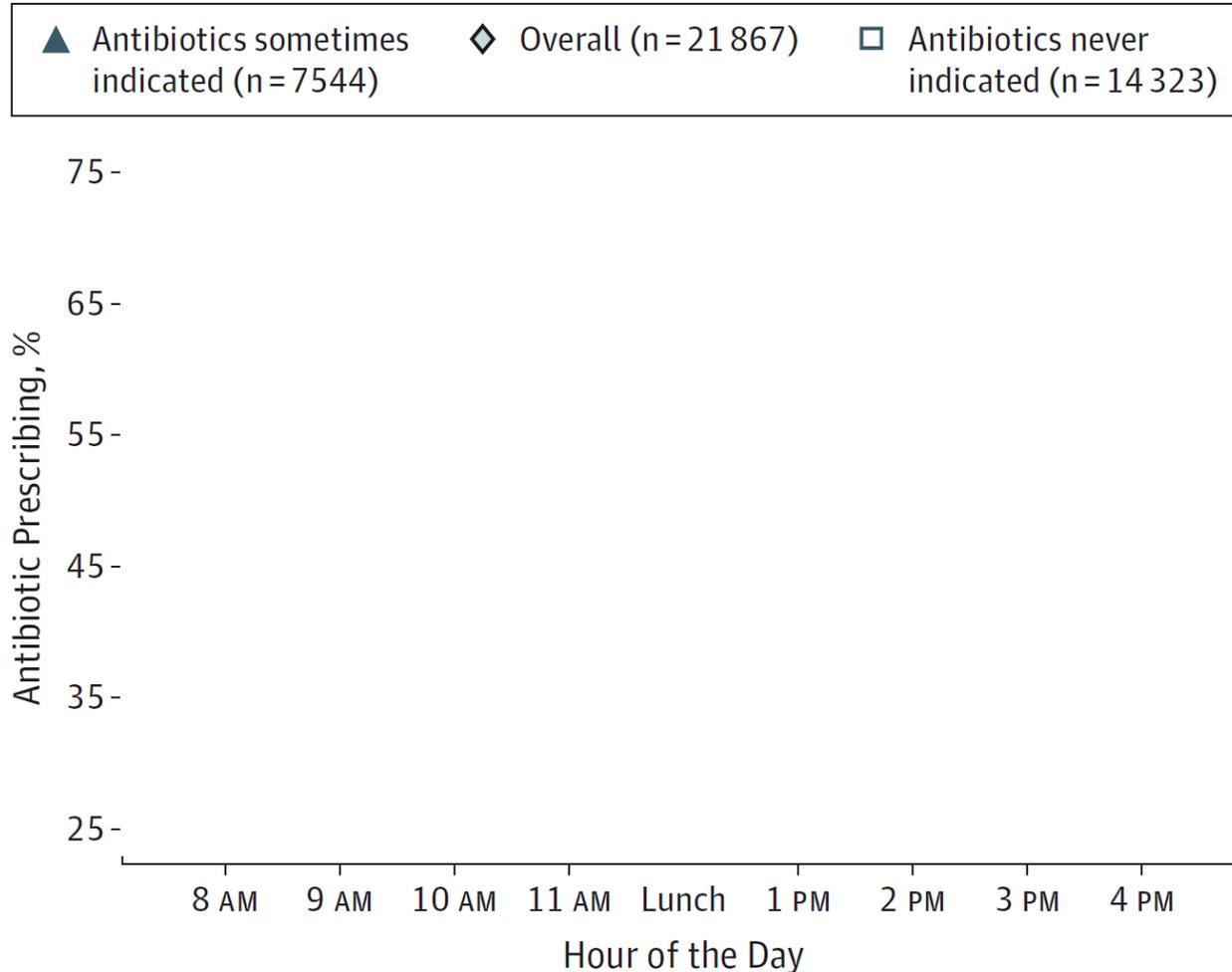
Vomiting

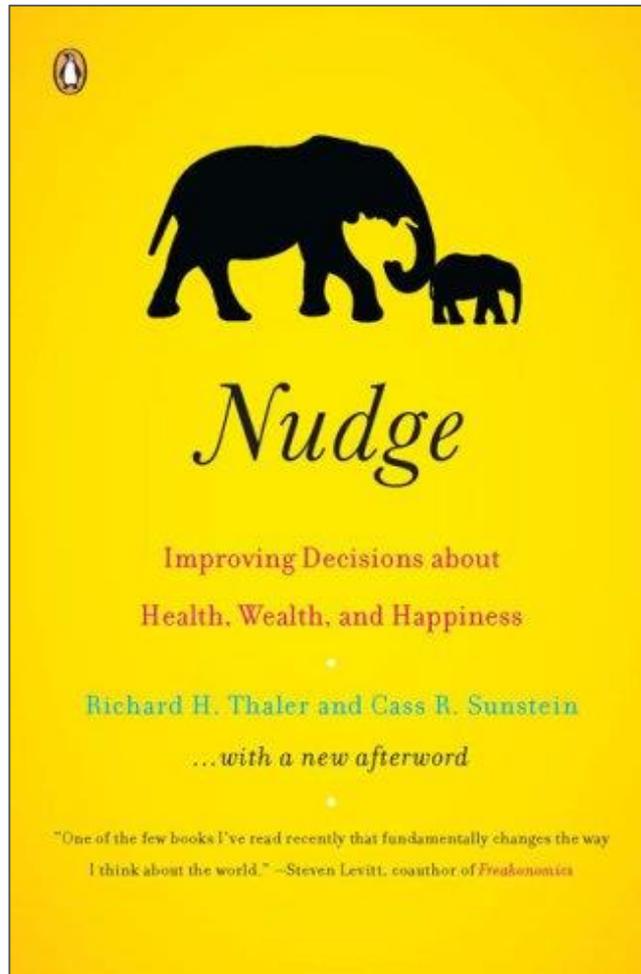
Night Terrors

Amnesia

Suicidal Urges

Antibiotic Prescribing by Hour of the Day

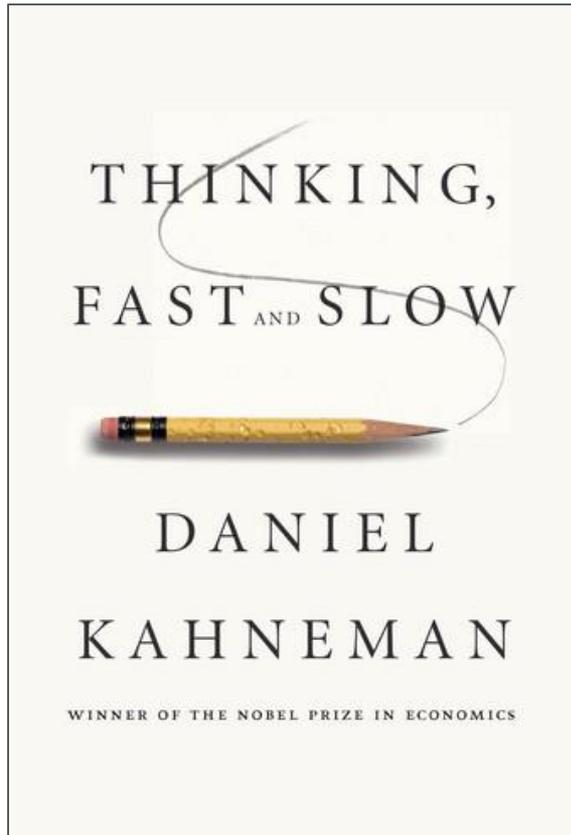




Nudges Target Automatic Thinking

- ***Nudge***: gentle, non-intrusive persuaders which influence choice in a certain direction
 - Different frames, default rules, feedback mechanisms, social cues
 - Can be ignored
 - A good nudge will only affect choice when there are not strong reasons for the decision
 - “Libertarian paternalism”

Cognitive Systems



1. Automatic

2. Reflective

Behavioral Economics: Food for Thought

- Wine choice
- Supermarket cashier behavior

Partitioning Options

- People tend to be biased towards even allocation across categories ($1/n$), resulting in *partition dependence*
- Choices can vary dramatically as a function of how those options are organized

Partitioning: Shopping for Wine



Wines partitioned by Region

AUSTRALIAN WINES

(1) Fox Creek

Wine: 2001 Sauvignon Blanc South Australia

Country: Australia

Description: Bright in flavor, refreshing for its lime peel and apple fruit, which echoes on the open-textured finish.

