



Connecting with NAL

SOUNDBITES WEBINAR SERIES

USING BI TO UNDERSTAND DEVICE DECISIONS

Megan Gilliver, PhD
Research Scientist

Quick Quiz

Question:

What do the following have in common?



Choosing between hearing aids

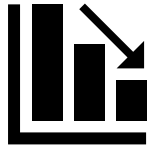
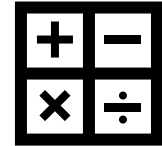
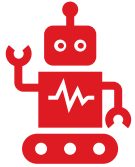
Toilet paper stockpiling



Answer:

Both behaviours can be understood, in part, by behavioural insights (BI).

Behavioural Insights



What Drives Behaviour?

How do we make decisions?



Different ways of thinking

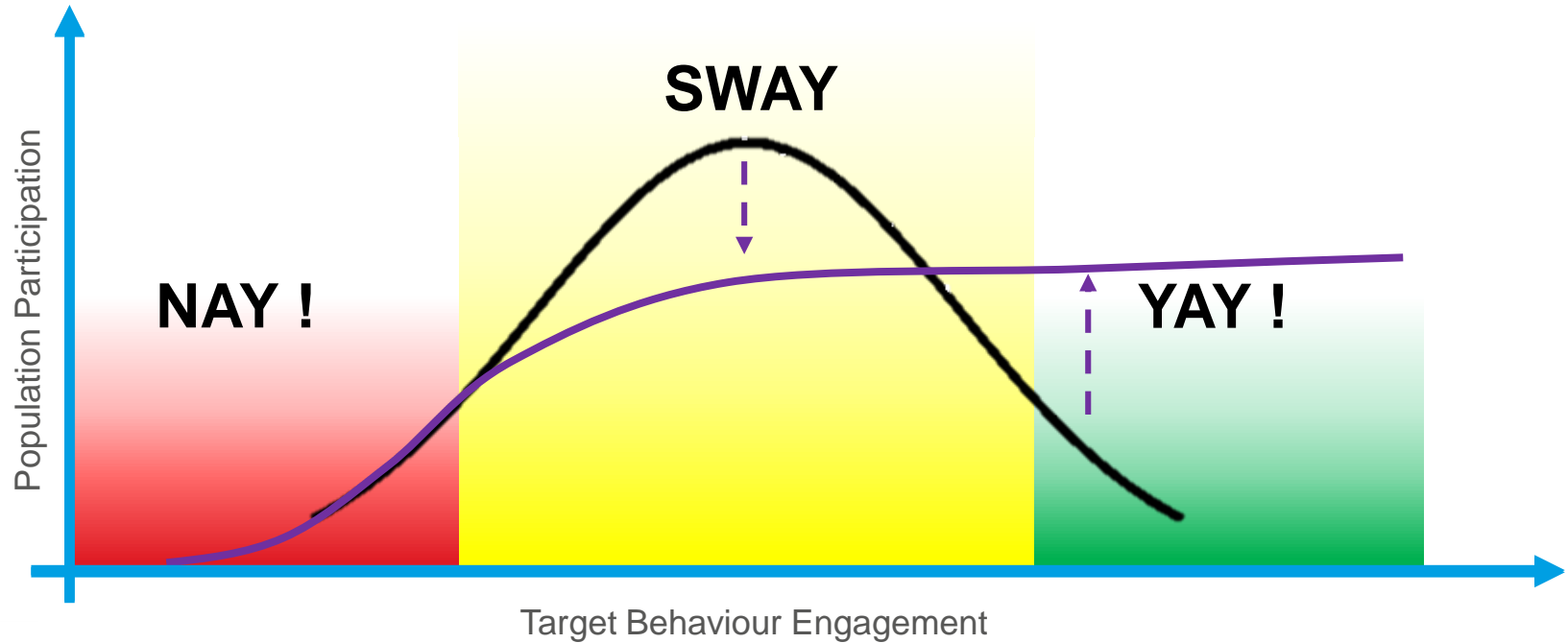


Are you
thinking what
I'm thinking,
System 1?

