

4th World Congress on Health Economics, Health Policy and Healthcare Management

September 13-14, 2018 | Zurich, Switzerland

Nudges for organ donation in Brazil: Possibilities and limitations

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Statement of the Problem: Despite the increasing application of behavioral economics in the field of health worldwide, many countries still face various troubling issues to address and resolve (World Development Report, 2015, Sunstein 2016, Matjasko et al 2016). More precisely this paper aims to scrutinize opportunities and limitations for the use of behavioral economics' nudges for improving organ donation in Brazil and the mismatch between potential donor and actual donor numbers and rates.

Methodology and Theoretical Orientation: Based on an approach that integrates basic ideas of health economics with insights from behavioral economics, we investigate the already available empirical data of obstacles to organ donation and transplantation available at the Brazilian Medical Association of Organ Transplant (ABTO) and behavioral economic ideas, the goal is to obtain systematic information and to go on with a qualitative research that involves a set of interviews with members of the medical community, policy makers, organ donors and recipients about the organ donation arena and its difficulties.

Expected findings: We identify actual Brazilian opportunities and limitations of many behavioral designs for organ donation. Our distinguishing concern is to shed light on structural obstacles that make some nudges backfire

Conclusions: To better inform members of the Brazilian medical community, patients and policy makers that we can gain by using standard health economics, behavioral economics and well as institutional economics to dig deeper into mechanisms to approximate intentions and actions underlying organ donation without pushing nudges too far.