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FINANCIAL INCENTIVES FOR PREVENTION AMONG OLDER PEOPLE

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Background

- ▶ Health prevention → Prolonging life in good health, reducing health care cost
- ▶ Need to encourage people to change their health-related behavior and increase consumption of preventive services
- ▶ Financial incentives (cost and benefits determine behavior)

Aim

To review the recent evidence on the role of financial incentives in health promotion and prevention among older persons

Search strategy

Elderly

OR old OR senior OR aged

• AND

Health promotion

OR primary prevention OR screening

• AND

Incentive

OR motivation OR stimulus

• AND

Financial

OR economic OR financial OR tax OR insurance OR
payment OR monetary OR pay for performance OR cost
sharing OR co payments OR co insurance OR deductible
OR fee OR charge OR free of charge OR bonus

Inclusion criteria

| | |
|------------------------------|---|
| Elderly | No age limit |
| Health promotion | <ul style="list-style-type: none">• Health promotion and primary prevention• Screening |
| Financial incentives | <ul style="list-style-type: none">• Positive (reward) and negative (penalty)• Explicit (e.g. cash payment for behavior) and implicit (e.g. increasing/decreasing price of product/service)• Targeted directly at the elderly and at health care providers |
| Time | Last 10 years |
| Location | No limits |
| Study characteristics | <ul style="list-style-type: none">• Only English publications• Full text publications• Excluding discussion papers, opinion papers and editorials |

Analytical framework

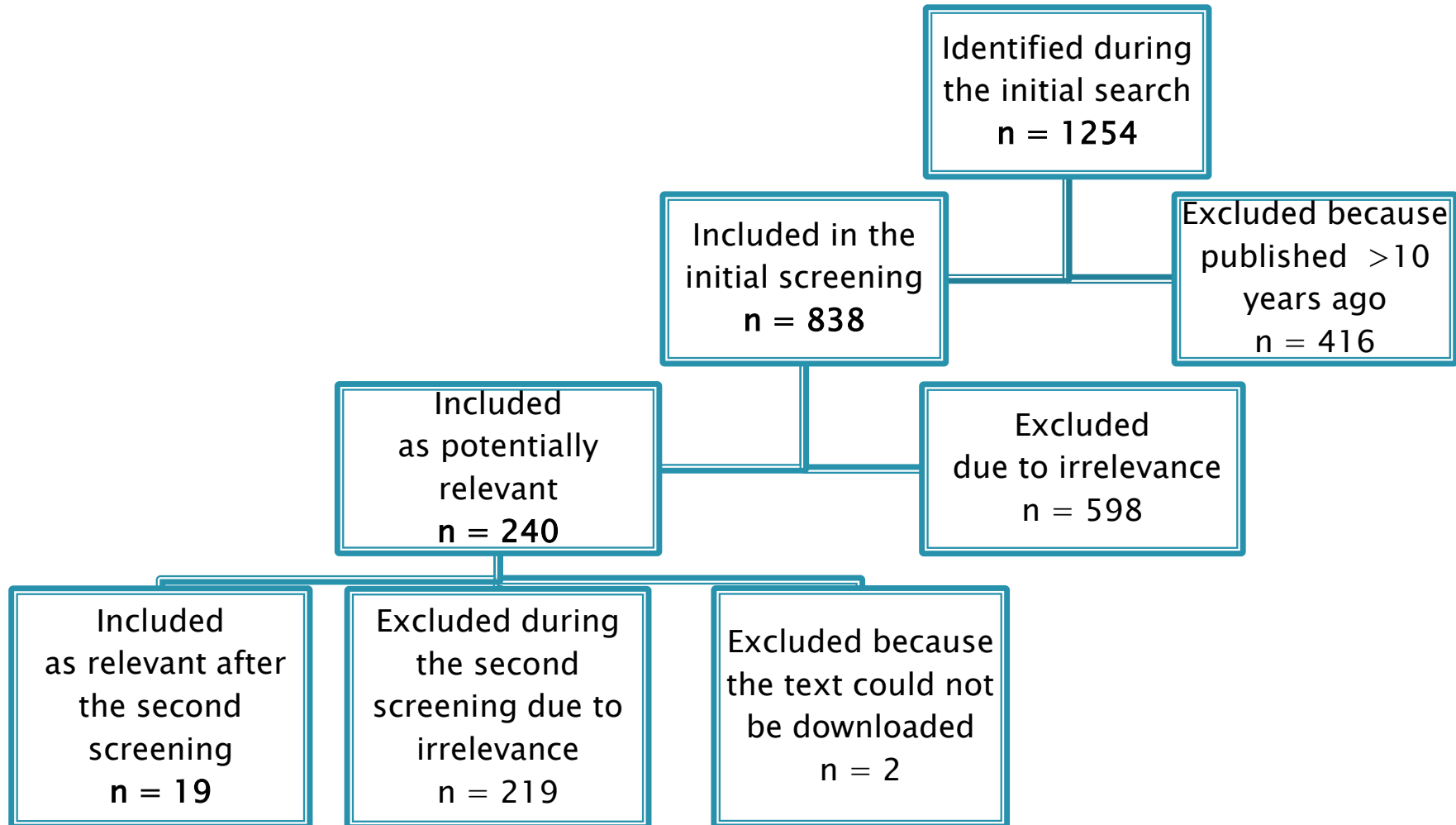
INCENTIVE CHARACTERISTICS:

- What incentives and for what?
- For whom are the incentives?
- How are incentives implemented and by whom?
- Where and what location/country features?

INCENTIVE EFFECTIVENESS:

- What are the costs, effects and benefits?
- What are the major barriers for implementation?
- What are the major design drawbacks?
- What examples of good practices?

Initial review results



Preliminary conclusions

- ▶ Small number of studies (mostly non-European) and their large heterogeneity
- ▶ No conclusive results on the effectiveness of financial incentives
- ▶ The effectiveness of financial incentives might depend on duration of intervention, level and type of incentive and contextual factors
- ▶ Acceptability of financial incentives for changing health consumer behavior is limited

Next steps

- ▶ Thorough analysis of the content of the papers
- ▶ Reviewing the reference lists of the publications selected as relevant
- ▶ Searching other databases
- ▶ Reviewing studies that include elderly as a subgroup of the study sample

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