

## BCFG'S RESEARCH

### Megastudy Shows that Reminders Boost Vaccination but Adding Free Rides Does Not

nature

K.L. Milkman, S.F. Ellis, D.M. Gromet, Y. Jung, A.S. Luscher, R.S. Mobarak, M.K. Paxson, R.A. Silvera Zumaran, R. Kuan, R. Berman, N.A. Lewis Jr, J.A. List, M.S. Patel, C. Van den Bulte, K.G. Volpp, M.V. Beauvais, J.K. Bellows, C.A. Marandola, & A.L. Duckworth.

#### STUDY OVERVIEW

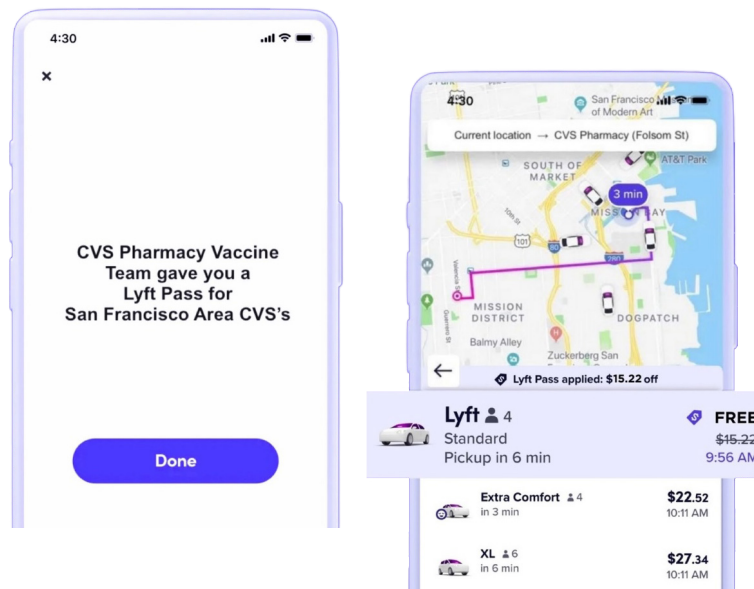
We evaluated eight different behaviorally-informed text message reminders to increase COVID booster vaccination rates among over **3.6 million** CVS Pharmacy patients. One reminder we tested provided a **free Lyft ride** to and from the pharmacy.

#### MAIN TAKEAWAYS

- We found that providing **free Lyft rides did no more to increase vaccination rates** than sending text message reminders alone.
- COVID vaccination reminders led to a **21% increase in COVID boosters** (a 1.05 percentage point increase) and “spilled over” to produce an **8% increase in flu shots** (a 0.34 percentage point increase).

#### REACTION

According to Nature, our article has generated more online attention (on blogs, social media, and news outlets) than **98% of other tracked articles** published around the same time.



### What Can Machine Learning Teach Us About Habit Formation? Evidence From Exercise and Hygiene



**PNAS** Proceedings of the National Academy of Sciences of the United States of America

Buyalskaya, A., H. Ho, K.L. Milkman, X. Li, A.L. Duckworth, and C. Camerer



#### STUDY OVERVIEW

The research team applied machine learning to **millions** of observations of people's gym attendance and hand-sanitizing decisions.

#### MAIN TAKEAWAYS

Contrary to the popular belief in a “magic number” of days to develop a habit, we find that it typically takes months to form the habit of going to the gym but weeks to develop the habit of handwashing in the hospital.

#### READ MORE

The [CNN op-ed](#) provides actionable advice for health habit formation based on this research.

## BCFG BY THE NUMBERS

**180+**  
TEAM  
SCIENTISTS

**8,000+**  
NEWSLETTER  
SUBSCRIBERS

**27**  
UNDERGRADUATE  
RESEARCH  
ASSISTANTS

**9,000+**  
FOLLOWERS  
ON X

**1,250+**  
GOOGLE SCHOLAR  
CITATIONS

**5,500+**  
FOLLOWERS  
ON LINKEDIN

**53,000+**  
YOUTUBE CHANNEL  
VIEWS

**1,500+**  
YOUTUBE  
SUBSCRIBERS

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**THANK YOU**

We're grateful to the BCFG Team Scientists, staff, funders, and partners who make our work possible!

## BCFG Study on Increasing Vaccination Uptake Wins 2024 Nicosia Award



Lead author and Wharton PhD student Robert Kuan accepts the Association for Consumer Research award on behalf of the team.

## BCFG Panel on Megastudies



BCFG organized a special session at the 2024 Behavioral Decision Research in Management Conference on the megastudy approach to applied behavioral science.

## BCFG EVENTS

### A Conversation with Harvard Professor Cass Sunstein

BCFG Co-Directors Angela Duckworth and Katy Milkman spoke with Cass Sunstein about the past, present, and future of behavioral science and public policy.



### Kickoff Keynote with UC Berkeley Professor Supreet Kaur

BCFG co-hosted the kickoff keynote of a new CHIBE Research Seminar Series on behavioral science and health with over 300+ registrants.

#### CHIBE Research Seminar Series Keynote Event Brought to You by



Center for Health Incentives and Behavioral Economics



**SUPREET KAUR**  
Professor at the University of California Berkeley  
"The Planning Fallacy and Savings Behavior: A Field Experiment on Seasonal Hunger"



**FACILITATOR: KATY MILKMAN**  
Professor at the University of Pennsylvania  
Co-Director of Behavior Change for Good

SEPTEMBER 19 | 12-1PM ET

## BCFG UNDERGRADUATE PROGRAM

Thank you to our 22 undergraduate Research Assistants who joined BCFG for 10 weeks in the summers of 2023 and 2024 to contribute to our work on changing behavior for good.

2024 BCFG Summer Research Assistants



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