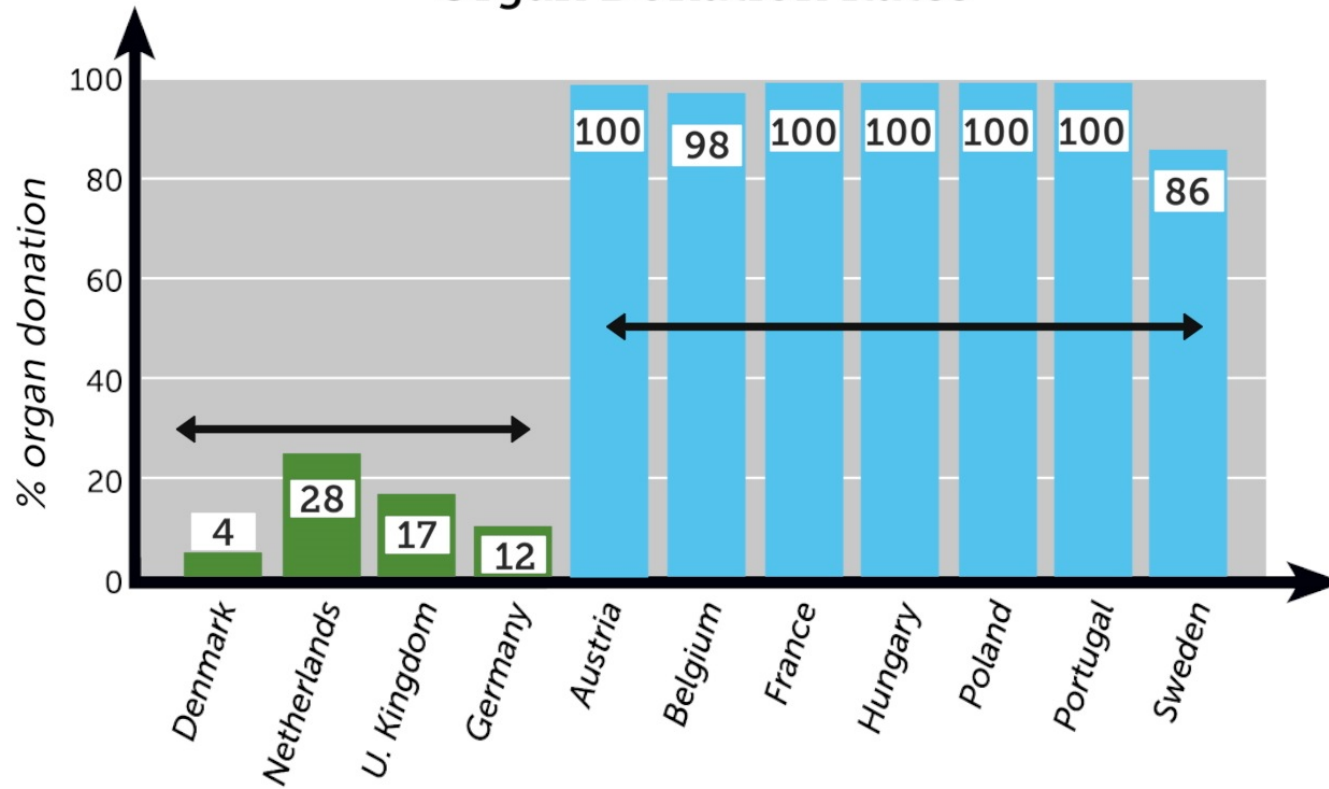



Part 2: Defaults


Organ Donation Rates





Most students think
organ donation relates
to cultural differences,
personal beliefs,
and altruism.





Extensive campaigning
in the Netherlands
resulted in only a 28%
rate of organ donation.

In contrast, Belgium
spent *nothing*.



Gift of Life Consent Form Organ and Tissue Donor Registration

You can help to save a life by consenting to be an organ and tissue donor!

You can register your consent to be an organ and tissue donor with the Ministry of Health and Long-Term Care in one of three ways.

The Ministry is responsible for processing Gift of Life Consent forms on behalf of the Ministry of Health and Long-Term Care.

