



IMPLEMENTATION | STAGE 3

Design a nudge

When you're ready to give your intervention shape, take time to consider which nudges are likely to work best given the behavior and context. It's also important to identify the resources you'll need – and begin acquiring those that are not already available – to set yourself up for success.

Determine which nudge types fit your needs. The table on the next page outlines considerations for some common nudges.

Determine the resources needed to launch and sustain your intervention – and how you'll source them. These include:

- People: Labor & expertise
- Funds
- Time
- Technology

Determine the approvals you need to get the work underway.

- For electronic health record nudges, your institution may require governance approval.
- For piloting/trialing nudges to patients and/or providers, you may need to get approval from the institutional review board (IRB).
- Check with your stakeholders – which may include people within the workflow such as care teams and schedulers; enablers such as Information Services; leadership; and patients – about approval processes.

Evaluate the acceptability and feasibility of your intervention are sufficient. For electronic health record nudges, your institution may require governance approval.

- *Acceptability* means whether it is agreeable and accomplishes the intended goals.
- *Feasibility* means how easily it can be implemented.
- How does your project align with the current priorities of the unit/department or broader organization?
- The [AIM, IAM, and FIM](#) are four-question surveys that can be administered to stakeholders to help gauge acceptability and feasibility.

Nudge type	Pros	Cons	This nudge is most successful when...	Considerations
Information provision	Can help teach people; low resource intensity	People may already know the information, so providing more information won't address the problem; low impact	A reminder is included, especially using thoughtfully worded language	Presentation of the information (ease of understanding, brevity, accessibility, appearance)
Information framing	Can prompt people to think differently; low resource intensity	People may not pay attention	Presentation can be tailored to a population	Who is the target audience? Is the intervention focused on promoting healthy behavior or discouraging unhealthy behavior?
Intention setting	Can help people design plans for themselves and strengthen commitment	Can be hard to follow through in the future	Someone is asked to do something challenging but desirable; reminders are included	When in the existing workflow will the decision be made? How will people be held accountable?
Active choice	Prompts a decision without pushing people; high impact	Without the inclusion of framing/defaults, may lead to less optimal decisions	When people might typically put off a choice	How to integrate other nudges into the active choice
Incentives	High impact	May decrease internal motivation; comparisons may harm well-being; high resource intensity	When there are peers to compare with; when internal motivation is fairly low already	What types of incentive (e.g., social vs. financial) is most appropriate in this context?
Defaults	Makes the process easier, removes the decision-making process; high impact	Can decrease buy-in if people feel that decisions are being made without their consent	When a behavior is desired but there are obstacles in the way (e.g., EHR sludge)	Engaging with stakeholders to ensure interest