Incentives and nudges to promote enrollment in randomized trials

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The concomitant problems of under-enrollment and selective enrollment in randomized clinical trials (RCTs) limit the returns on the substantial investment society makes in funding RCTs. Such problems are also ethically troublesome in that they abrogate the implicit contract investigators make with study participants by reducing the value of the knowledge to be gained through participants’ contributions. Financial incentives and communication strategies informed by behavioral economics (i.e., nudges) may increase RCT enrollment, but the effectiveness and ethics of such interventions are uncertain.

This talk will:
- Present a conceptual framework for quantitatively assessing the effectiveness and ethics of incentives and nudges
- Review two ongoing trials using this framework (one using incentives and one using nudges)
- Consider a taxonomy of other interventions that may be tested in the future

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Austrian Auditorium, Clinical Research Building
415 Curie Boulevard, University of Pennsylvania
12–1 P.M.

Lunch will be provided for attendees

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