(2) Stonehaven

Wine: 2000 Chardonnay Limestone Coast

Country: Australia

Description: Bright and tangy, with citrus and melon flavors in the forefront and a peppery note on the finish

CALIFORNIA WINES

(3) Groth

Wine: 2001 Sauvignon Blanc Napa Valley

Country: California

Description: Tangy and intense, with lime rind, green apple, grapefruit and ripe melon tones that weave into a tart, slightly grassy finish.

(4) Luna

Wine: 1999 Pinot Grigio Napa Valley

Country: California

Description: Ripe, with good depth to butter, citrus, apple and anise flavors. Concentration carries through the complex finish.

ITALIAN WINES

(5) Bollini

Wine: 1999 Pinot Grigio Grave del Friuli Reserve Selection

Country: Italy

Description: Aromas of freshly sliced apples and pears, with hints of spice.

Medium- to full-bodied, with good fruit and a medium, fruity finish.

(6) Marchesi di Grésy

Wine: 2000 Chardonnay Langhe

Country: Italy

Description: Crisp and clean Chardonnay, with subtle apple, straw and mineral character. Medium-bodied, with fresh acidity and a long, refreshing finish.

Wines partitioned by Grape

CHARDONNAY WINES

(1) Stonehaven

Wine: 2000 Chardonnay Limestone Coast

Country: Australia

Description: Bright and tangy, with citrus and melon flavors in the forefront and a peppery note on the finish

(2) Marchesi di Grésy

Wine: 2000 Chardonnay Langhe

Country: Italy

Description: Crisp and clean Chardonnay, with subtle apple, straw and mineral character. Medium-bodied, with fresh acidity and a long, refreshing finish.

SAUVIGNON BLANC WINES

(3) Groth

Wine: 2001 Sauvignon Blanc Napa Valley

Country: California

Description: Tangy and intense, with lime rind, green apple, grapefruit and ripe melon tones that weave into a tart, slightly grassy finish.

(4) Fox Creek

Wine: 2001 Sauvignon Blanc South Australia

Country: Australia

Description: Bright in flavor, refreshing for its lime peel and apple fruit, which echoes on the open-textured finish.

PINOT GRIGIO WINES

(5) Bollini

Wine: 1999 Pinot Grigio Grave del Friuli Reserve Selection

Country: Italy

Description: Aromas of freshly sliced apples and pears, with hints of spice.

Medium- to full-bodied, with good fruit and a medium, fruity finish.

(6) Luna

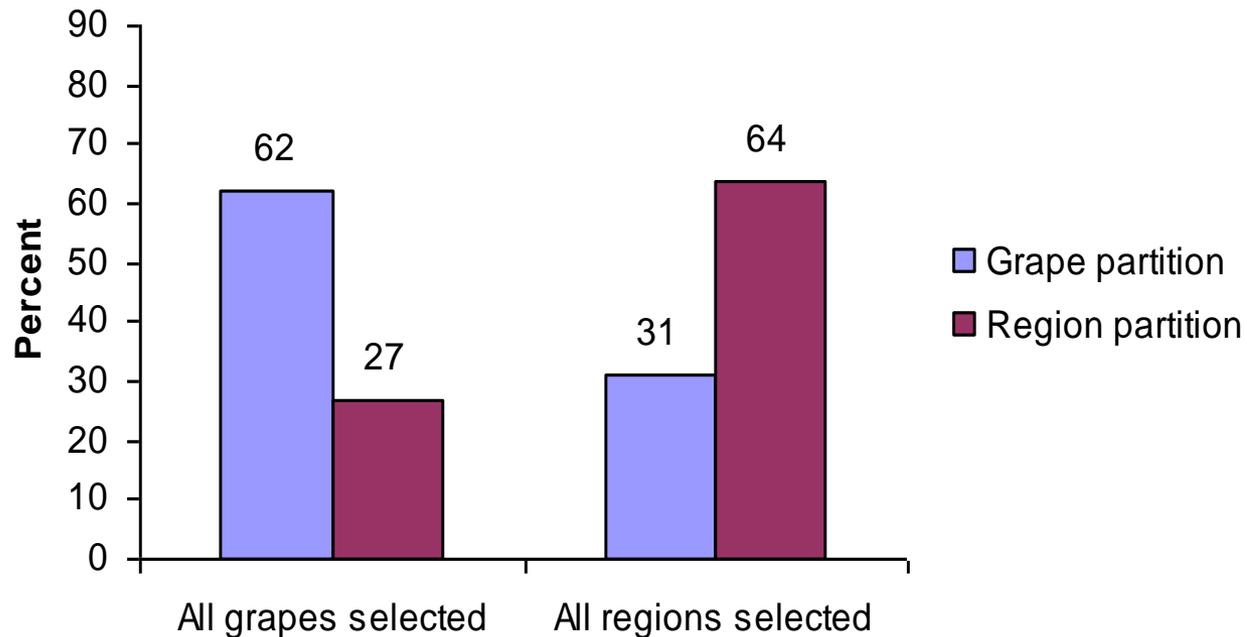
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Description: Ripe, with good depth to butter, citrus, apple and anise flavors. Concentration carries through the complex finish.

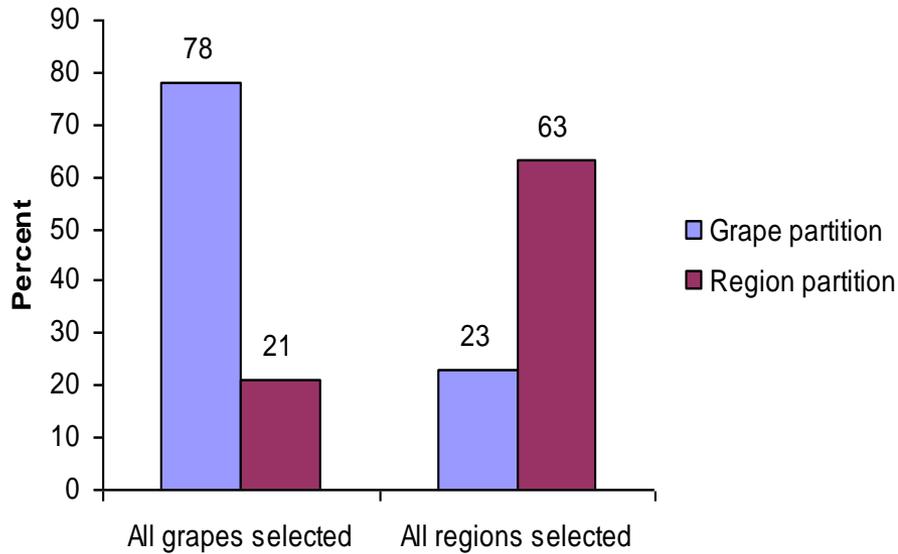
Wine Selection

- Chose 3 white wines from a list of 6 (n = 149)
- Half partitioned by grape, half by region

