

**CONCEPTS OF BEHAVIORAL ECONOMICS APPLIED TO HEALTHCARE
PROFESSIONALS WORKING WITH ORGAN DONATION AND TRANSPLANTATION: A
SCOPING REVIEW**

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Introdução

This study explores how Behavioral Economics (BE) principles can enhance understanding and improve decision-making processes among healthcare professionals involved in organ transplantation. Through a scoping review of literature from six databases covering international management and healthcare journals, we investigate the application of BE concepts in empirical studies focused on these professionals. The findings highlight the potential for BE principles to address the psychological and decision-making barriers in organ transplantation, aiming to increase organ acceptance and utilization.

Problema de Pesquisa e Objetivo

This study investigates how BE concepts have been applied in empirical studies focused on healthcare professionals working with organ donation and transplantation.

Fundamentação Teórica

Behavioral economics addresses deviations from traditional behavior models, emphasizing concepts like bounded rationality, prospect theory, and dual-system theory. Simon (1955), Kahneman and Tversky (1979), and Thaler and Sunstein's work (2008) highlight cognitive limitations and biases in decision-making. Understanding heuristics, biases, and prospect theory is crucial for enhancing decision-making and developing effective interventions in various fields, including in the organ donation-transplantation process.

Discussão

Applying Behavioral Economics concepts to healthcare professionals involved in organ donation and transplantation reveals significant insights into how these principles can influence public policy practices and outcomes. This review indicates the effectiveness of various BE concepts in shaping healthcare professionals' behaviors and attitudes toward organ donation. Leveraging these insights can improve organ donation rates and ensure more effective and informed decision-making processes in healthcare settings.

Conclusão

This review demonstrates the effectiveness of BE principles, such as social proof, status quo bias, framing, nudges, loss aversion, and the intention-behavior gap, in shaping healthcare professionals' behaviors and attitudes toward organ donation. Notably, the strategic move to adopt opt-out systems, leveraging the nudge strategy, signifies a powerful approach to enhancing organ donation rates and informed decision-making. Also, the emphasis on assessing the knowledge and awareness of healthcare professionals highlights the critical role of education in addressing gaps and improving outcomes.

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