Unite for Sight
GLOBAL HEALTH & INNOVATION CONFERENCE
2014
A Behavioral Health Toolkit for Poverty Reduction and Resource Limited Settings

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Leadership/Influence for Behavioral Health

• The intersection between the economic basis for action
• Additional behavioral considerations in psychology
• Decision framework for analysis
• Rationality & irrational behavior as well as causes
• Consequences of decisions
• Fast –Intuitive vs. Slow –Analytical Thinking
CREATIVE ECONOMIC INFLUENCE

1. BEHAVIORAL ECONOMICS IN HEALTH DECISIONS

2. DANIEL KAHNEMAN: THINKING FAST & SLOW BIOSTATISTICS APPLICATIONS

3. WORLD BANK: WORLD DEVELOPMENT REPORT 2014 & 2015

4. BLOUIN LEADERSHIP SUMMIT: ERIC MASKIN
<table>
<thead>
<tr>
<th>Youth Chronic Disease</th>
<th>Treatment</th>
<th>Efficacy</th>
<th>US Dollars ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Office Resources</td>
<td>TBD</td>
<td>TBD</td>
<td>$100 million</td>
</tr>
<tr>
<td>Drug 1 Cost</td>
<td>Interfere, side effect of depression</td>
<td>&lt;50%</td>
<td>$25,000/patient Combined cost</td>
</tr>
<tr>
<td>Drug 2 New</td>
<td>Solve, 12 wks with secondary drug side-effect on birth</td>
<td>68-75%</td>
<td>$84,000/patient</td>
</tr>
</tbody>
</table>
Sensitive to anger over its pricing decision in the U.S., Gilead is talking to generic drugmakers in India about a licensing deal that would set the price at $2,000 per treatment course, or 2 percent of the U.S. price, for 60 low-income countries.
NPR HEALTH

Maker Of $1,000 Hepatitis C Pill Looks To Cut Its Cost Overseas

February 07, 2014

A girl with hepatitis C holds a medical report while being treated at a hospital in Hefei, China, in 2011.

Gilead is setting the price at $2000, or 2% of the US price for 60 low income countries.
WE CAN END POVERTY
MILLENNIUM DEVELOPMENT GOALS AND BEYOND 2015

1. ERADICATE EXTREME POVERTY AND HUNGER
4. REDUCE CHILD MORTALITY
6. COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES
8. GLOBAL PARTNERSHIP FOR DEVELOPMENT
QUESTIONS FOR CONSIDERATION IN RELATION TO PUBLIC POLICY AND POVERTY REDUCTION

PREVENTION STRATEGIES FOR IRRATIONAL BEHAVIOR:
HOW DO WE ADDRESS RISK & PREVENTION OF HOUSEHOLD FAILURE TO PRODUCE DUE TO UNEXPECTED DISASTERS CAUSED BY SICKNESS, CLIMATE?
WHAT ARE PREEMPTIVE STRATEGIES THAT PREVENT FAILURE AND HUMAN VISCERAL IMPULSE: CONTROL OVER IMPULSIVE BEHAVIOR IN THE FUTURE?
PRICE CONSIDERATIONS, REGULATION, INTERVENTIONS, EVIDENCE BASE?
ENVIRONMENT?
CHALLENGES IN ASSESSING EVIDENCE: CHOICE OF MEASURE, ANCHORS, BIASES
ADDITIONAL CONSIDERATIONS

BAYESIAN MODEL

EXISTING INFORMATION & RELEVANCY

ADDITIONAL INFORMATION NEEDED

VALUE

BASELINE

DEDUCTIVE REASONING
DON’T FORGET DISCOUNTED UTILITY MODEL

- Economic choices & tradeoffs between present and future
- Decisions and levels of uncertainty associated with risk
- Time preferences in poverty reduction
- Time and risk, time and individual behavior
- Assess how people make tradeoffs & rationality/irrationality
- Characteristics of self-restraint, human life, instant gratification
- Economic assessment of psychological factors & wealth that influence choices
- Important point: Behavioral economics associates preferences with psychological factors that underly individual, counterpart decisions
Take Aways and Application

1. PRIVATE PROVIDERS AND HEALTH MICROINSURANCE? MARCH 1979 ANALYSIS OF DECISION UNDER RISK, ECONOMETRICA
2. HEPATITUS C DRUG COSTS: SOLVADI OR A CHEAPER DRUG THAT PERHAPS IS ONLY 50% EFFECTIVE?
3. HIV/AIDS: PREVENTION, TREATMENT, CARE, HOLISTIC OR R&D FOR VACCINES

Summary:
1. DEFINE THE DECISION, PROBLEM, OBJECTIVES
2. DEVELOP A MODEL TO STRUCTURE A DECISION OVER TIME
3. ESTIMATE PROBABILITIES
4. VALUE CONSEQUENCES
5. ANALYSE THE BASE CASE
6. EVALUATE THE UNCERTAINTY
7. CONSIDER FAIRNESS, CULTURAL, SOCIETAL FACTORS
I have to disagree with you, Dilbert.

Actually, you don't disagree with me. I don't?

No. You think you disagree with me, but you're mistaken.

You're simply experiencing an illusion caused by the limits of your comprehension.

If you were able to fully comprehend both the problem and my recommended solution, you would agree with me.

So what appears to be a difference of opinion is just you wrestling with your own defective brain.

There's no reason to get the rest of us involved in that mess.

Have you ever noticed that clarity makes people angry?
Implementation Science is Next for HIV, Coalitions, Train the Trainers, Outcomes

DHS Questionnaire Revisions: health expenditure data, health financing strategies

BURDEN OF DISEASE STRATEGIES: IHME

COST EFFECTIVENESS ANALYSIS WITH DECISION TREES

RESULTS FROM BEHAVIORAL CHANGES:
--ETHICS AND GOVERNANCE, FAIRNESS
--PROSPECTS VS. GAMBLING/HEURISTICS
--CULTURAL NORMS, RELIGION, CREATIVITY
--HUMANS VS. ECONOMICS, WELLNESS, LIFE, QUALITY
If I were doing my Laundry I'd wash my dirty Iran
I'd throw in my United States, and pour on the Ivory Soap, scrub up Africa, put all the birds and elephants back in the jungle,
I'd wash the Amazon river and clean the oily Carib & Gulf of Mexico,
Rub that smog off the North Pole, wipe up all the pipelines in Alaska,
Rub a dub dub for Rocky Flats and Los Alamos, Flush that sparkly Cesium out of Love Canal
Rinse down the Acid Rain over the Parthenon & Sphinx, Drain Sludge out of the Mediterranean basin & make it azure again,
Put some blueing back into the sky over the Rhine, bleach the little Clouds so snow return white as snow,
Cleanse the Hudson Thames & Neckar, Drain the Suds out of Lake Erie
Then I'd throw big Asia in one giant Load & wash out the blood & Agent Orange,
Dump the whole mess of Russia and China in the wringer, squeeze out the tattletail Gray of U.S. Central