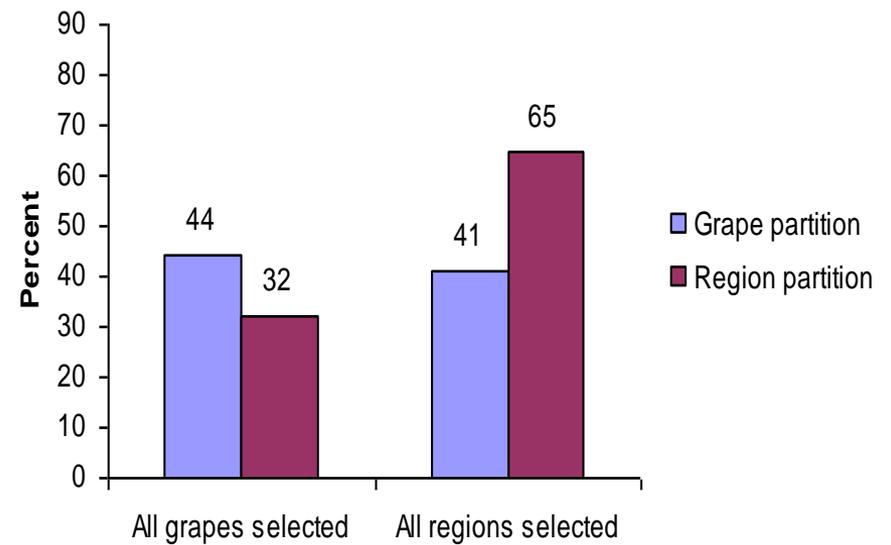


Wine Selection

Novices



Experts



Nudging Physician Prescription Decisions by Partitioning the Order Set: Results of a Vignette-Based Study

David Tannenbaum, PhD¹, Jason N. Doctor, PhD², Stephen D. Persell, MD, MPH³, Mark W. Friedberg, MD, MPP^{4,5,8}, Daniella Meeker, PhD⁶, Elisha M. Friesema, BA³, Noah J. Goldstein, PhD⁷, Jeffrey A. Linder, MD, MPH^{5,8}, and Craig R. Fox, PhD⁷

¹UCLA Anderson School of Management, Los Angeles, CA, USA; ²Leonard D. Schaeffer Center for Health Policy and Economics, University of Southern California, Los Angeles, CA, USA; ³Division of General Internal Medicine and Geriatrics, Center for Healthcare Studies, Feinberg School of Medicine, Northwestern University, Chicago, IL, USA; ⁴RAND, Boston, MA, USA; ⁵Harvard Medical School, Boston, MA, USA; ⁶Department of Preventive Medicine, Keck School of Medicine, University of Southern California, Los Angeles, CA, USA; ⁷UCLA Anderson School of Management, Department of Psychology, David Geffen School of Medicine at UCLA, Los Angeles, CA, USA; ⁸Division of General Medicine and Primary Care, Brigham and Women's Hospital, Boston, MA, USA.

Partitioning

Acute Bronchitis

OTC medications grouped

Of the drug choices below, please indicate which drugs you would choose in treating this patient. You may select up to three options.

- albuterol inhaler
- an antibiotic of your choice
- robitussin with codeine
- tessalon perles

Over-the-counter drugs:

- cough lozenge
- cough spray
- cough syrup

Partitioning

Acute Bronchitis

Prescription medications grouped

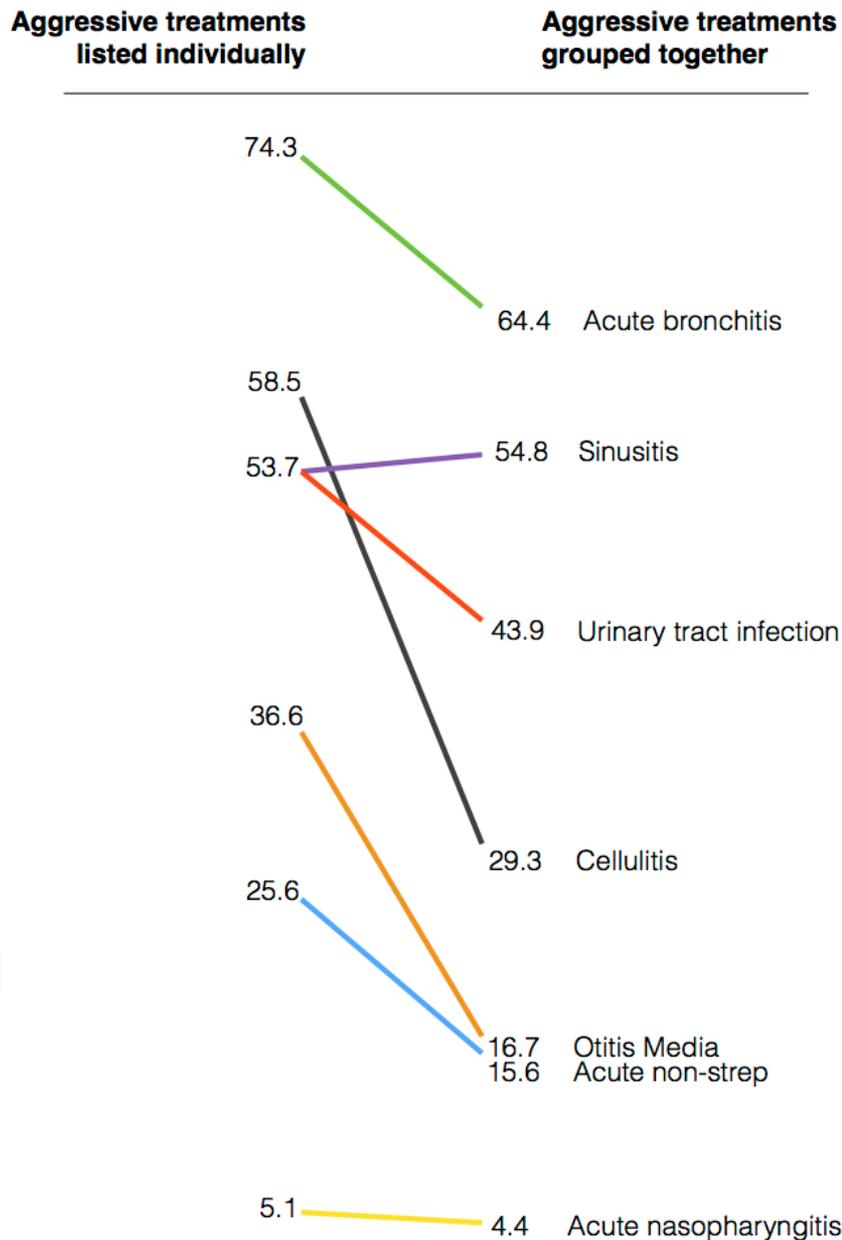
Of the drug choices below, please indicate which drugs you would choose in treating this patient. You may select up to three options.

