

# Comprehensive Diabetes Lifestyle Survey

## BACKGROUND/PROBLEM TO ADDRESS

We need to understand more about the psychology of diabetic members before we can develop interventions that really improve diabetic member behaviors and health outcomes.

Traditional economic theory assumes that people are perfectly rational, are patient, and know objectively what makes them happy – then make choices that maximize this happiness. Behavioral economists, on the other hand, seek to develop models that account for the irrational ways that people procrastinate, are impatient, aren't always good decision-makers (and sometimes fail to make a decision altogether), go out of their way to avoid what feels like a loss, care about qualitative factors like fairness in addition to economic gain, and are subject to psychological biases that can cause them to interpret information in skewed ways. (Jodi Beggs, Harvard University).

## RESEARCH AIMS

Assess current nutrition, physical activity and lifestyle behaviors; daily diabetes management; and barriers that prevent maintenance of healthy lifestyle choices of current diabetic members.

## POPULATION

Diabetic population

## METHODS

The survey will be conducted with 50-100 members in the first iteration; members will be recruited via mail and invited to participate in a mailed or online survey.

## HEALTH PLAN RESPONSIBILITIES

- ▶ Contract amendment in order to share data including PHI for the purpose of research
- ▶ Letter of support for the IRB
- ▶ Review and approval of all member material including facilitating state approval
- ▶ Eligibility file

## OUTCOMES

This survey will inform the development of future randomized controlled trials to address barriers facing people with diabetes in successfully managing their disease. These results will help identify which areas of diabetes management are most problematic for health plan members as well as behaviors for intervention that are most relevant and likely to lead to successful health behavior change and improved health outcomes.