Financial incentives in health

Financial incentives in health have become increasingly popular, with payments aimed at influencing the behavior of both patients and providers.

Using the example of paying for quality improvement in the United Kingdom, Professor Goddard explains that the design of the payment mechanism is key. Rather than being a purely technical issue, it can greatly impact the nature of the incentives created, and the degree to which desired outcomes are likely to be achieved. Joe Kutzin provides the WHO perspective.

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