- cough lozenge
- cough spray
- cough syrup

Prescription drugs:

- albuterol inhaler
- an antibiotic of your choice
- robitussin with codeine
- tessalon merles

- 84 primary care clinicians
- 7 vignettes
- Randomized
 - Prescription meds grouped
 - Broader-spectrum grouped
 - Vignette order
 - Positioning of grouped items
- Overall, 12% decrease in choosing aggressive treatment when grouped ($p < .01$)



Supermarket Cashiers



Supermarket Cashiers

- 394 cashiers paid a fixed, hourly wage
- 2-yrs of scanner data in 10-min increments

Supermarket Cashiers: Results

- 10% higher permanent productivity cashier into a shift
 - ↑1.5% of others on the shift
 - ***Line-of-sight only***
 - ↑ 2.7% when 1 or 2 stations behind
 - ↑ 1.3% when 3 or 4 positions behind
 - ↓3% when behind
- More responsive to those often on the same shift

Original Investigation

Nudging Guideline-Concordant Antibiotic Prescribing A Randomized Clinical Trial

Daniella Meeker, PhD; Tara K. Knight, PhD; Mark W. Friedberg, MD, MPP; Jeffrey A. Linder, MD, MPH;
Noah J. Goldstein, PhD; Craig R. Fox, PhD; Alan Rothfeld, MD; Guillermo Diaz, MD; Jason N. Doctor, PhD

IMPORTANCE “Nudges” that influence decision making through subtle cognitive mechanisms have been shown to be highly effective in a wide range of applications, but there have been few experiments to improve clinical practice.

OBJECTIVE To investigate the use of a behavioral “nudge” based on the principle of public commitment in encouraging the judicious use of antibiotics for acute respiratory infections (ARIs).

[← Invited Commentary page 432](#)

Safe Antibiotic Use: A Letter From Your Medical Group

Dear Patient,

We want to give you some important information about antibiotics.

Antibiotics, like penicillin, fight infections due to bacteria that can cause some serious illnesses. But these medicines can cause side effects like skin rashes, diarrhea, or yeast infections. If your symptoms are from a virus and not from bacteria, you won't get better with an antibiotic, and you could still get these bad side effects.

Antibiotics also make bacteria more resistant to them. This can make future infections harder to treat. This means that antibiotics might not work when you really need them. Because of this, it is important that you only use an antibiotic when it is necessary to treat your illness.

How can you help? Carefully follow your doctor's instructions on when you should or should not take antibiotics.

When you have a cough, sore throat, or other illness, ask your doctor for the best possible treatments. If an antibiotic is necessary, your doctor will explain this to you, and

Your health is very important to us. As your doctors, we promise to treat your illness in the best way possible. We are also dedicated to avoid prescribing antibiotics when they are likely to do more harm than good.

If you have any questions, please feel free to ask your doctor, nurse, or pharmacist.

Sincerely,



El Uso Seguro de Antibióticos: Una Carta de su Grupo Médico

Estimado Paciente:

Queremos compartir información importante con usted sobre los antibióticos.

Los antibióticos como la penicilina ayudan a combatir infecciones debido a bacterias que pueden causar serias enfermedades. Pero estas medicinas también tienen efectos secundarios como erupciones de la piel, diarrea, o infecciones por hongos de levadura. Si sus síntomas son debidos a un virus y no por una bacteria, no se mejorará con un antibiótico, y usted aún puede obtener estos efectos secundarios no deseables.

Los antibióticos también pueden hacer la bacteria más resistente a ellas. Esto hará que infecciones en el futuro sean más difíciles de tratar. Eso significa que los antibióticos no trabajarán cuando ustedes en realidad necesitan que funcionen. Por esto, es importante que usted sólo use un antibiótico cuando sea necesario para su

Your health is very important to us. As your doctors, we promise to treat your illness in the best way possible. We are also dedicated to avoid prescribing antibiotics when they are likely to do more harm than good.

mejor para usted.

Su salud es importante para nosotros. Como sus doctores, nosotros prometemos tratar su enfermedad en la mejor manera posible. También nos comprometemos a evitar recetar antibióticos cuando sean probables de hacer más daño que bien.

Si tiene cualquier pregunta, pregúntele a su doctor, enfermera, o farmacéutico.

