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The book shows that loss aversion, framing, defaults, salience, overconfidence and other biases are prevalent and relevant in health care. Outcomes appear irrational in part because people don't behave rationally.

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seeks to more clearly diagnose the ills of health care today. A behavioral perspective makes sense of key contradictions—from the seemingly irrational choices that we sometimes make as patients, to the incongruous behavior of physicians, to the morass of the long-lived debate surrounding reform.

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To date, we still lack widely accepted answers to simple questions, such as "Would requiring everyone to buy health insurance make us better off?"

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