HCM 320 Module Four Journal Guidelines and Rubric

The Case for Incentivising Health is based on Australian data, but the challenges of combating chronic disease there are similar to the challenges present in the United States. Read the case carefully and consider the list of main considerations those working in the preventative health space could think about when developing programs, policies or interventions to change behaviors listed on page five. Address the following questions:

- Which of these cues do you consider to have the most impact in terms of changing healthcare behaviors of the patient?
- Which of these cues would you most readily respond to as a patient?
- Which cues do you think are most likely to be adopted by providers and insurance companies?

Support your responses with examples from your own experience, the case, or references to the textbook or other scholarly sources.

Use the journal as an opportunity to familiarize yourself with the final project requirements and case study. Journal activities in this course are private between you and your instructor. Only the instructor can view and comment on your assignments.

Rubric

Guidelines for Submission: Your journal assignment should be 2 to 4 paragraphs in length. Submit assignment as a Word document with double spacing, 12-point Times New Roman font, and one-inch margins.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Impact of Behavioral Cue	Discusses the impact of a behavioral cue in terms of changing healthcare behaviors and supports the discussion with examples or references	Discusses the impact of a behavioral cue in terms of changing healthcare behaviors, but does not support the discussion with examples or references	Does not discuss the impact of a behavioral cue in terms of changing healthcare behaviors	40
Patient Response	Describes why a behavioral cue would produce positive responses from patients and supports the description with examples or references	Describes why a behavioral cue would produce positive responses from patients, but does not support the description with examples or references	Does not describe why a behavioral cue would produce positive responses from patients	30
Providers and Insurance Companies	Identifies the behavioral cues that are most likely to be adopted by providers and insurance companies and supports the response with examples or references	Identifies the behavioral cues that are most likely to be adopted by providers and insurance companies, but does not support the response with examples or references	Does not identify the behavioral cues that are most likely to be adopted by providers and insurance companies	30
			Total	**100%**