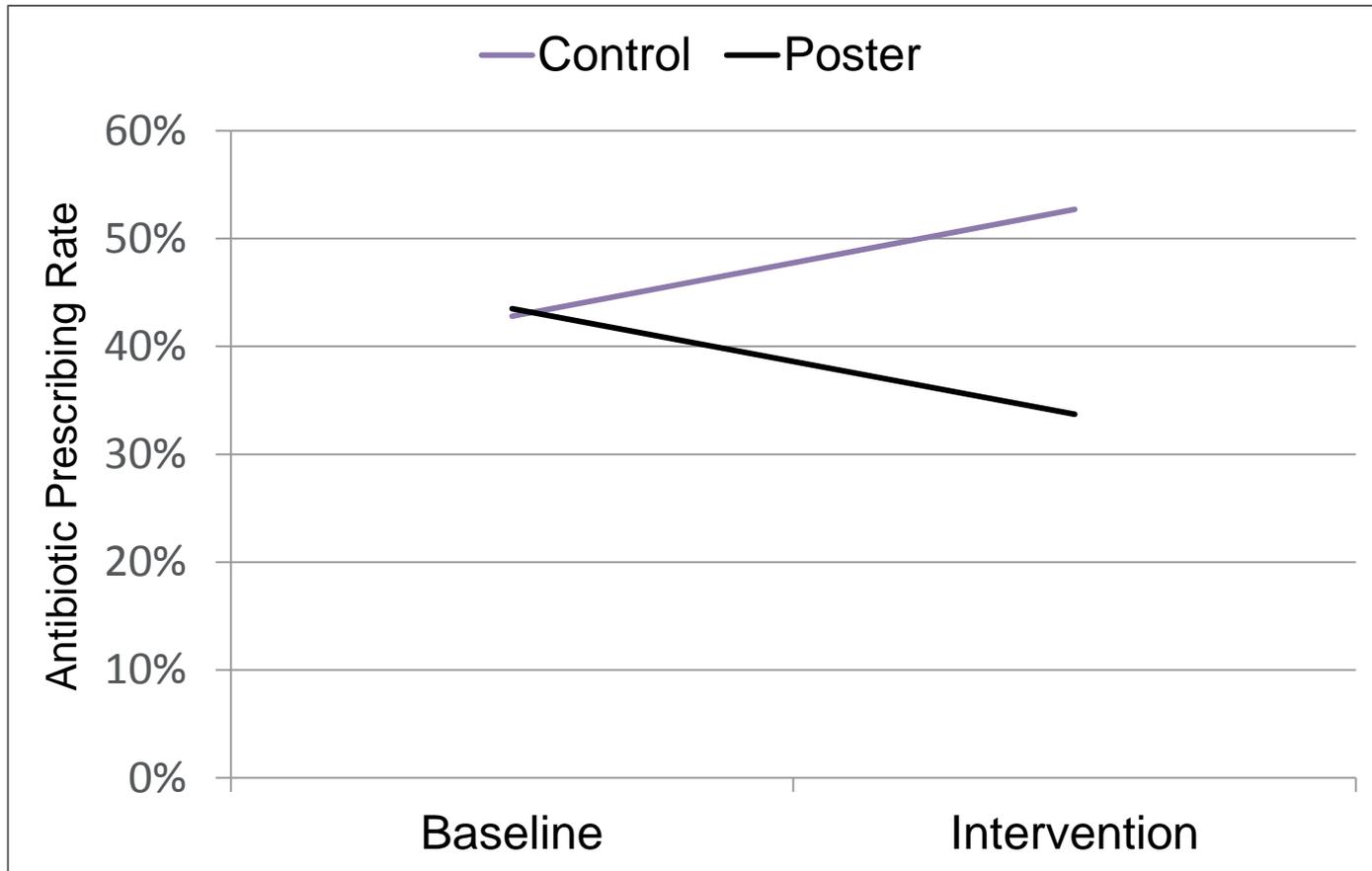
Atentamente,



Public Commitment: Methods

- Randomized 14 clinicians
 - Stratified by high and low-prescribing
- 48 week baseline
- 12 week intervention
- 954 non-antibiotic-appropriate ARI visits

Public Commitment: Results



Adjusted difference-in-differences: -20% (-6% to -33%)

CDC funded Replications: IDPH & NYSDH



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Do not distribute.

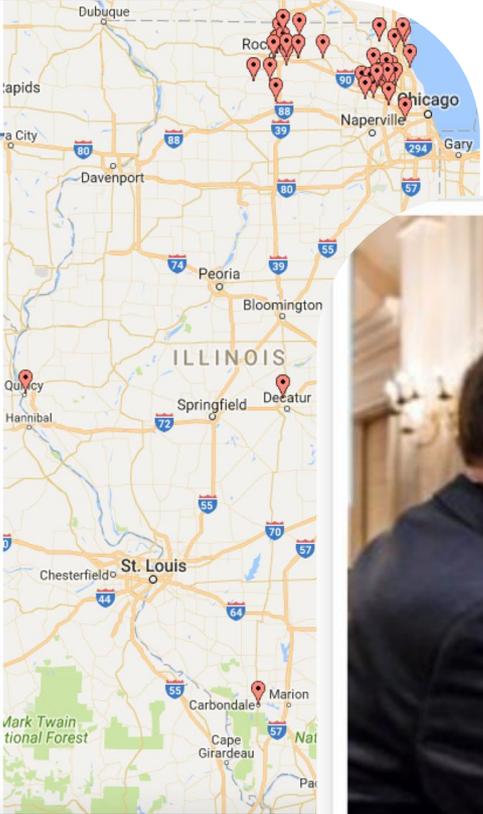
PDSB Campaign Goals

- Increase **provider and patient knowledge** & provide **resources** about antibiotic resistance and use

Phase I Participation



- 55 practices representing > 385 providers



CDC Core Elements Outpatient Antibiotic Stewardship (2017)

EU Draft Guidelines for Antibiotic Stewardship

The NYS Department of Health recently rolled out a “Get Smart Guarantee” poster for healthcare providers to pledge to only prescribe antibiotics when they are needed.

Original Investigation

Effect of Behavioral Interventions on Inappropriate Antibiotic Prescribing Among Primary Care Practices A Randomized Clinical Trial

Daniella Meeker, PhD; Jeffrey A. Linder, MD, MPH; Craig R. Fox, PhD; Mark W. Friedberg, MD, MPP;
Stephen D. Persell, MD, MPH; Noah J. Goldstein, PhD; Tara K. Knight, PhD; Joel W. Hay, PhD; Jason N. Doctor, PhD

IMPORTANCE Interventions based on behavioral science might reduce inappropriate antibiotic prescribing.

← Editorial page 558

+ Supplemental content at
jama.com



CDS and HIT often Disappoint

- Electronic health records with clinical decision support
 - Touted as a solution to problems of medical safety, cost, and quality
- Many EHR/CDS implementations
 - Do not achieve expected improvements
 - Implicitly assume clinicians follow a standard economic/behavioral model

Specific Aim

- To evaluate 3 behavioral interventions to reduce inappropriate antibiotic prescribing for acute respiratory infections
 - 3 health systems using 3 different EHRs

Interventions

1. Suggested Alternatives
2. Accountable Justification
3. Peer Comparison

Intervention 1: Suggested Alternatives

20567913 (BWH) 01/01/1960 (54 yrs.) F BIMA

Home Select Desktop Pt Chart: Medications Custom Reports Admin Sign Results ? Resource Popup

Allergies: ACE Inhibitors - Angioedema, Rash / Morphine - Dystonia Unknown No Insurance Found

Patient Info As of 11/07/13 Refresh

Add New Medication

Medication: **Amoxicillin** Route: Search Favorites Cancel

Found in Practice Favorites

- [U Rx-Gen Unknown](#) ⓘ AMOXICILLIN 2000 MG PO X1 PO [Alternatives](#)
- [U Rx-Gen Unknown](#) ⓘ AMOXICILLIN 250 MG PO TID 7 day(s) PO [Alternatives](#)
- [U](#) ⓘ AMOXICILLIN 500MG, 1 PO TID PO

Found in Medication Dictionary

| Type | Retail Copy | Medication | Route | Restrictions | Alternatives |
|------------------------------------|-------------|--|-------|--------------|------------------------------|
| U Rx-Gen Unknown ⓘ | | AMOXICILLIN | PO | | Alternatives |
| U Rx-Gen Unknown ⓘ | | AMOXICILLIN EXTENDED RELEASE | PO | | Alternatives |
| U Rx-Gen Unknown ⓘ | | AMOXICILLIN/CLAV. SUSP 400 MG/57 MG (5 ML) | PO | | Alternatives |
| U Rx-Gen Unknown ⓘ | | AMOXICILLIN/CLAV.ACID 250/125 (AMOX./CLAV.ACID ... | PO | | Alternatives |
| U Rx-Gen Unknown ⓘ | | AMOXICILLIN/CLAV.ACID 500/125 (AMOX./CLAV.ACID ... | PO | | Alternatives |
| U Rx-Gen Unknown ⓘ | | AMOXICILLIN/CLAV.ACID 875/125 | PO | | Alternatives |

Intervention 1: Suggested Alternatives

The screenshot displays a medical software interface. At the top, patient information is shown: ID 20567913 (BWH), DOB 01/01/1960 (54 yrs.) F, and insurance BIMA. A navigation menu includes Home, Select, Desktop, Pt Chart: Medications, Custom, Reports, Admin, Sign, Results, ?, Resource, and Popup. A red box highlights the 'Allergies' section, which lists 'ACE Inhibitors - Angioedema, Rash / Morphine - Dystonia'. A dropdown menu shows 'Unknown' and 'No Insurance Found'. A dialog box titled 'BEARI Study -- Webpage Dialog' is open, asking 'Are you prescribing this antibiotic for an acute respiratory infection (ARI)?' with 'Yes', 'No', and 'Cancel' buttons. The 'Yes' button is highlighted with a dotted border. The background shows a medication list with entries like 'U Rx- AMOXICILLIN/CLAV. ACID 87.5/12.5' and 'PO'.