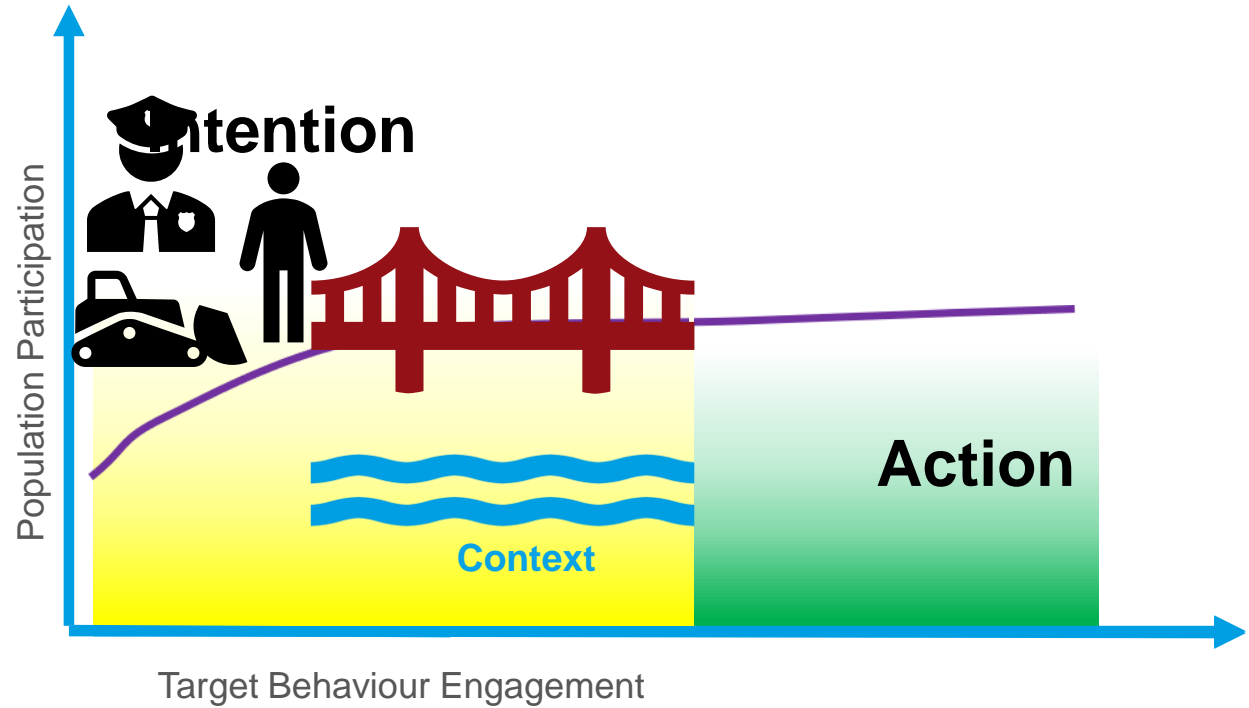
Probably not,
System 2



A nudge in the right direction



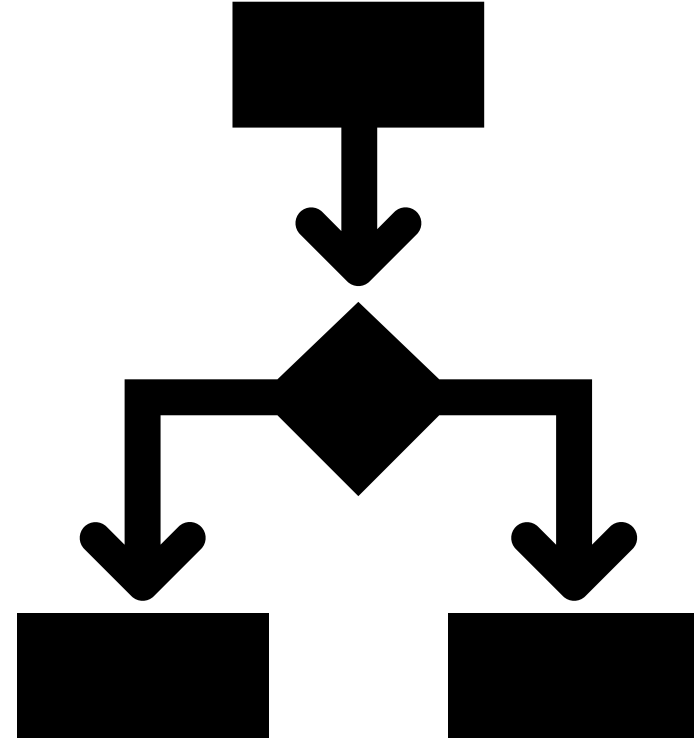
Mind The Gap



Hearing Health Decisions

Some important decision points along the hearing health journey...

- Help-seeking
- Hearing Aid Adoption
- Hearing Aid Choice



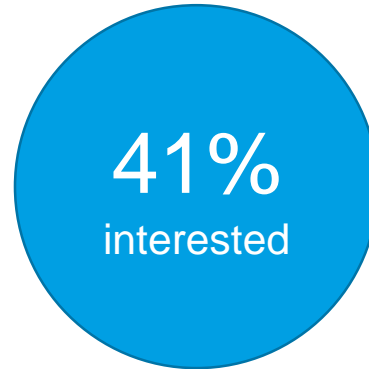
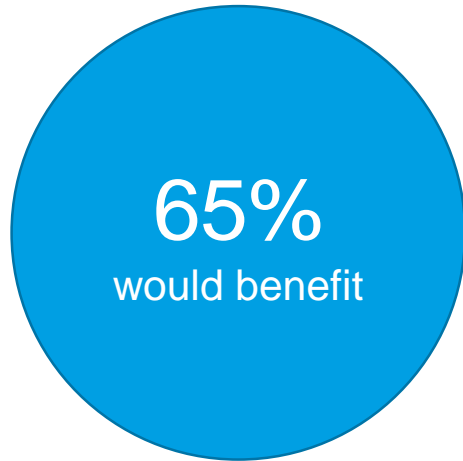
