

# Healthcare Games: Do Gas Cards and Lotteries Make Patients Behave Differently?



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Here are two of the newest healthcare games on the market. First up, Rite Aid:

*They're giving \$30 gas debit cards with the transfer of a prescription to their store. If the Rx stays with Rite Aid, consumer's name stays in play to win the gas lottery – a \$2,600 gas card.*

And next, Aetna:

*Aetna is sponsoring a study to see if a lottery can enhance patients' adherence to prescribed drugs. The Aetna Foundation funded a University of Pennsylvania team to use prizes of \$10 and \$100 to reward consumers to take drugs as prescribed. An electronic monitor (the Med-E-Monitor) will track whether 100 participants are taking their warfarin. 50 patients will be enrolled in the lottery with a 1 in 10 chance of winning \$10 a day, and 1 in 100 chance of winning \$100. A text message will be sent each day to tell the patient whether he/she won the lottery, or if the dose wasn't taken, whether they would have won the money. 50 people in the control group will be using the electronic monitor but won't be incentivized with the lottery game.*

Both these games are reported by Jane Sarasohn-Kahn at Health Populi.