

Franco Aprà ASL Città di Torino

Le scelte decisionali in ambiente complesso



ARS TOSCANA
agenzia regionale di sanità

Regione Toscana



Servizio
Sanitario
della
Toscana

WORKSHOP

NUDGE DAY #1

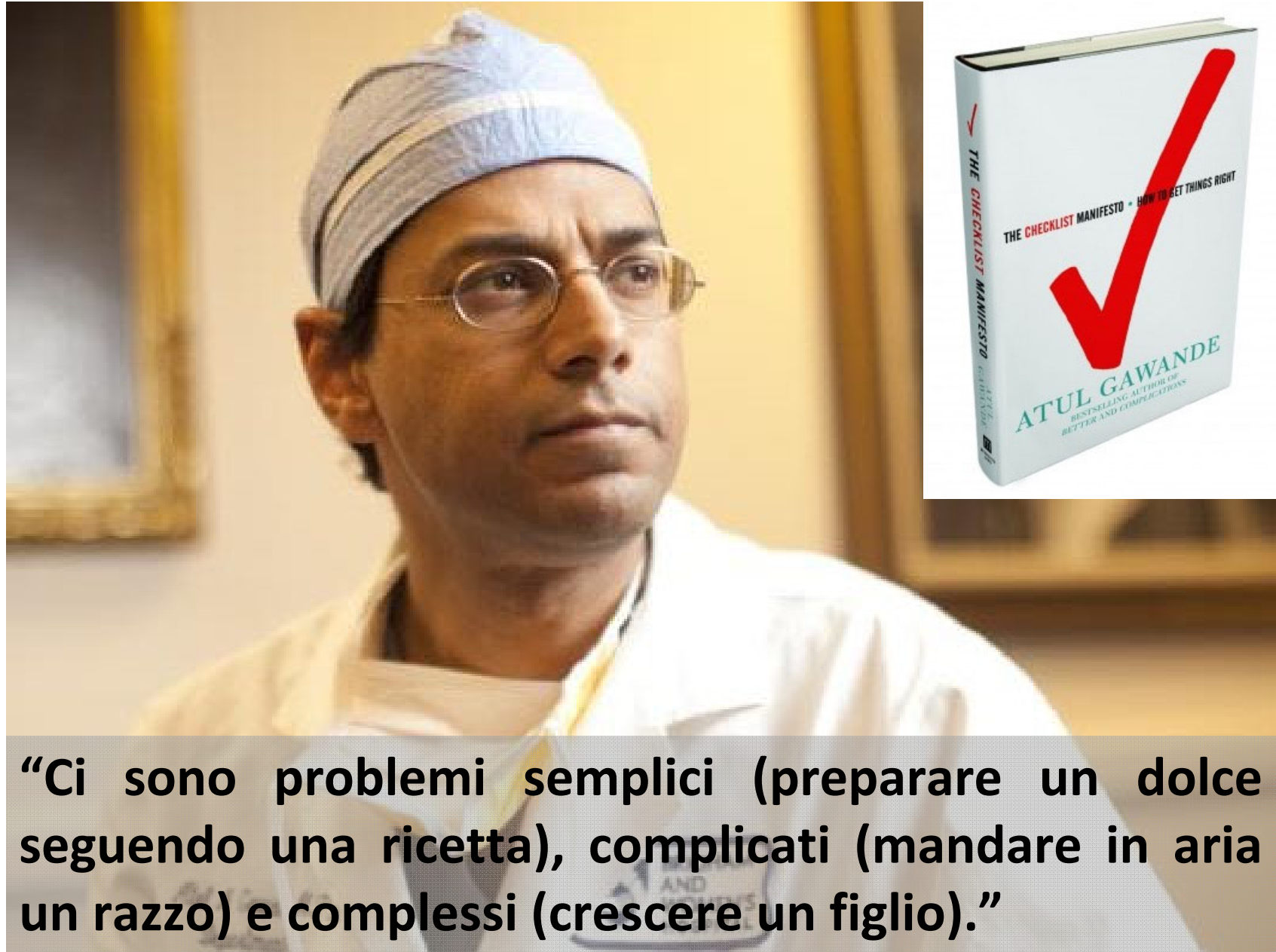
**Scienze comportamentali, complessità e spinte gentili:
gli orizzonti *nudge* per la sanità**

15 MAGGIO 2019

Sala delle Fanciulle, Villa La Quiete – Via di Boldrone 2, Firenze







“Ci sono problemi semplici (preparare un dolce seguendo una ricetta), complicati (mandare in aria un razzo) e complessi (crescere un figlio).”