Intervention 1: Suggested Alternatives

The screenshot shows a medical software interface with a patient record for ID 20567913 (BWH), born 01/01/1960 (54 yrs.) F, in the BIMA system. The navigation bar includes Home, Select, Desktop, Pt Chart: Medications, Custom, Reports, Admin, Sign, Results, ?, Resource, and Popup. A 'BEARI Study -- Webpage Dialog' window is open, titled 'Please select Principal ARI diagnosis:'. The options are:

- Non-specific upper respiratory infection
- Sinusitis
- Pharyngitis
- Acute bronchitis
- Otitis media
- Influenza
- Pneumonia
- Other

Buttons for 'Ok' and 'Cancel' are at the bottom of the dialog. The background shows a medication list with entries like 'U Rx-Gen Unknown' and 'AMOXICILLIN/CLAV.ACID 875/125' with a 'PO' route and an 'Alternatives' link.

Intervention 1: Suggested Alternatives

| | | | | | | | | | | | |
|----------------|------------------------|---------|-----------------------|--------|---------|-------|------|---------|---|----------|-------|
| 20567913 (BWH) | 01/01/1960 (54 yrs.) F | | | | | | | | | BIMA | |
| Home | Select | Desktop | Pt Chart: Medications | Custom | Reports | Admin | Sign | Results | ? | Resource | Popup |

Warning

You are ordering: AMOXICILLIN

Alert Message:

Antibiotics are not generally indicated for non-specific upper respiratory infections. Please consider the following alternative prescriptions, treatments, and materials to help your patient.

Alternatives

Over-the-counter medications

Decongestants

- Oxymetazoline HCL (0.05 % SPRAY)**
2 SPRAY (0.05 % SPRAY) NAS BID or PRN but no more frequently than every 6 hours. Do not use more than 3 days. Dispense: 1 Bottle(s) Refills: 0
- Pseudoephedrine (30 MG TABLET)**
60 MG (30 MG TABLET Take 2) PO Q6H PRN as needed for nasal congestion. Dispense: 50 Tablet(s) Refills: 0

Antihistamines

- Diphenhydramine ORAL (25 MG TABLET)**
25 MG (25 MG TABLET Take 1) PO Q6H PRN not to exceed 6 doses in 24 hours. Dispense: 24 Tablet(s) Refills: 0
- Loratadine (10 MG TABLET)**
10 MG (10 MG TABLET Take 1) PO QD PRN Dispense: 30 Tablet(s) Refills: 0

Intervention 1: Suggested Alternatives

| | | | | | | | | | | | |
|--|--------|------------------------|-----------------------|--------|---------|-------|------|---------|---|----------|-------|
| 20567913 (BWH) | | 01/01/1960 (54 yrs.) F | | | | BIMA | | | | | |
| Home | Select | Desktop | Pt Chart: Medications | Custom | Reports | Admin | Sign | Results | ? | Resource | Popup |
| fever. Dispense: 28 Tablet(s) Refills: 0 | | | | | | | | | | | |
| Cough suppressants and expectorants | | | | | | | | | | | |
| <input type="checkbox"/> Benzonatate (100 MG CAPSULE) 100 MG (100 MG CAPSULE Take 1) PO Q4H PRN for cough. Do not take more than 6 capsules in 1 day. Dispense: 30 Capsule(s) Refills: 0 | | | | | | | | | | | |
| <input type="checkbox"/> Guaifenesin AC (100-10MG/5 LIQUID) 5 ML (100-10MG/5 LIQUID) PO Q4H PRN for cough Dispense: 180 ML(s) Refills: 0 | | | | | | | | | | | |
| Bronchodilators | | | | | | | | | | | |
| <input type="checkbox"/> Albuterol INHALER HFA (90 MCG HFA AER AD) 2 PUFF (90 MCG HFA AER AD) INH Q6H PRN for cough Dispense: 1 Inhaler(s) Refills: 0 | | | | | | | | | | | |
| "Excuse from work" Patient Letter. | | | | | | | | | | | |
| Select patient's Days Off work <input type="text" value="4"/> | | | | | | | | | | | |
| <input type="checkbox"/> Save As Note | | | | | | | | | | | |
| <input type="button" value="Preview"/> <input type="button" value="Print"/> | | | | | | | | | | | |
| Print patient educational materials. | | | | | | | | | | | |
| <input type="button" value="Preview"/> <input type="button" value="Print"/> | | | | | | | | | | | |
| <input type="checkbox"/> If you still want to prescribe an antibiotic, please check the box. | | | | | | | | | | | |

Intervention 2: Accountable Justification

BestPractice Advisory - Zztest,Bearistudyfive

▼ Text Alerts (1 Advisory)

Antibiotics are not generally indicated for acute bronchitis

▼ Justifications (1 Advisory)

You have prescribed antibiotics for a likely viral diagnosis. Please click the Enter Justification button below and write your justification for prescribing antibiotics in the comment box. This justification will be entered into the patient's record.

If you do not enter a justification into the comment box, the phrase "No justification for prescribing antibiotics was given." will appear in the patient's record. Click Accept when you are finished.

Acknowledge reason: Not Done-Medical Reason  [Close](#)

Patient has asthma.

Click this box and enter ARI justificati...

Accept & Stay Accept Cancel

Interventions 1 and 2: Combined

BestPractice Advisory - Zztest ,Bearistudyfive

▼ Text Alerts (1 Advisory)

Antibiotics are not generally indicated for acute bronchitis

▼ Justifications (2 Advisories)

Please consider the symptomatic treatment options and patient instructions for this condition

Open SmartSet: VIRAL ACUTE RESPIRATORY INFECTION AP1 WITHOUT FLU [preview](#)

You have prescribed antibiotics for a likely viral diagnosis. Please click the Enter Justification button below and write your justification for prescribing antibiotics in the comment box. This justification will be entered into the patient's record.

If you do not enter a justification into the comment box, the phrase "No justification for prescribing antibiotics was given." will appear in the patient's record. Click Accept when you are finished.

Acknowledge reason: [Close](#)

[Click this box and enter ARI justificati...](#)

Intervention 3: Peer Comparison

“You are a Top Performer”

You are in the top 10% of clinicians. You wrote 0 prescriptions out of 21 acute respiratory infection cases that did not warrant antibiotics.

“You are not a Top Performer”

Your inappropriate antibiotic prescribing rate is 15%. Top performers' rate is 0%. You wrote 3 prescriptions out of 20 acute respiratory infection cases that did not warrant antibiotics.