In making your decision to consent, please consider the following:

- One organ and tissue donor can save up to 8 lives and enhance 75 others.
- You must be 16 years of age or older in order to consent to the donation of your organs and tissue.
- By filling out this Consent Form you are consenting to the Ministry of Health and Long-Term Care's collection of your information about your decision to donate your organs and tissue.
- The Ministry will use the information about your decision and disclose it to the Trillium Gift of Life Network for the purpose of ensuring that your donation decision is known.
- If you consent, the words "Donor/Donneur" and a code showing your donation decision will be printed on the back of your photo Health Card.
- You have the right to decide whether or not to consent to the donation of your organs and tissue. Your consent is not required in order to be eligible for a Health Card.

Notice
The personal information you provide on this form is collected by the Ministry of Health and Long-Term Care for the purpose of recording your decision to be an organ and tissue donor. It may be used and disclosed in accordance with the Personal Health Information Protection Act, 2004, as described in the Ministry's "Statement of Information Practices".

In addition, the Trillium Gift of Life Network will collect this information from the Ministry for the purpose of facilitating organ and tissue transplants and research in accordance with section 8.19 of the Trillium Gift of Life Network Act.

Health Number	Sex
	<input type="checkbox"/> M <input type="checkbox"/> F
Date of Birth (yyyy/mm/dd)	Telephone No.
Last Name	
First Name	
Mailing Address	
City	Apt.
Post Code	

☐ Check the box if you
want to participate in
the organ donor program

*I am consenting to be an organ and tissue donor after
my death.*

Signature	Date

*Remember – Once you have made your decision, be sure to
inform your family and friends of your decision to donate.*

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	<input type="checkbox"/> M <input type="checkbox"/> F
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Last Name	
First Name	
Mailing Address	
City	Apt.
Post Code	

☐ Check the box if you
don't want to participate
in the organ donor program

*I am consenting to be an organ and tissue donor after
my death.*

Signature	Date

*Remember – Once you have made your decision, be sure to
inform your family and friends of your decision to donate.*

The forms provide
a default option,
which can push us
toward that choice.

Registration

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tissue donor
are in one of three

Gift of Life
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information from the
patients and research
Network Act.

opt-in

☐ Check the box if you
want to participate in
the organ donor program

*I am consenting to be an organ and tissue donor after
my death.*

Signature

Date

*Remember – Once you have made your decision, be sure to
inform your family and friends of your decision to donate.*

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opt-out

☐ Check the box if you
don't want to participate
in the organ donor program

*I am consenting to be an organ and tissue donor after
my death.*

Signature

Date

*Remember – Once you have made your decision, be sure to
inform your family and friends of your decision to donate.*

Choice Architecture

We have the illusion of agency, but our decisions are often influenced by:

- environment
- defaults
- complexity

We take the path of least resistance.


We don't realize how much defaults matter.

"Why did you
make that
decision?"



We create stories
to justify and
explain our actions.





We need to question
the method of self-report.






Branded or generic?




Switch to generic Rx!



Attempts to market
generics had little effect.