DECISION MAKING

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graph TD; A[DECISION MAKING] --- B[alternatives]; A --- C[uncertainty]; A --- D[high-risk consequences]; A --- E[interpersonal issues]; A --- F[complexity]
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alternatives

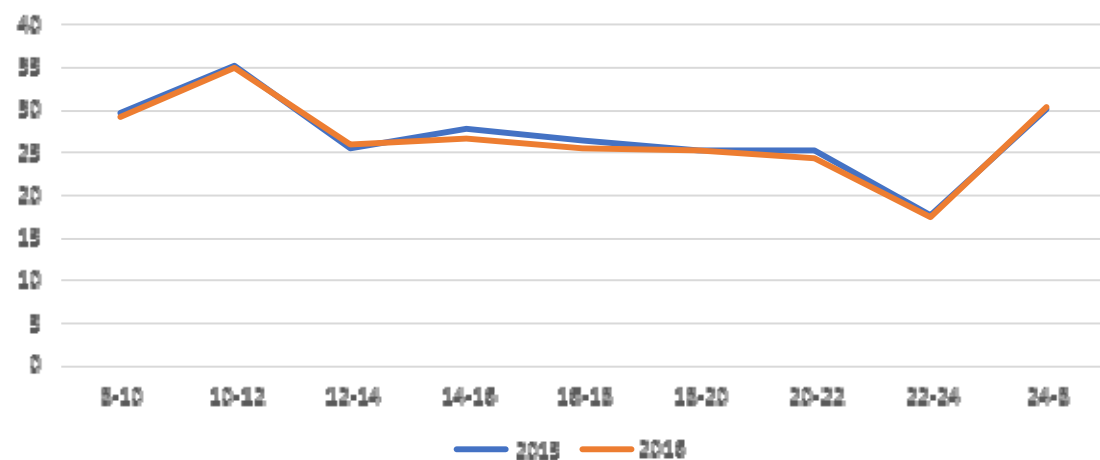
uncertainty

high-risk
consequences

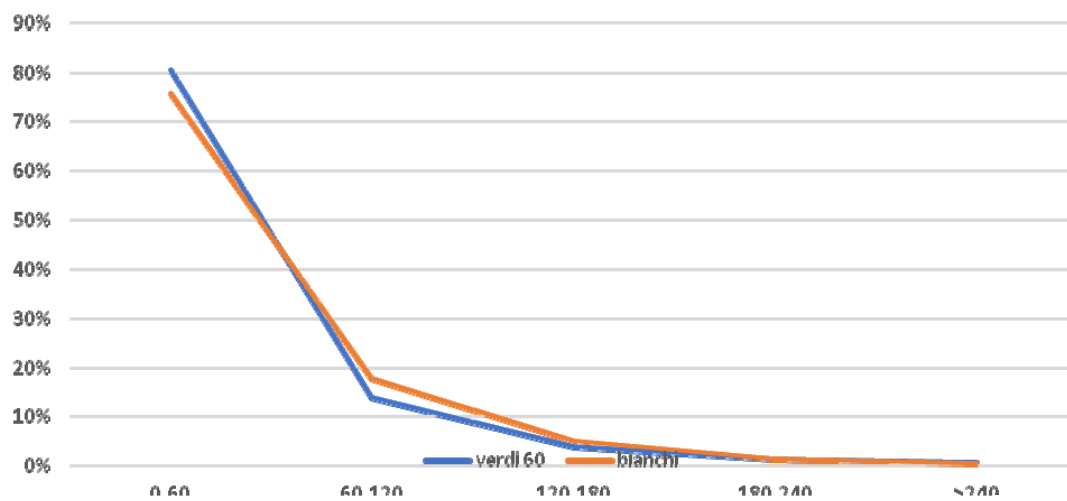
interpersonal
issues

complexity

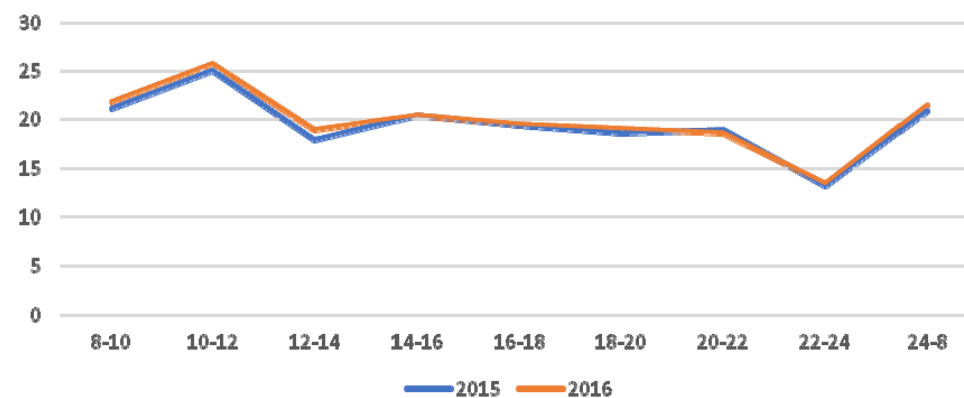
OMV Accessi totali giornalieri per orario



OMV Tempi di attesa visita



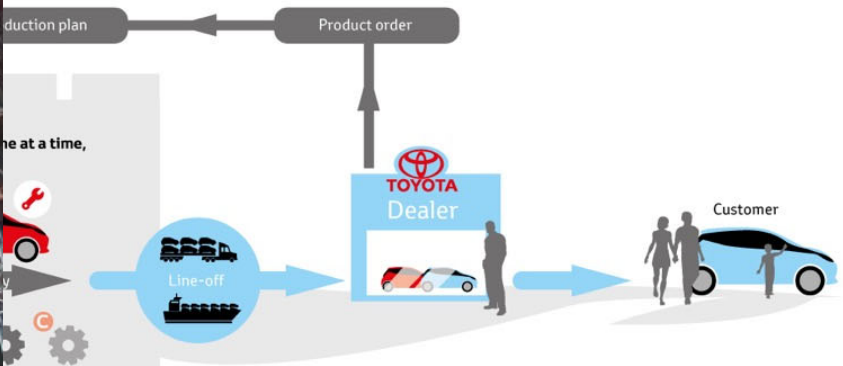
OMV Accessi bianchi+verdi 60 secondo orario





Urbanfile Torino

24/10/12 Cantiere



3 REPLACEMENT OF PARTS USED
Only those parts that have been used up

A speech bubble with a black outline and rounded corners. Inside the bubble, the text "Yes, BUT..." is written in a bold, sans-serif font. "Yes," is in black, "BUT" is in red, and the ellipsis "..." is in black. The bubble has a tail pointing downwards and to the left.