Interventions: Summary

***EHR-based
Nudges***

***Social
Motivation***

Suggested
Alternatives

Accountable
Justification

Peer
Comparison

Methods: Practices and Randomization

47 Primary Care Practices

3 Health Systems, 3 EHRs

Los Angeles: 25

Boston: 22

Methods: Enrollment

- ***Invited:*** 355 clinicians
- ***Enrolled:*** 248 (70%)
 - Consent
 - Education
 - Practice-specific orientation to intervention
 - Honorarium

Methods: Primary Outcome

- ***Antibiotic prescribing for non-antibiotic-appropriate diagnoses***
 - Non-specific upper respiratory infections
 - Acute bronchitis
 - Influenza
- ***Excluded:*** chronic lung disease, concomitant infection, immunosuppression
- ***Data Sources:*** EHR and billing data

Methods: Analysis

- ***Piecewise hierarchical model***
 - Clinician and practice-level clustering
 - Modeled differences in the trajectory of antibiotic prescribing starting at month zero
 - Evaluated interactions
- ***Timing:*** pre-intervention, intervention, post-intervention

Persistence of Effects

Letters

RESEARCH LETTER

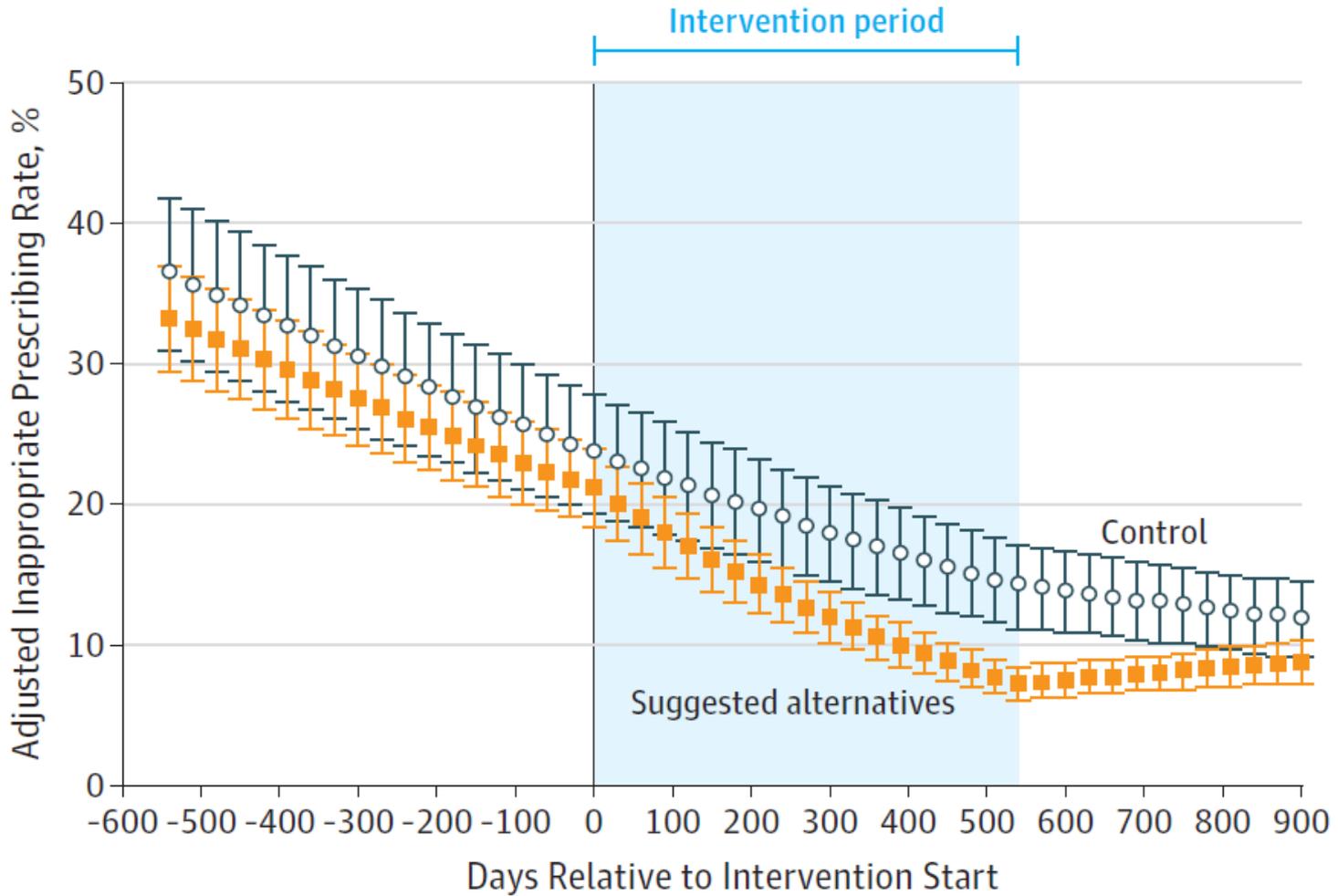
Effects of Behavioral Interventions on Inappropriate Antibiotic Prescribing in Primary Care 12 Months After Stopping Interventions

Inappropriate antibiotic prescribing contributes to antibiotic resistance and leads to adverse events.¹ A cluster-randomized trial of 3 behavioral interventions² intended to reduce inappropriate prescribing found that 2 of the 3 interventions were effective.³ This study examines the persistence of effects 12 months after stopping the interventions.

Methods | We randomized 47 primary care practices in Boston, Massachusetts, and Los Angeles, California, and

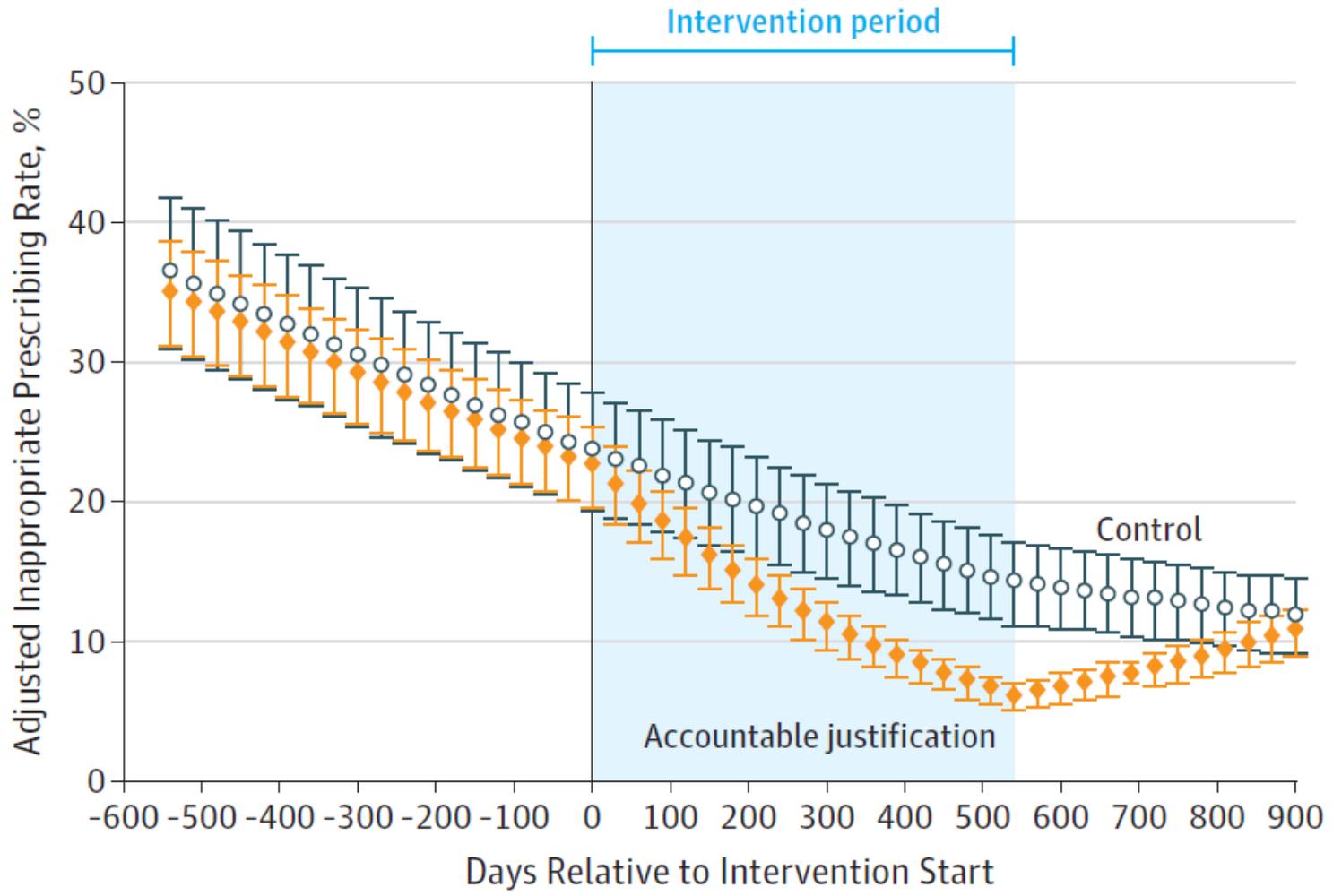
Results | There were 14 753 visits for antibiotic-inappropriate ARIs during the baseline period, 16 959 during the intervention period, and 7489 during the postintervention period. During the postintervention period, the rate of inappropriate antibiotic prescribing decreased in control clinics from 14.2% to 11.8% (absolute difference, -2.4%); increased from 7.4% to 8.8% (absolute difference, 1.4%) for suggested alternatives (difference-in-differences, 3.8% [95% CI, -10.3% to 17.9%]; $P = .55$); increased from 6.1% to 10.2% (absolute difference, 4.1%) for accountable justification (difference-in-differences, 6.5 [95% CI, 4.2% to 8.8%]; $P < .001$); and increased from 4.8% to 6.3% (absolute difference, 1.5%) for peer comparison (difference-in-differences, 3.9% [95% CI, 1.1% to 6.7%]; $P < .005$) (Figure). During the postintervention pe-