Context: Target Groups

1. Clinicians tasked with helping clients navigate decisions about device choice
2. First time clients choosing hearing aids under the *Hearing Services Program*.
 - “Entry level” devices, fully subsidised
 - “Higher level” devices, client contributes



The choice gap

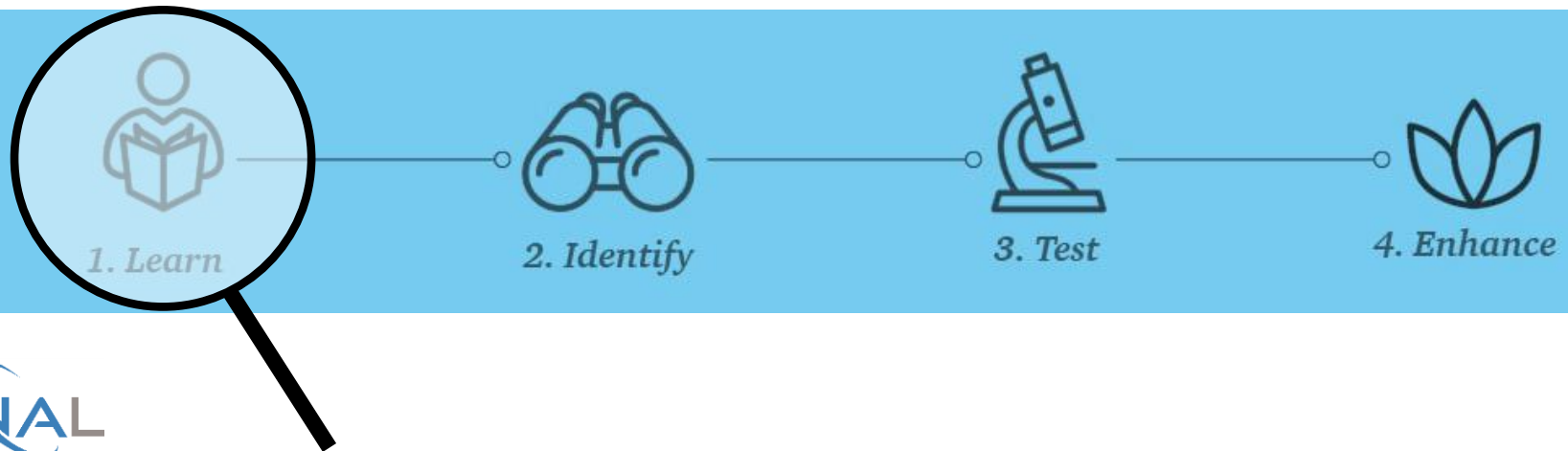
When asked about higher level devices for clients, clinicians reported:



BI Research Process

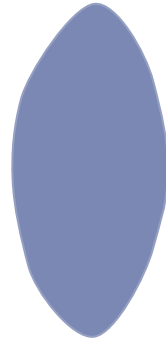
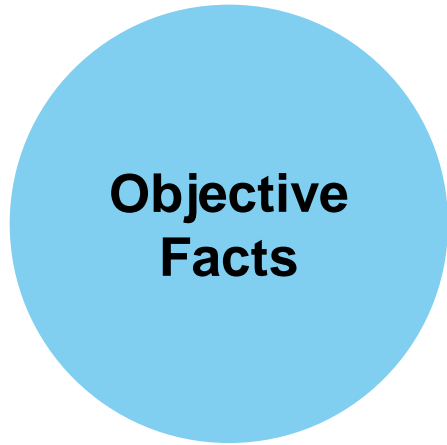
Focus

- Improve device discussions (for clients AND clinicians)
- Support clients to make choices that are right for them.



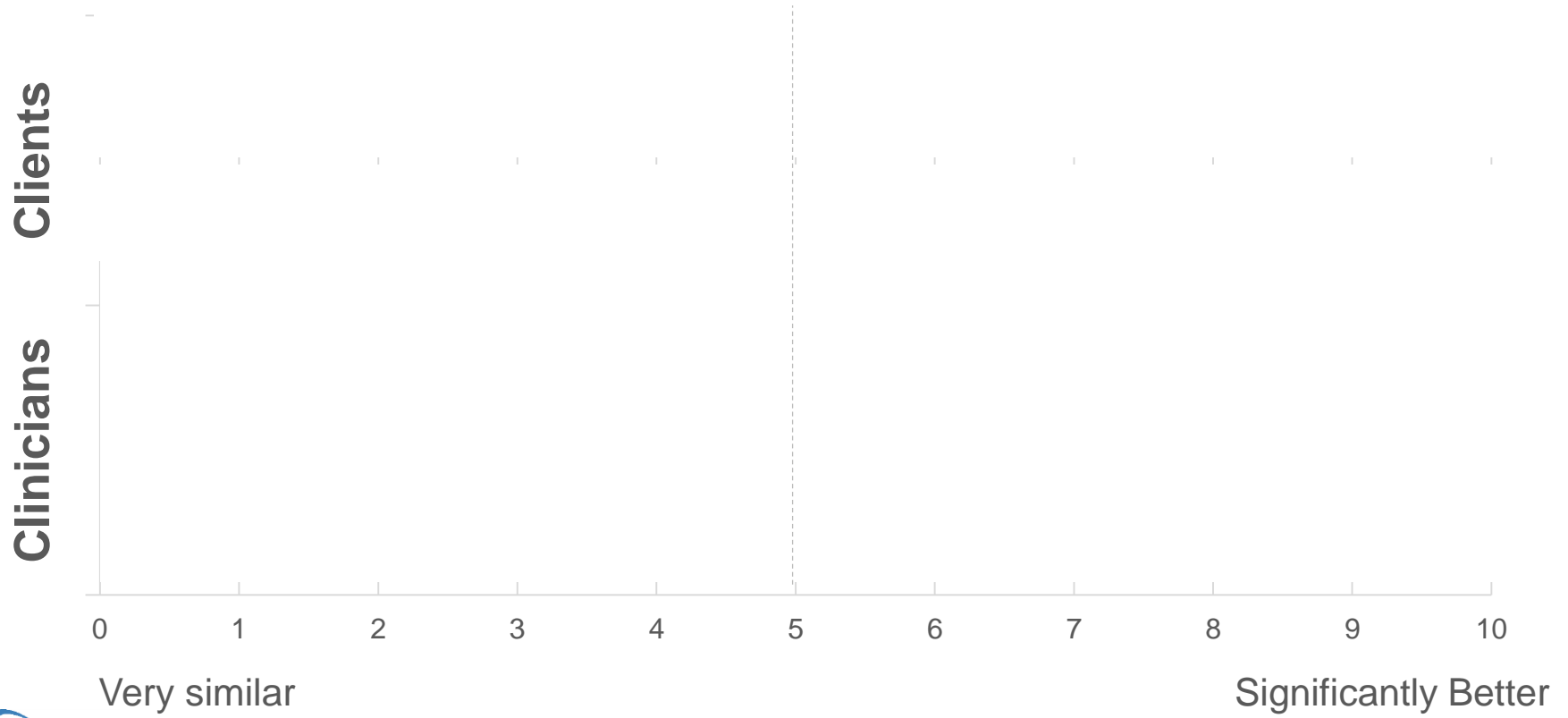
Confirmation Bias

We focus on things that confirm our beliefs...



...and ignore things that don't

Beliefs about different devices

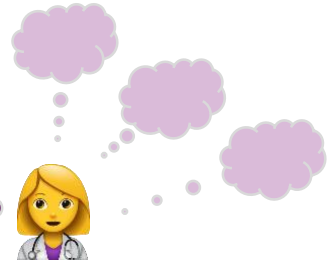


Benefits of higher level devices compared to entry level devices?

Talking technology....