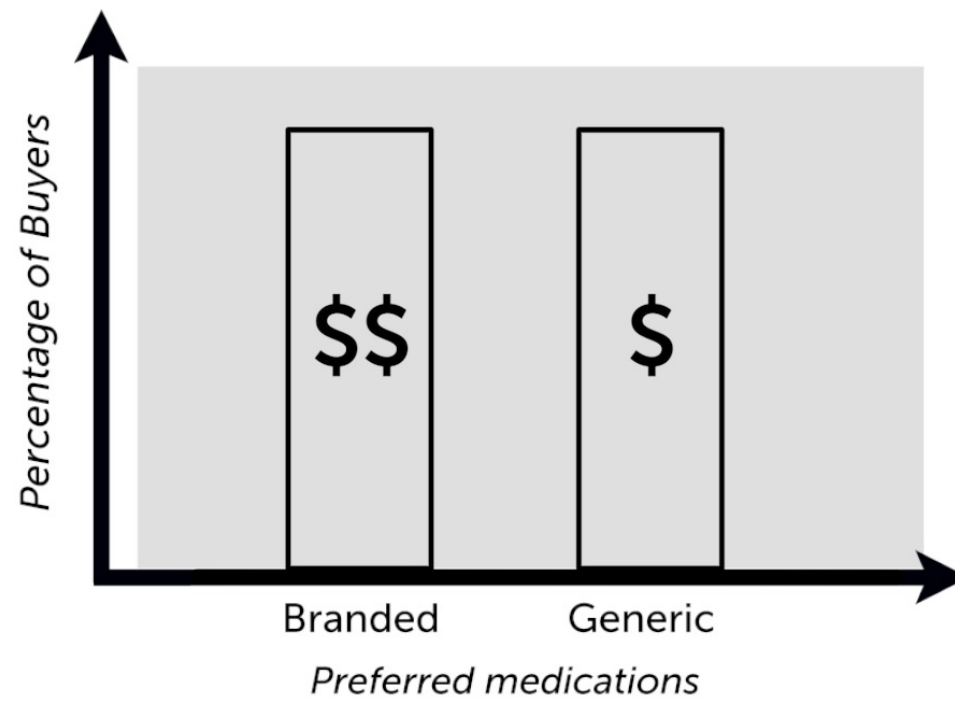




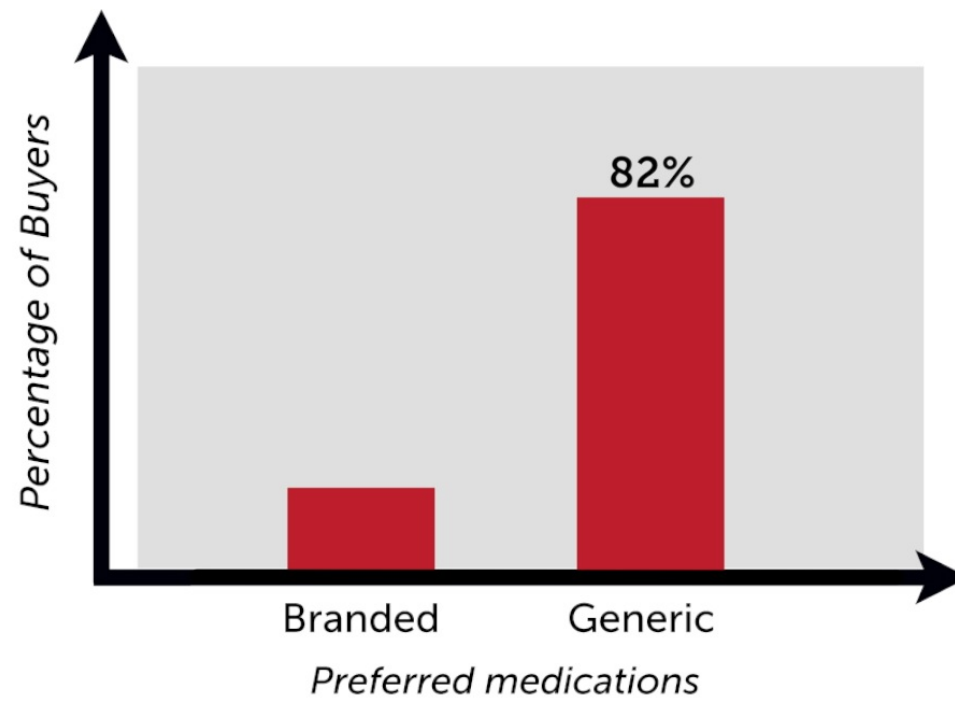
This procedure didn't
separate preferences
from the tendency to
stick to the status quo.

Forced choice:
requires a decision.

