

Financial incentives have short-term effect on BP control

October 7 2019



(HealthDay)—A patient-centered behavioral economics intervention

only yields short-term benefits for blood pressure (BP) control in a highly disadvantaged population, according to a study published online Sept. 12 in the *Journal of General Internal Medicine*.

Martin Shapiro, M.D., Ph.D., a professor of [medicine](#) at Weill Cornell Medicine in New York City, and colleagues assessed the impact of a six-month [intervention](#) combining short-term financial incentives with promotion of intrinsic motivation on BP control among highly disadvantaged patients. The intervention included incentives for measuring home BP, recording medication use, BP improvement, and achieving target BP values with counseling linking hypertension control efforts to participants' personal reasons to stay healthy. The analysis included 207 adults (98 percent African American or Latino) with uncontrolled hypertension attending Federally Qualified Health Centers who were randomized to the intervention or usual care.

The researchers found that at six months, the rates of achieving systolic BP

Citation: Financial incentives have short-term effect on BP control (2019, October 7) retrieved 27 April 2024 from

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