

# Behavioral Economics and “Diagnose and Design” Process

Building Pathways  
to a Brighter Future



Health Profession Opportunity Grants

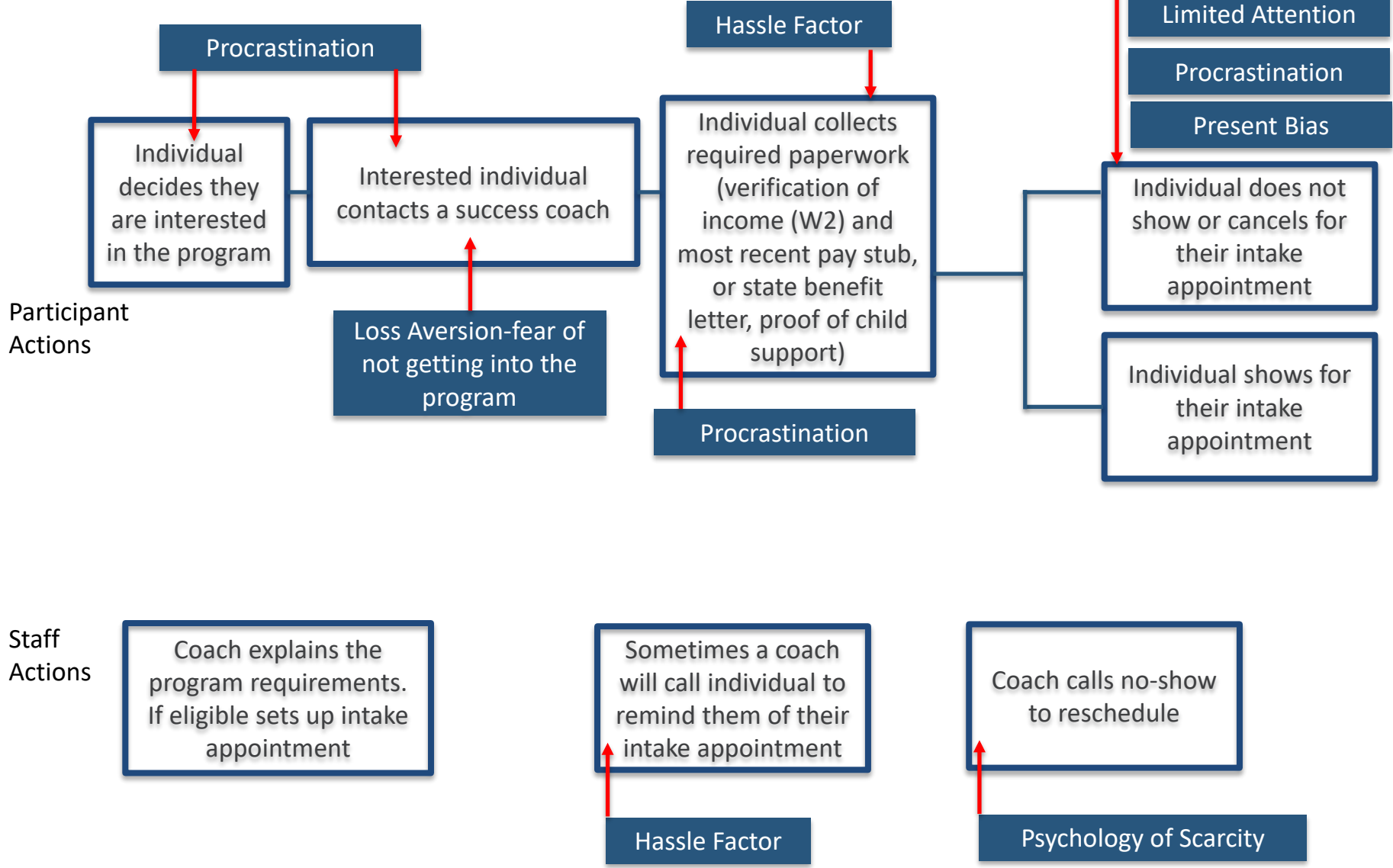
OFFICE OF FAMILY ASSISTANCE



# Problem of Focus

**On average, 1 in 3 potential participants will cancel (or not show) less than 24 hours before initial intake.**

# Process Map



# Bottlenecks & Hypothesized Behavioral Concepts

## Procrastination

- Eligible Student decides they are interested in the program but does not come to the office
- Intervention Idea- Mandated Deadlines in Facebook, brochures, recruiter messaging, and texting

# Bottlenecks & Hypothesized Behavioral Concepts

## Loss Aversion

- Eligible student is afraid of not getting into the program due to random assignment and thus fails to come to office
- Intervention Idea- Frame messaging – Use loss aversion to combat loss aversion

**“Don’t miss out on this chance for a \$400 scholarship and gas cards!”**

# Bottlenecks & Hypothesized Behavioral Concepts

## Hassle Factor

- Eligible participant needs to collect all paperwork necessary for appointment
- Intervention Idea- Implementation Prompt

\*We will also reduce the hassle factor for the coaches by having the data coordinator send the text reminders.

# Bottlenecks & Hypothesized Behavioral Concepts

## Prospective Memory

- Remembering to come to appointments
- Intervention Idea- Personalized Text Message



# Bottlenecks & Hypothesized Behavioral Concepts

## Limited Attention

- Not fully reading recruitment materials, not showing up for appointment
- Intervention Idea – Review Materials and Timely Reminders



# Bottlenecks & Hypothesized Behavioral Concepts

## Present bias

- Not showing for the appointment because benefit of the program is so far in the future
- Intervention Idea – Emphasize Present Benefits

# Bottlenecks & Hypothesized Behavioral Concepts

## Procrastination, psychology of scarcity, hassle factor

- Coach fails to call student to remind/reschedule
- Intervention Idea – Text Message Reminders and Evaluate Workload

# Proposed Behavioral Intervention

## Proposed text reminder 1 (Kearney-Lex/Columbus receive for testing period)

Hey [name], I wanted to remind you of our appt on Tuesday at 3:00. If you could bring your W2 and child support letter that would be great! Text or call me back if you need to reschedule. Cant wait to see you!