Persistence: Suggested Alternatives



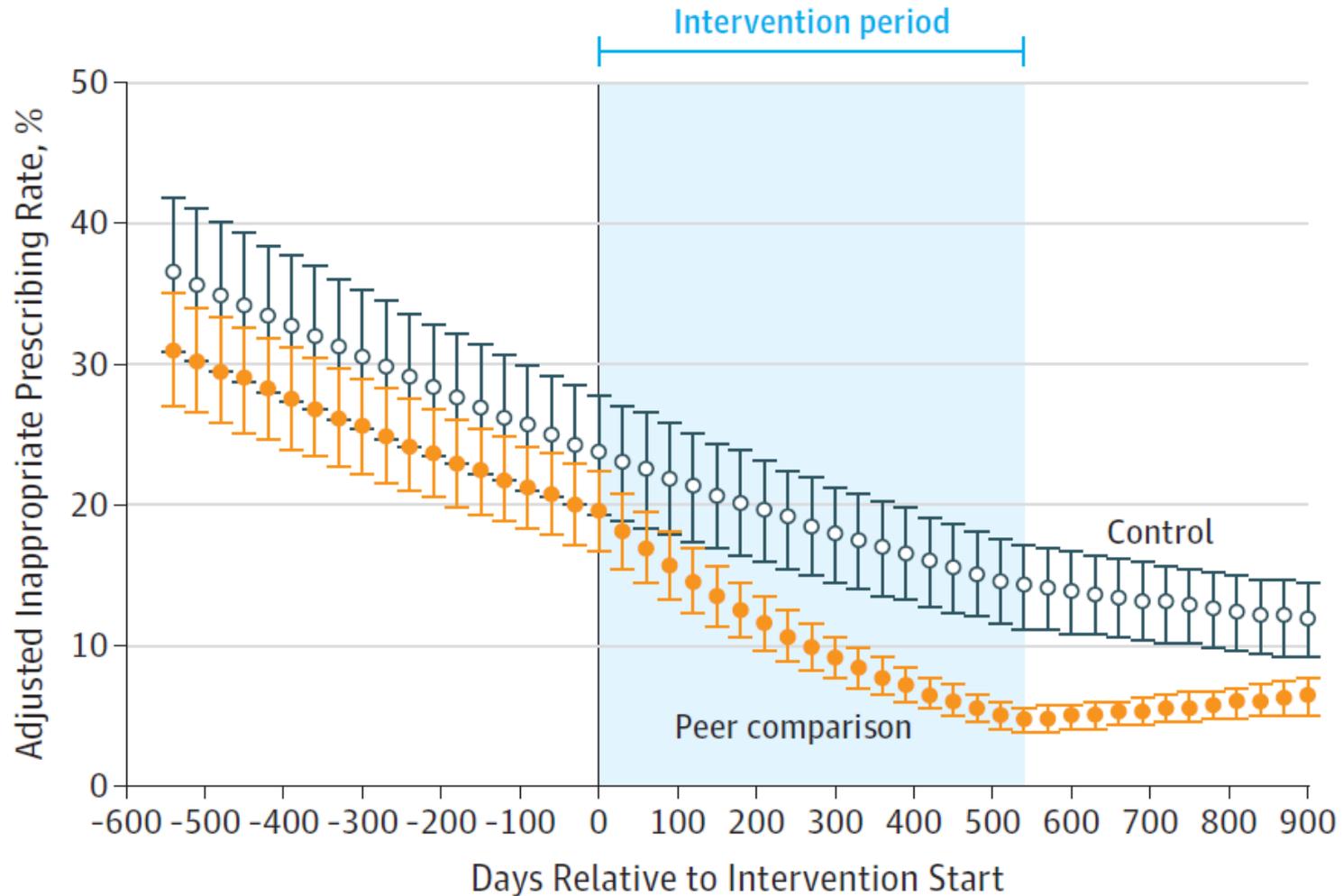
Linder. JAMA 2017

Persistence: Accountable Justification



Linder. JAMA 2017

Persistence: Peer Comparison



Linder. JAMA 2017

Limitations

- Limited to enrollees
- Dependent on EHR and billing data

Strengths

- Randomized controlled trial
- Large size
- 3 different EHRs

Acknowledgements

Funded by the National Institutes of Health (RC4AG039115)

University of Southern California

Jason N. Doctor, PhD
Dana Goldman, PhD
Joel Hay, PhD
Richard Chesler
Tara Knight

University of California, Los Angeles

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Noah Goldstein, PhD

RAND

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Northwestern University

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Elisha Friesema

Cope Health Solutions

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Charlene Chen
Gloria Rodriguez
Auroop Roy
Hannah Valino



Imbalance in Factors Related to Antibiotic Prescribing

Factors Driving Antibiotic Prescribing: Immediate and Emotionally Salient

- Belief that a patient wants antibiotics
- Perception that it is easier and quicker to prescribe antibiotics than explain why they are unnecessary
- Habit
- Worry about serious complications and “just to be safe” mentality

Factors Deterring Antibiotic Prescribing: More Remote and Less Emotionally Salient

- Risks of adverse reactions and drug interactions
- Recognizing the need for antibiotic stewardship
- Desire to deter low-value care and decrease unnecessary health care spending
- Prefer to follow guidelines

Mehrotra and Linder. JAMA Intern Med 2016

Summary: Behavioral Interventions

- ***Doctors are people too***
- ***Doctoring is an emotional, social activity***

- ***Behavioral principles***
 - Decision fatigue
 - Pre-commitment
 - Accountable justifications
 - Peer comparison

Thank You

Questions? Conversation?

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