

Consumer Decision Making in Medical Contexts

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The context changes our paradigm

- Fortune cookie game....



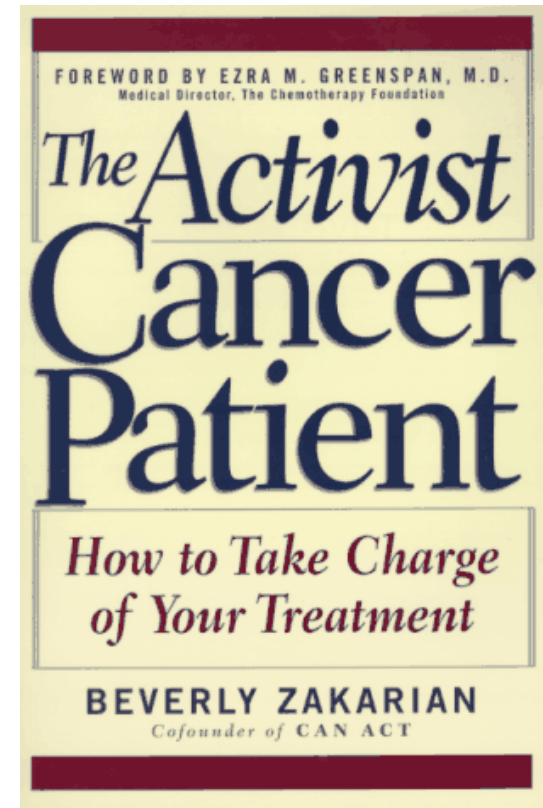
- Similarly, with consumer decision making in medical contexts (Kahn, et.al. Choice Conference Session, *Marketing Letters*)

Role of Patient is changing

- Rise of patient as consumer, primary decision-maker
- Proliferation of new screening tests and treatment options
 - Diagnoses can be made on asymptomatic patients
 - Tests are calibrated for high sensitivity (high false positive rates (e.g., Luce & Kahn, Kahn & Luce))

Consider being diagnosed with possibility of cancer....

- Rapid learning process
- Uncertainty and risk
- Mortality salience
- Credence good
- Marketing Mix variables differ
 - Insurance payments
 - Cost of lives?
 - Branding?
 - Legislation and ethics



Stressful Environment

- High involvement category but stress alters usual behaviors
- Patients frequently rely on heuristic cues (Chaiken, Liberman and Eagly)
- Expect experts to use different decision-making rules than patients would for themselves (Kahn and Baron)
 - Use of compensatory rules
 - Preference for human interaction over systems

Role of Information

- Affected by ability to cope with stress
- Individual differences: types of coping strategies and desire for control
- Accuracy of information can be a double-edged sword (Miller, Luce, Kahn & Conant)
 - Diagnostic mammogram: accuracy → less stress
 - Screening mammogram: accuracy → more stress

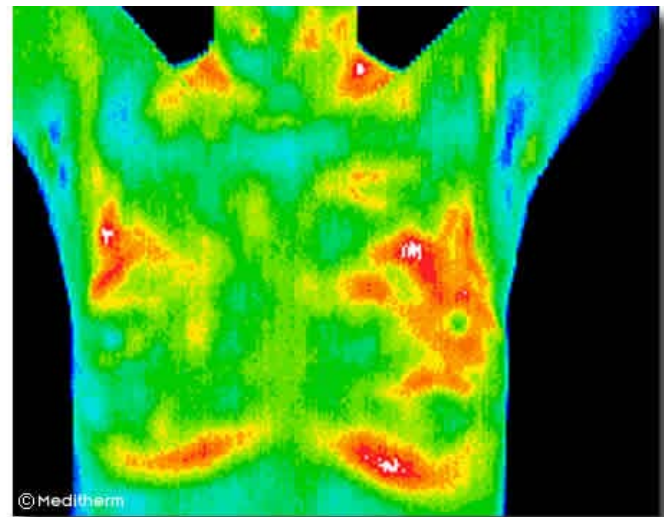


Risk and Uncertainty

- **Difficulty with tradeoffs**
 - Inherent stress with making tradeoffs (Luce, Bettman & Payne)
 - Outrage or moral resistance to certain types of transactions or trade-offs – “taboo trade-offs” (McGraw and Tetlock, Fiske and Tetlock, Irwin & Baron)
 - Inability or reluctance to quantify such decisions, e.g., assign probabilities (Kahn&Baron) or punitive monetary damages (Sunstein, Kahneman and Schkade)

Risk and Uncertainty

- Mis-use of conditional probabilities (Gershoff)
- Significant gaps between intended message and message received in physician risk communications (Gurmankin)



Directions for Future Research

- **Who is the decision-maker?**
 - doctor (medical software) vs. patient (who is the expert?)
 - caretaker vs. patient
 - Experienced vs. inexperienced (information used in decision varies) (Shanteau, Brien & Haverfield)
- **Pricing the Unpriceable**
 - Organ donations (Shanteau and



Directions For Future Research

- **Fairness & Ethical Issues**
 - privacy issues, placebo, informed consent
- **Maximize the rationality of decision making**, increase use of normative models
 - Set appropriate default levels (Johnson et. Al)
 - Framing
 - Vary preference elicitation techniques
- **Provide Effective Coping Mechanisms**