Self-Fulfilling Prophecy

Clients not interested in higher level



How are these ones better?



Confirmation Bias

It's ok, the basic devices are great



OK, I'll take them!



What Influences Decision Making?



A sticky example

Scene: Your local supermarket

On offer: Jam

Day One

Limited choice

6 Flavours



30%

Day Two

Wide choice

24 Flavours



3%

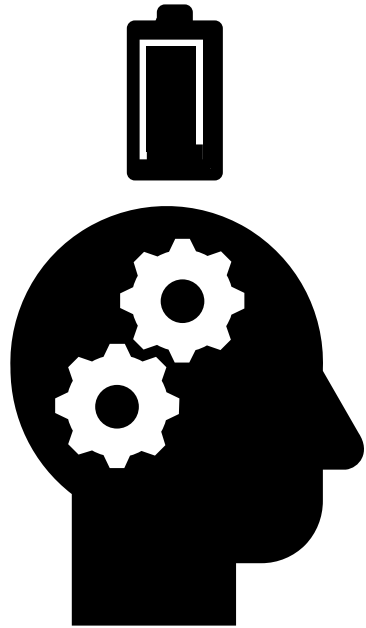
Question: Which day will customers be most likely to buy jam?



Iyengar and Lepper, 2000



Choice overload



Help me,
System 1!