- Caseworker's Name here

## Proposed text reminder 2 (Grand Island/Hastings receive for testing period)

[Name]

Appt date: Tuesday, 3:00

Bring: W2, child support letter

Questions/reschedule call: 555-555-5555

-Caseworker's Name here

## Early Insights

- No Show Rate
- Travelling Distance
- AM vs PM
- Day of the Week
- Self Corrective Behavior

## Impacts of Texting

- Within the first two weeks of text messaging we were already seeing increased communication
  - “Sounds good! I haven't been home all week so I emailed you the papers we needed for today. Thank you!”
  - “I am unable to show up today. I will call to set up another date.”
- Reduced no-shows from 33% to 24% across sites
- Free time for coaches
- Scheduling of reminders- switched from once weekly to MWF, hopefully continues to decrease No-Shows and last second reschedules

# Proposed Behavioral Intervention

## Updating the Brochure

### LIFE IS HECTIC. WE'RE HERE TO HELP!

Life doesn't slow down while you're trying to get an education and improve your career options. HELP is here for you!

Whether you are working full time, raising a family, or lacking a support network, HELP staff can assist you with a variety of personal situations. You will need to work hard, but it will be worth it.

#### Here's why:

- These are rewarding jobs that offer competitive wages and benefits.
- These are high demand jobs that could provide greater job security.
- You will learn lifelong skills.
- You will prove that challenges are temporary, and that hard work leads to higher success and a brighter future.
- You could qualify for scholarships for books and tuition.

### We are here to help you succeed!

We have assisted more than 1,600 people in working toward their dreams and investing in their futures. **Now let us help you.** We specialize in removing barriers to your education and healthcare career. It's worth it and here is why:

- 91% of our students complete their education and training.
- 69% are employed in a new healthcare job.
- The average pay raise after completion is \$4.37 an hour and most receive full benefits like insurance and paid-vacation.
- Learn lifelong skills that will make you an asset no matter where you go.

# Proposed Behavioral Intervention

## A GREAT CAREER IN HEALTH CARE IS WAITING FOR YOU! WE CAN HELP!



Project HELP assists income-eligible students with education, training, and supportive services that will place them on a career pathway to jobs that pay well and are in high demand.

Are you ready to make a life change? Imagine a rewarding career that helps people, pays a competitive wage, and offers greater security than what you may have experienced before. That's the exciting world of health care! Project HELP can help you overcome the challenges that might be standing in your way to a job you'll truly enjoy.

Contact us today for eligibility guidelines.

### Achieve your goals with one of these great Laddering Programs!

- Nursing Assistant
- Medication Aide
- Medical Assisting
- Medical Laboratory Technician
- Health Information Management Services
- Emergency Medical Technicians/Paramedics
- Medical Interpreting
- Occupational Therapy Assistance
- Nursing – Associate Degree Nursing
- Nursing – Licensed Practical Nurses
- Central Services

## HELP IS DESIGNED TO HELP YOU SUCCEED!

HELP offers services to assist you in achieving a health care career and increasing your income. All you need to do is work hard and stay focused on your goal.

- Scholarship assistance for books and tuition for income-eligible students
- Laptops and iPads can be checked out for classes
- Uniform and scrub assistance
- Tutors to help you with classes
- Fuel cost assistance to get to and from classes and job search activities
- Resume workshops, job referrals, and interview preparation
- Placement testing that can help you find a career that fits your interests
- And so much more!

Find us at  [facebook.com/CCCProjectHELP](https://facebook.com/CCCProjectHELP)

[projecthelpcareers.com](http://projecthelpcareers.com)

# Proposed Behavioral Intervention

Don't lose your chance to find a great job in healthcare!



Other people like you have already received the help they needed. They don't worry about their next paycheck, and have stopped struggling in dead-end jobs. Project HELP assists income-eligible people with education, training, and support services that place them on a pathway to careers with real benefits and jobs they can truly enjoy.

- YES, I am ready to make a change!
- YES, I want competitive wages!
- YES, I want job security!
- YES, I want to be in demand!

It's one easy step: [Call us today!](#)

## Achieve your goals with one or more of these great programs

- Nursing Assistant
- Medication Aide
- Medical Assistant
- Medical Laboratory Technician
- Health Information Management Services
- Emergency Medical Technician
- Paramedic
- Occupational Therapy Assistant
- Nursing – Associate Degree Nursing (R.N.)
- Nursing – Practical Nursing (L.P.N.)

*\* Programs vary by campus.*

## LIFE IS HECTIC. WE ARE HERE TO HELP!

Life doesn't slow down while you're trying to get an education and improve your career options. You have the ability, and we will give you the support you need to focus. Below are just a few of the many resources our students have access to. **YOU BELONG HERE!**

- Scholarships
- Laptop checkout
- Scrubs, stethoscopes and pen lights
- Tutors
- Gas cards
- Resume workshops, job referrals, and interview preparation
- And so much more!

## Eligibility

- Income requirements
- Citizen or eligible immigrant
- Random assignment – applicants selected by lottery



# Next Steps

## Applying what we've learned

- Emails to at risk students
- Advertising more targeted messaging
- Social Media
- Employment Success Guide
- Comparison Letter

Thank you

