

# Using Technology to Nudge Patient and HCP Outcomes



**Robert Allen**

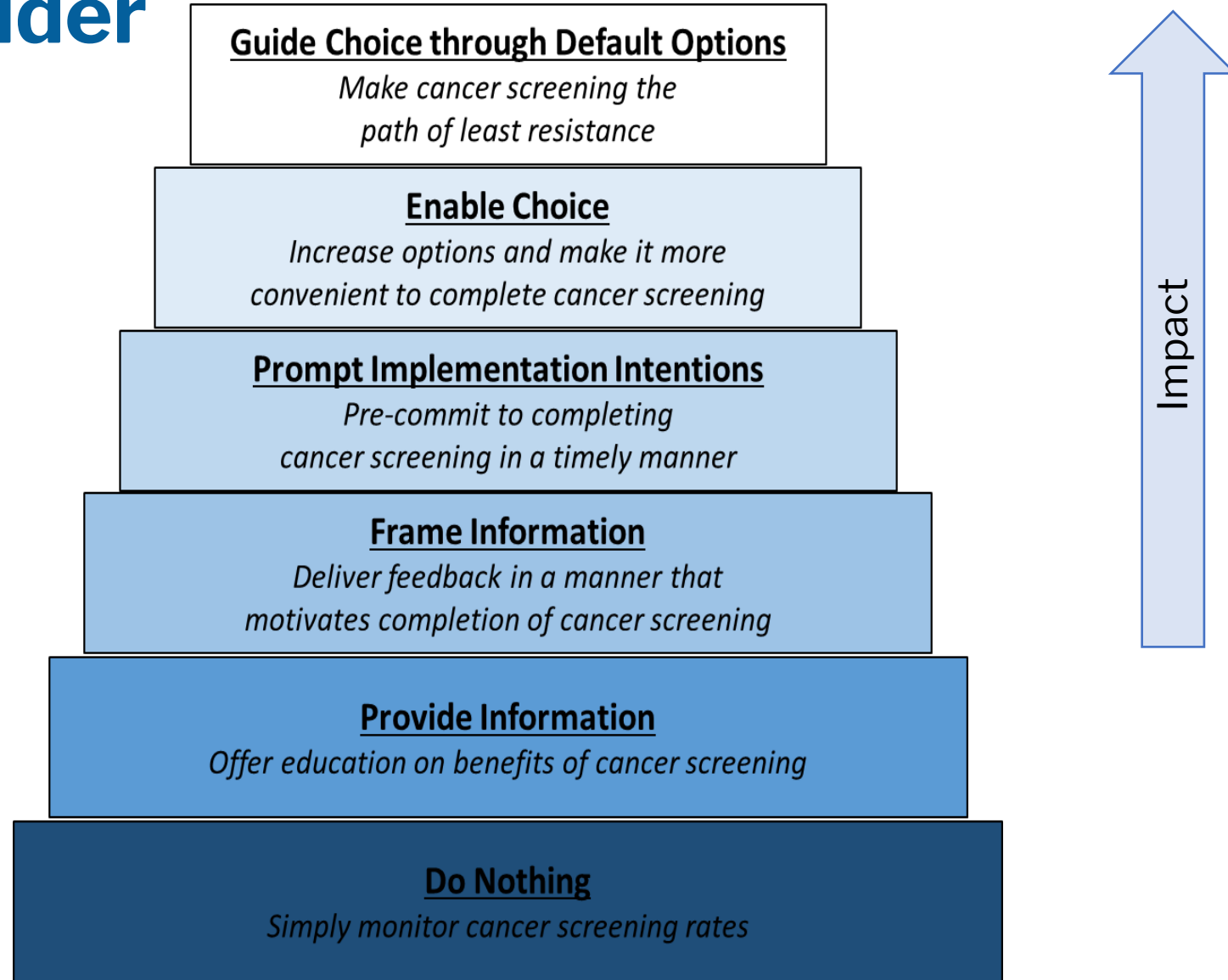
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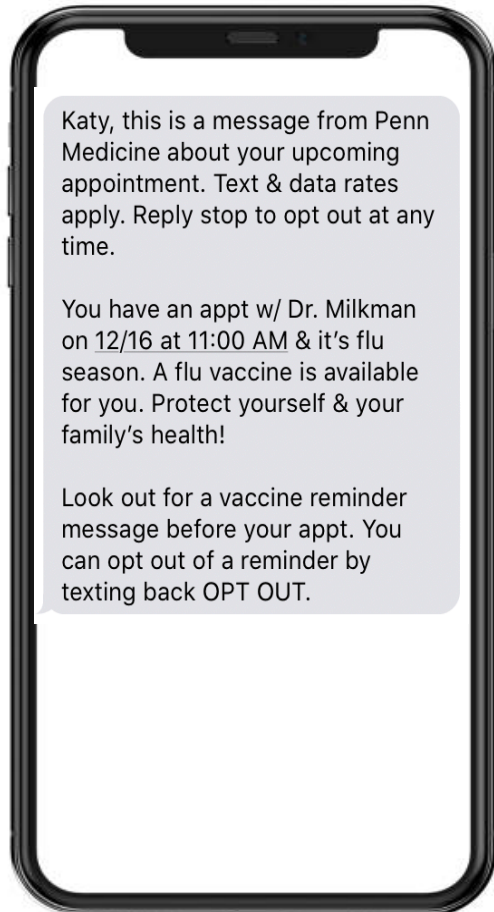
**Dr. Mitesh Patel**