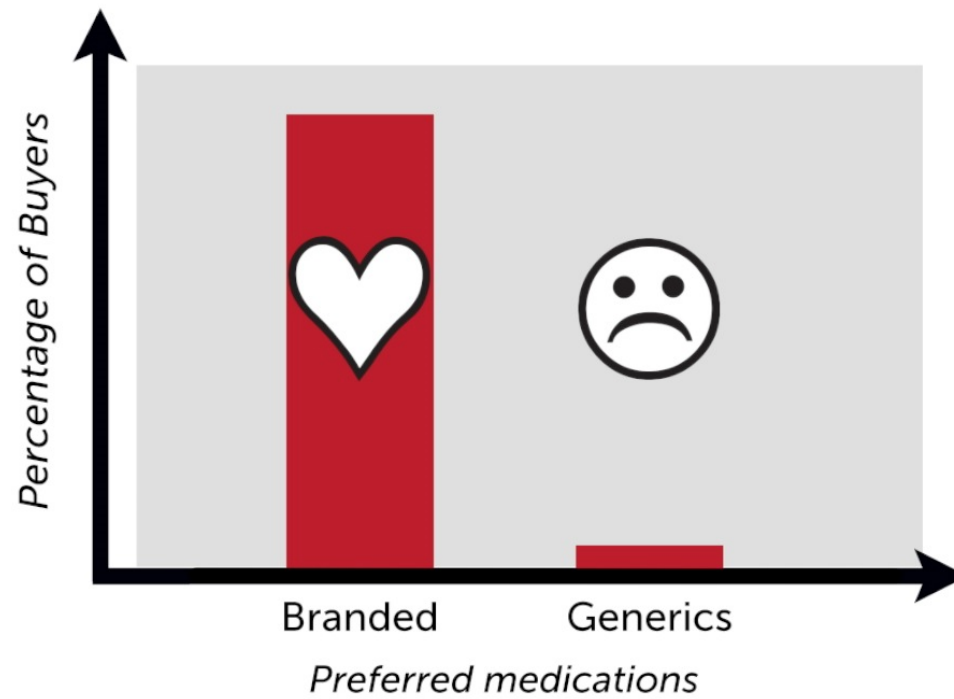
Forced Choice



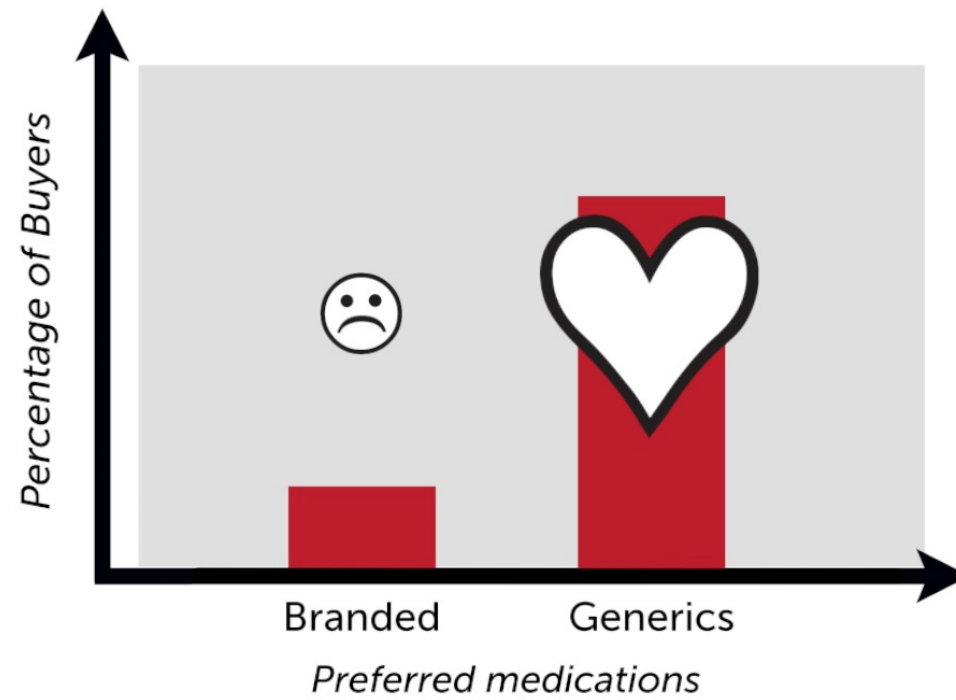
Forced Choice




Regular Procedure



Forced Choice






People generally avoid changes, even if they are minor and even when another path is clearly better.





hip replacement =
default option

The image shows a male doctor in a white lab coat and a female patient with short grey hair, both looking at a large green medical chart. The doctor is holding the chart, and the patient is pointing at it. They are in a clinical setting with shelves and anatomical diagrams in the background. The entire scene is framed by a white border, which is itself on a larger orange-bordered frame. A silver paperclip is attached to the top right corner of the white frame. A yellow sticky note is placed over the bottom left of the photo. In the bottom left corner of the overall image, there is a small graphic of a pencil holder with several pens and pencils.



Group 1: "you forgot
to try ibuprofen"



Group 1




Default: hip replacement



try ibuprofen





Group 1: "you forgot
to try ibuprofen"

Group 2: "you forgot
to try two medications:
ibuprofen *and* piroxicam"



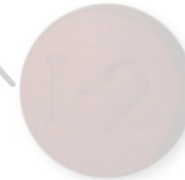
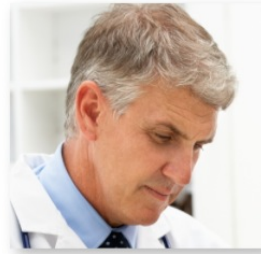
Group 1



Group 2




72%




- Be aware of defaults.
- The path of least resistance is especially likely when deviating from the default is more complex.
- Even for highly trained, experienced physicians!

