

NUDGES IN HEALTH CARE TOOLKIT



IMPLEMENTATION | STAGE 1

Define the opportunity and identify the target behavior

The nudge implementation process begins with developing a clear idea of the problem you want to solve and the behavior that you want to occur. By answering the questions posed in this checklist, you will generate a foundational understanding that will guide you as you move through subsequent stages.

Examine the who and what of the current situation.

- Who experiences the problem (e.g., patients, care team, staff)?
- What is currently happening?
- What specific behavior or care gap is not being addressed?

Determine why the problem is occurring.

- What are the root causes? For complex problems, a [problem octopus diagram](#) can help you drill down to their sources.
- Which [biases](#) may contribute to the problem?

Identify potential intervention points.

- When in the workflow would a change be most impactful? Where is there a bottleneck?
- Where would people be most receptive to change?
- A behavioral process map can help you determine what is happening, diagnose barriers to achieving the optimal behavior, and propose potential solutions.

Verify the problem lends itself to a nudge intervention – see “[What makes a problem nudgeable?](#)” in the Nudge Toolkit for qualifying characteristics.

Decide which behavior(s) you want to target.

- What behaviors would be more susceptible to a nudge intervention?

Choose the primary and secondary outcomes that you will use to measure success.

- What data do you have access to in order to measure success?

Write an overall goal or hypothesis statement that describes the behavior you aim to change, the target population, and the intended impact.