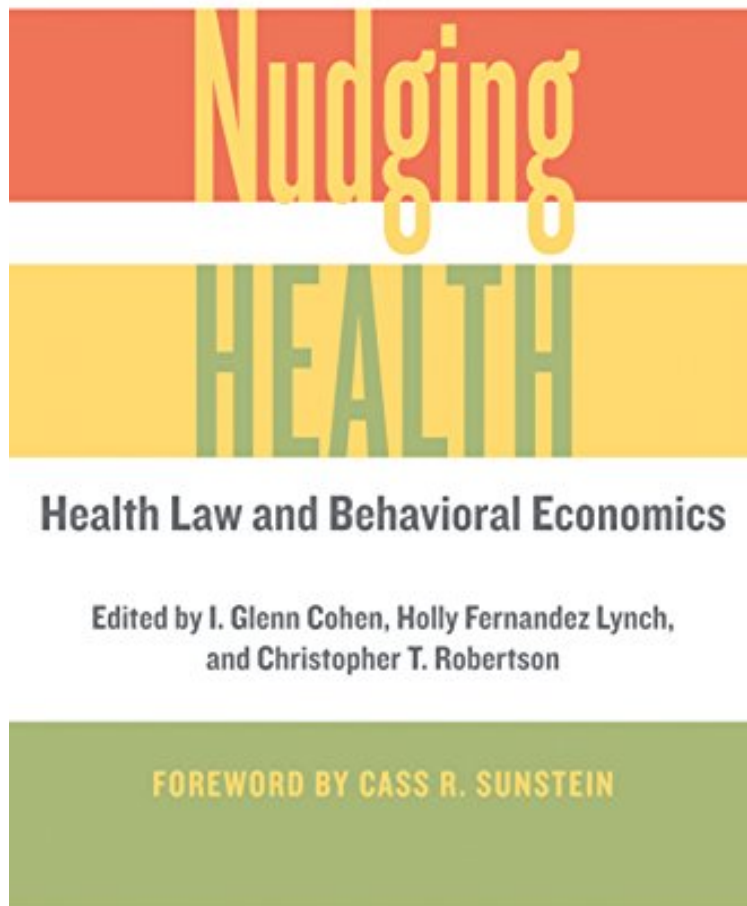


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## Nudging Health

*I. Glenn Cohen, Holly Fernandez Lynch, Christopher T. Robertson, Cass R. Sunstein*  
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**I. Glenn Cohen, Holly Fernandez Lynch, Christopher T. Robertson, Cass R. Sunstein : Nudging Health** before purchasing it in order to gage whether or not it would be worth my time, and all praised Nudging Health:

0 of 0 people found the following review helpful. "Nudging Health" is outstanding!By Customer"Nudging Health" is the first multi-voiced assessment of behavioral economics and health law where forty-five experts from across academia, government, and private industry explore whether and how these tools are effective in improving health outcomes, spanning a wide array of issuesfrom the Affordable Care Act to prescription drugs.Stakeholders cannot thank these thought leaders enough for this outstanding work!.

Behavioral nudges are everywhere: calorie counts on menus, automated text reminders to encourage medication adherence, a reminder bell when a driver's seatbelt isn't fastened. Designed to help people make better health choices, these reminders have become so commonplace that they often go unnoticed. In *Nudging Health*, forty-five experts in behavioral science and health policy from across academia, government, and private industry come together to explore whether and how these tools are effective in improving health outcomes. Behavioral science has swept the fields of economics and law through the study of nudges, cognitive biases, and decisional heuristics—but it has only recently begun to impact the conversation on health care. *Nudging Health* wrestles with some of the thorny philosophical issues, legal limits, and conceptual questions raised by behavioral science as applied to health law and policy. The volume frames the fundamental issues surrounding health nudges by addressing ethical questions. Does cost-sharing for health expenditures cause patients to make poor decisions? Is it right to make it difficult for people to opt out of having their organs harvested for donation when they die? Are behavioral nudges paternalistic? The contributors examine specific applications of behavioral science, including efforts to address health care costs, improve vaccination rates, and encourage better decision-making by physicians. They wrestle with questions regarding the doctor-patient relationship and defaults in healthcare while engaging with larger, timely questions of healthcare reform. *Nudging Health* is the first multi-voiced assessment of behavioral economics and health law to span such a wide array of issues—from the Affordable Care Act to prescription drugs. Contributors: David A. Asch, Jerry Avorn, Jennifer Blumenthal-Barby, Alexander M. Capron, Niteesh K. Choudhry, I. Glenn Cohen, Sarah Conly, Gregory Curfman, Khaled El Emam, Barbara J. Evans, Nir Eyal, Andrea Freeman, Alan M. Garber, Jonathan Gingerich, Michael Hallsworth, Jim Hawkins, David Huffman, David A. Hyman, Julika Kaplan, Aaron S. Kesselheim, Nina A. Kohn, Russell Korobkin, Jeffrey T. Kullgren, Matthew J.B. Lawrence, George Loewenstein, Holly Fernandez Lynch, Ester Moher, Abigail R. Moncrieff, David Orentlicher, Manisha Padi, Christopher T. Robertson, Ameet Sarpatwari, Aditi P. Sen, Neel Shah, Zainab Shipchandler, Anna D. Sinaiko, Donna Spruijt-Metz, Cass R. Sunstein, Thomas S. Ulen, Kristen Underhill, Kevin G. Volpp, Mark D. White, David V. Yokum, Jennifer L. Zamzow, Richard J. Zeckhauser

"This volume is a "must have" for collections in behavioral economics, economic policy, and healthcare economics and policy. The editors have put together a collection of papers by some of the best writers in the field and have structured the book in seven parts that address everything from the ethics of nudges in healthcare to issues in costs and policy design. This reviewer highly recommends the book for the included papers, for the exceptional organization, and for the foreword written by Cass R. Sunstein. Essential." (Choice)"The wide range of viewpoints represented in *Nudging Health* is a real strength, one that will enhance the value of the text as a teaching tool. Many of the chapters, which are written by leaders and innovators in the field of behavioral economics and/or legal applications, represent genuinely new arguments and analyses. This superb and timely book is a pleasure to read." (Jon S. Vernick, Johns Hopkins Bloomberg School of Public Health, coeditor of *Reducing Gun Violence in America: Informing Policy with Evidence and Analysis*)

About the Author: I. Glenn Cohen is a professor of law at Harvard Law School and the faculty director of the Petrie-Flom Center for Health Law Policy, Biotechnology, and Bioethics. He is the author of *Patients with Passports: Medical Tourism, Law, and Ethics*. Holly Fernandez Lynch is the executive director of the Petrie-Flom Center. She is the author of *Conflicts of Conscience in Health Care: An Institutional Compromise*. Christopher T. Robertson is a professor of law and the associate dean for research and innovation at the University of Arizona's James E. Rogers College of Law. He is the coeditor of *Blinding as a Solution to Bias: A Multidisciplinary Approach*.