

CONTENTS

<i>Acknowledgments</i>	vii
<i>About the Editors and Authors</i>	viii
Part I	
Background material	1
1 Introduction	3
<i>Yaniv Hanoch, Andrew J. Barnes, and Thomas Rice</i>	
2 A brief overview of behavioral economics	14
<i>Thomas Rice, Yaniv Hanoch, and Andrew J. Barnes</i>	
Part II	
Shaping health behaviors	31
3 The behavioral economics of tobacco products: innovations in laboratory methods to inform regulatory science	33
<i>Warren K. Bickel, Lara N. Moody, Sarah E. Snider, Alexandra M. Mellis, Jeffrey S. Stein, and Amanda J. Quisenberry</i>	
4 Understanding alcohol and other drug use via behavioral economics: review and clinical applications	51
<i>Michael Amlung, Joshua Gray, and James MacKillop</i>	

vi Contents

5 Behavioral economics: tools for promotion of physical activity <i>Tammy Leonard and Kerem Shuval</i>	70
6 Using behavioral economics to improve dietary intake: alternatives to regulation, bans, and taxation <i>Marie A. Bragg and Brian Elbel</i>	90
Part III	
Detecting and managing disease	107
7 Improving medication adherence with behavioral economics <i>Steven E. Meredith and Nancy M. Petry</i>	109
8 Integrating principles from behavioral economics into patient navigation programs targeting cancer screening <i>Yan Li, Fernando A. Wilson, Roberto Villarreal, and José A. Pagán</i>	127
9 Behavioral economics and HIV: a review of existing studies and potential future research areas <i>Sebastian Linnemayr</i>	141
10 Behavioral economics and health behaviors among the poor: findings from developing country populations <i>Jill Luoto</i>	157
Part IV	
The role of providers, insurers, and government	173
11 Applications of behavioral economics to clinical quality improvement <i>Daniella Meeker and Jason N. Doctor</i>	175
12 Using behavioral economics to improve people's decisions about purchasing health insurance <i>Andrew J. Barnes, Thomas Rice, and Yaniv Hanoch</i>	193
13 The role of government: how behavioral economics can inform policies to improve health behaviors <i>Aditi P. Sen and Richard G. Frank</i>	211
<i>Index</i>	231