

«NUDGING Consumers towards a better choice» WS 2: Insight Healthcare

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UNIT X | xperts on demand for Neurocommunications

Unlinear learning world for unlinear Nudges

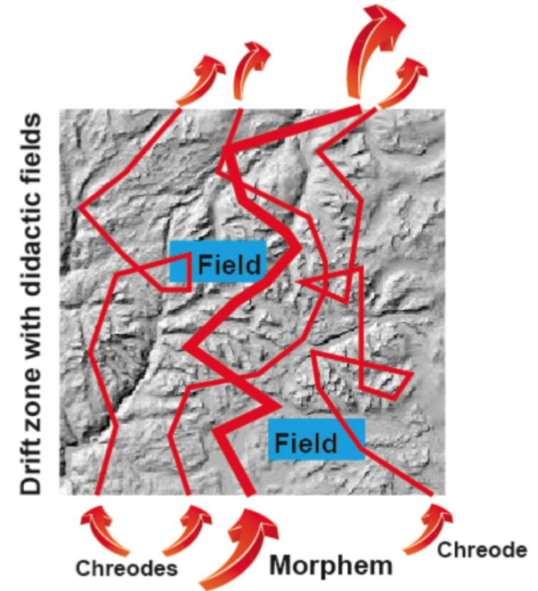
- > **Task WS 2 - to motivate consumers to shift their preferences towards electric mobility**
- > **The method of embedded didactic theories / systems**

Constructivist Didactics

Invitation to a learning world

The «didactic morpheme» as per Kösel (1993); following a planned structure & drift zones/learning paths (chreodes), discovering & collecting knowledge, the teacher is a support unit

Kösel, E 1993, *Die Modellierung von Lernwelten. Ein Handbuch zur Subjektiven Didaktik*, Laub, Elztal-Dallau.



Health Nudge 1

Reduce fear from hospital

Stadtspital Waid Zurich > Teddy Klinik

> learn about processes and in a hospital in a playful way

> embedded activity during open door days and a regional biannual celebration «Wümmetfäscht Höngg»

Nudge: Event Teddy Klinik

The hospital and its processes > 7fold Parcours



Teddy Klinik Stadtsptal Waid

Playful event with simulated hospital processes

- > at the hospital's Open Door Day, April 2011 (Big Day)
2700 visitors, 6 hours, 230 plush pets treated
- > 2013: 1200 visitors, 205 plush pets treated (Small Day)
- > Höngger Wümmetfäscht 2013: 10k+ festival visitors,
300+ plush pets treated, 2 days, the road show version
- > Publication 2013: bit.ly/NudgeRocks

Remarkables > Teddy Klinik

- > public handshake and pushed gossip method created an immediate fan base (email addresses) at premiere in 2011
- > registered Trade Mark in Switzerland (ige.ch) with some daily licences sold to other hospitals
- > Stadtspital Waid added the strategy field «Quarter» (neighbourhood)

Health Nudge 2

The committed neighbour

Stadtspital Waid Zurich > Waidfokus+

- > present «unknown» specialists and their work from other departments of the City of Zurich**
- > non-medical public presentations for the neighbourhood; letterbox-mailing to 36'000 households and information to 850 referring physicians**

Nudge: Waidfokus+

Sep 2011 till May 2014

11 presentations

50 minutes input,

Apéro, Q&A

A5 flyer only

No tickets

No registration

No hospital advertising



Remarkables > Waidfokus+

- > 11 presentations, 2011 till 2014
- > total 915 guests
- > 13.7% participated via Word-of-Mouth
- > 88.6% recommend Waidfokus+
- > Number 1: «Wild animals within the city limits»,
250 guests - record

Nudge Budgets

> Teddy-Klinik, total each ↑7.5k CHF (embedded)

Special Flyer A5 within Open Door Day campaign 5k (3'000 pieces, 4col, ext.)

Table signs, decoration, waiting room magician 2.5k

Internal: 8 Volunteers, Admin, Web 70 hours

> Waidfokus+, total each ↑3.5k CHF (standalone)

36'000 Flyers A5, shot into mailboxes + physicians 0.9k + 2.3k (2col, internal)

Break Apéro

0.2k

Wine/Flowers for the speakers

0.05k

Internal: 3 Volunteers, Admin, Web, e-mail list (150) 15 hours

Libertarian Paternalism, the handshake Nudge event

UNIT X | Workshops and Projects

imito.io | clinical documentation & collaboration project

West Pom. University of Technology Szczecin | Lectures

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Annex > Waidfokus+

➔ **Waidfokus+:** 11 presentations Sept 2011 - May 2014

average guests: 83 (total 915) - 50.8% women

Number 1 «i saw the invitation there»: Letterbox Mailing - 55.5%, **recommendation 13.7%**

First time in City Hospital Waid: 48%

Ages: 33.7% = 66 - 75 years, 27.2% = 51 - 65 years, 16,2% = 76 - 85 years

From the new questionnaire since october 2012

With how many people did you talk about that? None = 11.4%, 1 to 3 = 56.6% and more than 3 = 28.9%

50% live within a range of 15 to 30 minutes, 64% arrive by public transport

Do you recommend the hospital? 70.2% yes / **Do you recommend Waidfokus+? 88.6% yes**

➔ **Waidforum (medical):** 20 presentations since May 2009

average guests: 109 (total 2182) - 67% women

Number 1 «i saw the invitation there»: Newspaper ads = 66.5%, recommendation 11.3%

First time in City Hospital Waid: 49.9%

Ages: 27.7% = 66 - 75 years, 25.7% = 51 - 65 years, 22.4% = 76 - 85 years