Yes, BUT...





“Standard release form – in case anything goes wrong during the delivery.”





SE IO
NON VEDO
I PROBLEMI


NEANCHE I PROBLEMI
VEDONO ME

CAEZ









Quanto conta l'organizzazione
nel comportamento dei
singoli?



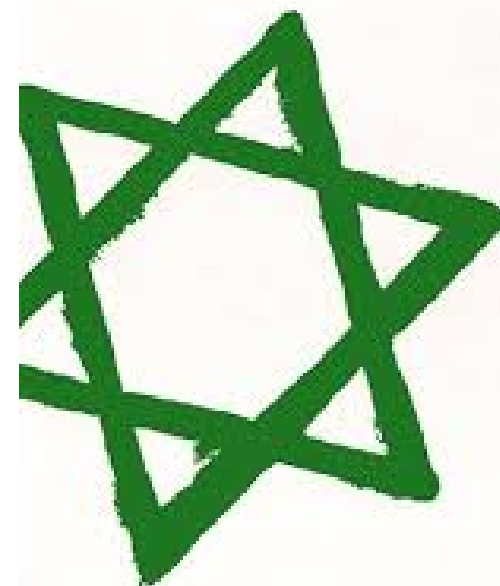
**“Bad things
happen to bad
doctors”**



Hannah Arendt

La banalità del male

Eichmann a Gerusalemme






DIE WELLE





MA FORSE
POSSIAMO CAPIRE

A black and white photograph of a public restroom. Four white urinals are mounted on a wall of light-colored square tiles. Above each urinal is a small, rectangular window with a dark frame. The floor is also tiled. The text 'Oggi cercheremo di capire come guadagnare gestendo un gabinetto pubblico' is overlaid on the left side of the image in a white, sans-serif font.

Oggi
cercheremo di
capire come
guadagnare
gestendo un
gabinetto
pubblico



PROBLEMA

SOLUZIONE

Basta
questo
cartello

BENUTZUNG
HERRENTOILETTEN

KLEINER PENIS: 10 CENT

GROSSER PENIS: 2 EURO

Per ottenere
questo
risultato