- Decision Fatigue
- Decision Difficulty
- Choice Overload

No worries,
I've got this,
System 2



System 1 Thinking

- **Avoid Loss**
- **Avoid Loss**
- **Avoid Loss**



Delegate Choice



Choose a Default

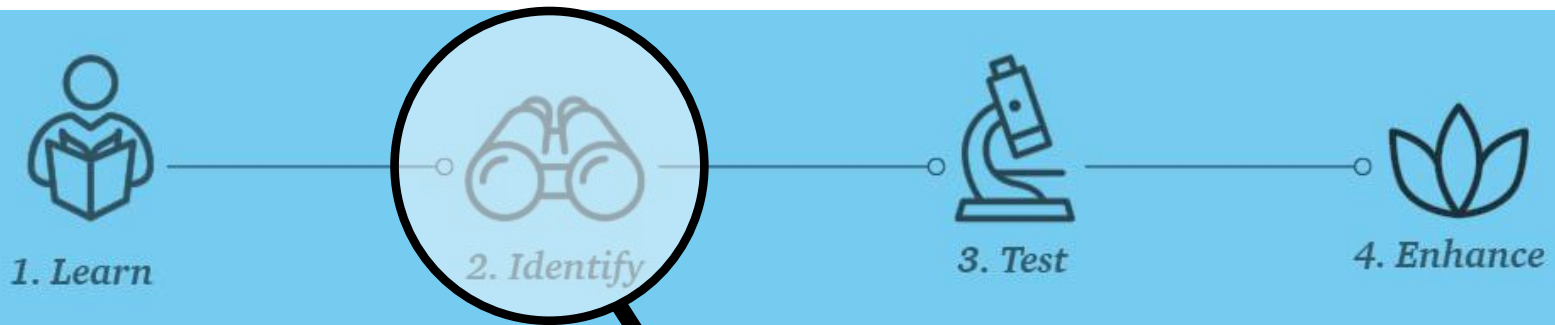


Choose Nothing!

BI Research Process

Focus

- Improve device discussions (for clients AND clinicians)
- Support clients to make choices that are right for them.



Supporting Decisions: Happy Clinicians

Overall, clinicians' confidence increased for:

- Minimising their own bias
- Discussing device choices
- Discussing price

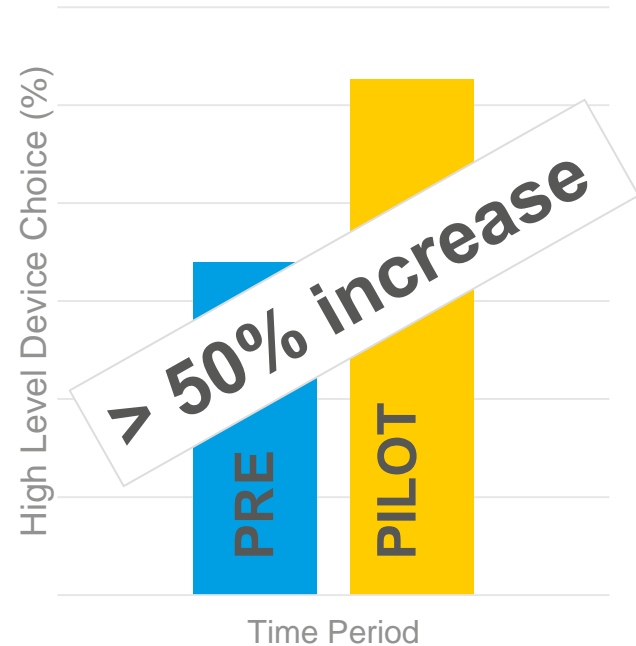
"I was no longer a 'sales person'... [I was] a clinician that had their needs as my main concern. Although this was always the case, I was... now perceived to be on their team ..."



- Pilot Clinician, NSW

Supporting Choice: Pilot Project

Clients choosing
higher level devices



Supporting Decisions: Happy Clients

“Great consultation. Explained everything fully, answered all questions. No pressure sales to get you to purchase the most expensive item.”

-First-time Client, 63 years old

“Informative without pressure. Treated with respect.”

-First-time Client, 81 years old



Thanks to...

NAL's BI Researchers



**Elizabeth
Beach**



**Taegan
Young**



**Brent
Edwards**



**Simon
Alperstein**



**Margot
McLelland**