Principal  
*The Virtual Nudge Unit*

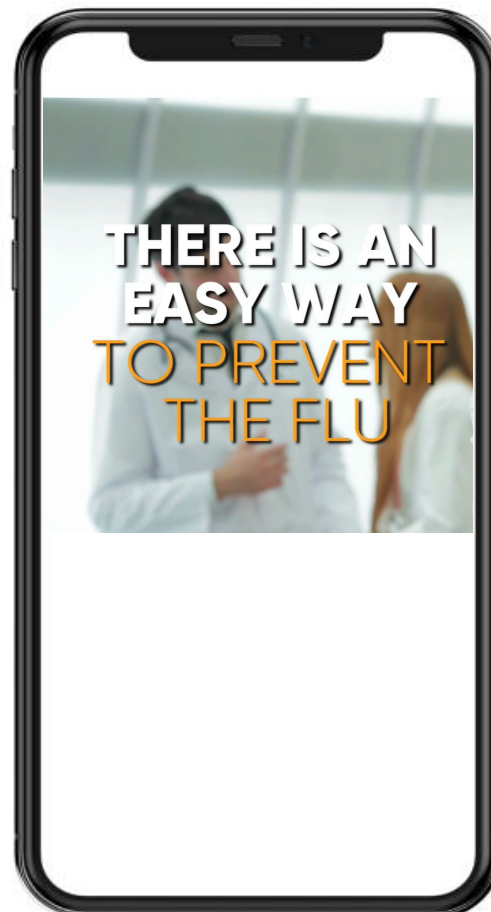
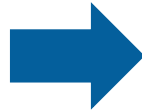
# Nudge Ladder



# Nudging Vaccination



3 Days Before



Education

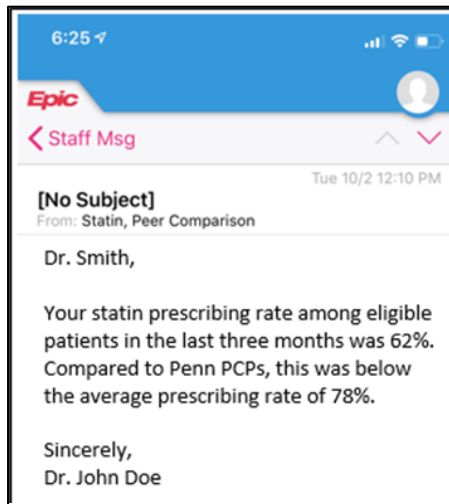


Humor



Behavioral

# Nudging Statin Prescribing



BestPractice Advisory -

Care Guidance (1)

⚠ This patient is eligible for a **high intensity** statin because of the following indication: **Clinical ASCVD Diagnosis**

Active statin order(s): lovastatin 20 MG tablet [484458794] (low intensity dose)

LDL-C Lowering	High-Intensity	Moderate-Intensity	Low-Intensity
	≥50%	30% to 49%	<30%
Statin	Atorvastatin 40/80 mg Rosuvastatin 20/40 mg	Atorvastatin 10/20 mg Rosuvastatin 5/10 mg Simvastatin 20/40 mg	Simvastatin 10 mg

**Bold** indicates specific statins and doses that were evaluated in RCTs, and the Cholesterol Treatment Trialists' 2010 meta-analysis. All these RCTs demonstrated a reduction in major cardiovascular events.

Order Do Not Order  Atorvastatin (LIPITOR) tablet 40 mg

Order Do Not Order  Rosuvastatin (CRESTOR) tablet 20 mg

Acknowledge Reason

Patient Declined  Not Clinically Indicated  Alternative Treatment