The Jam Study

	6 jams	24 jams
Approach	40%	60%
Try	1.4	1.5
Buy	30%	3%

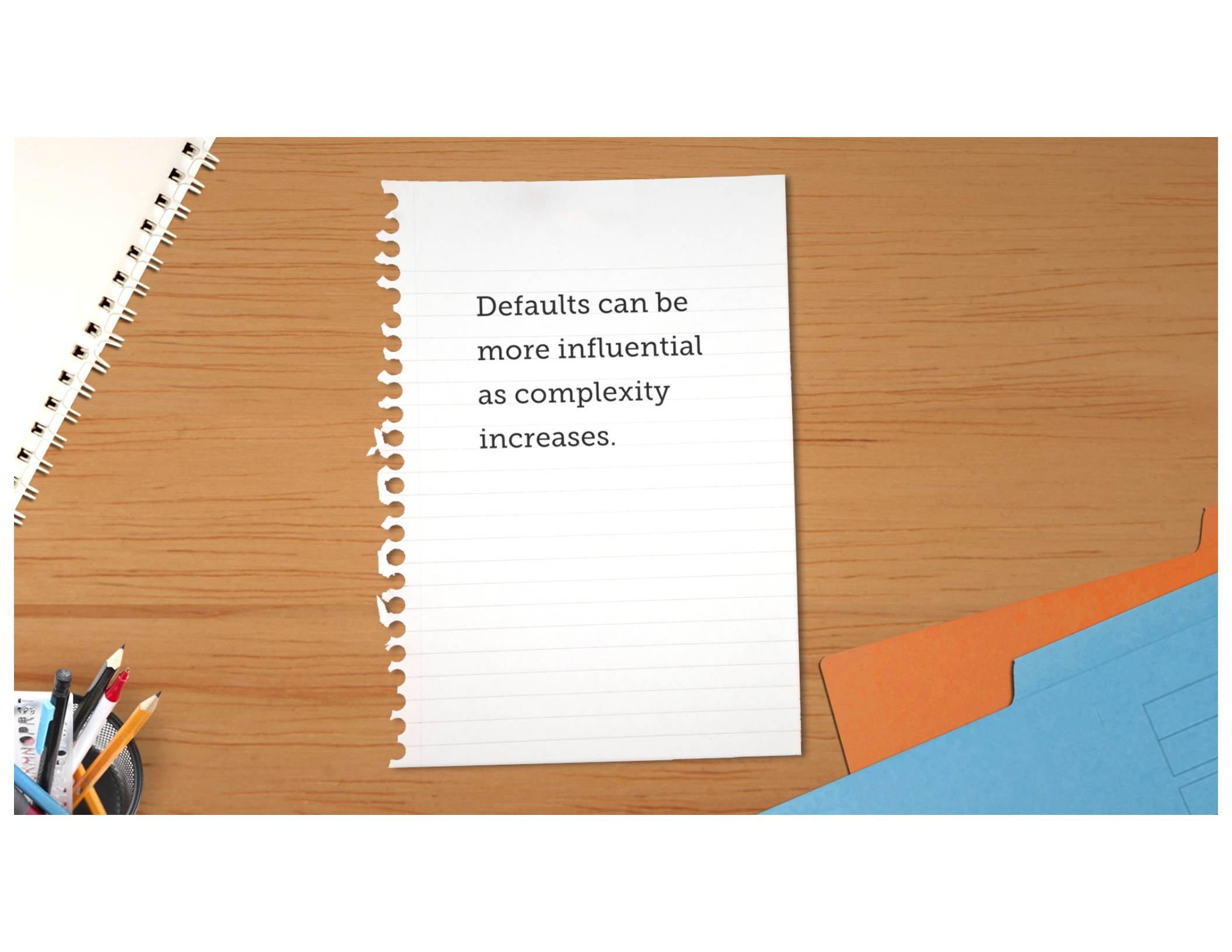
Iyengar & Lepper (2000)





24 kinds of jam???
I can't decide!

With so many choices, the complexity of the decision overwhelmed the desire to buy jam.


A photograph of a wooden desk with a spiral-bound notebook. A piece of lined paper is torn from the notebook and lies flat on the desk. The paper has the text "Defaults can be more influential as complexity increases." written on it. In the bottom left corner, there is a small container with several pens and pencils. In the bottom right corner, there is a blue folder with an orange tab.

Defaults can be
more influential
as complexity
increases.



Ways to make you less likely to save for retirement:

- require opt-in
- provide lots of complex, difficult choices
- stress the importance of the decision



Defaults are neither
good nor bad.

They are just everywhere.

