

Reducing Informal Payments through Policy Reform and Management Strategies

Taryn Vian, Assistant Professor
Boston Univ School of Public Health
tvian@bu.edu

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Management Strategies and Policies are:

- ▶ Grounded in theory
- ▶ Informed by evidence
- ▶ Guided by experience
- ▶ Implemented in context



AC Theory

$$C = M + D - A$$

AC



- Increase citizen choice
- Increase citizen voice
- Limit discretion of agents
- Increase information
- Improve incentives



Experience and Evidence

Bolivia

Cambodia

Tirana Maternity

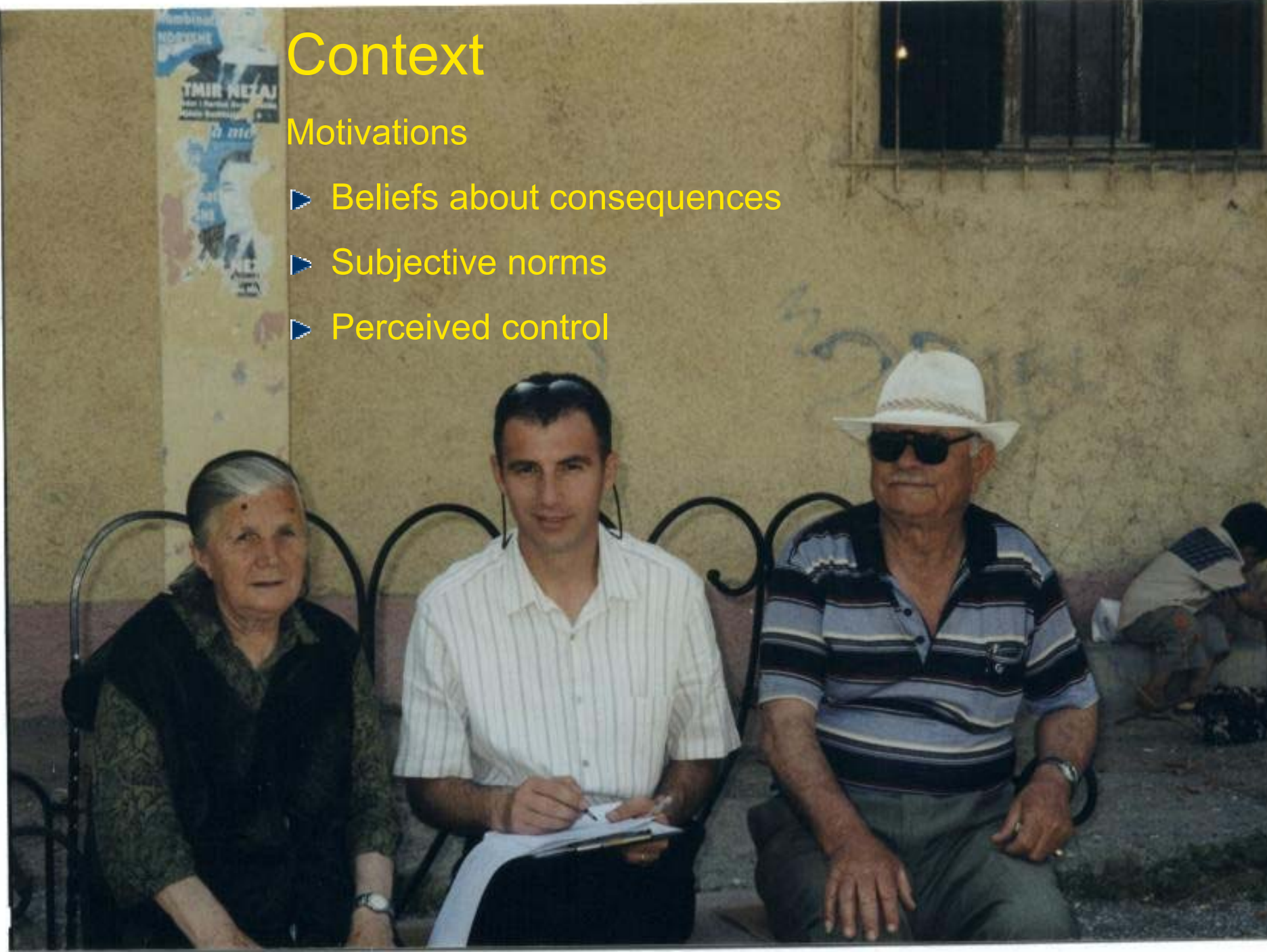
Czech Republic

Kazakhstan

Context

Motivations

- ▶ Beliefs about consequences
- ▶ Subjective norms
- ▶ Perceived control



“In a system where both physicians and patients have come to understand the advantages of informal payments, any change therein may require many attitudinal adjustments.”

Chawla, Berman, and Kawiorska (1998)

Assumptions

(from qualitative research)

- Attitudes towards *making* informal payments are mostly negative
- People with negative attitudes are making IPs because they feel they *feel obliged*
- If we increase perceived control (choice), IPs will go down
- Medical personnel also have negative attitudes and feel they have little choice but to *accept* IPs

Research with Theory of Planned Behavior

Objective: Predict intention of Albanian citizens to make an informal payment the next time they go to a government health facility

Design: Anonymous questionnaire, 220 citizens in 11 areas of Tirana.

Co-Investigator: Dr. Lydia Burak, Bridgewater State College, with collaboration in Tirana from Management Systems International, Albanian Coalition Against Corruption, and PHRPlus



Findings:

65% had given IP last time they went to government facility

67% said it was likely/very likely they would give next time

Attitudes

Bad or very bad	77%
Harmful or very harmful	55%
Worthless or very worthless	44%
Unnecessary or very unnecessary	43%
Unimportant or very unimportant	47%

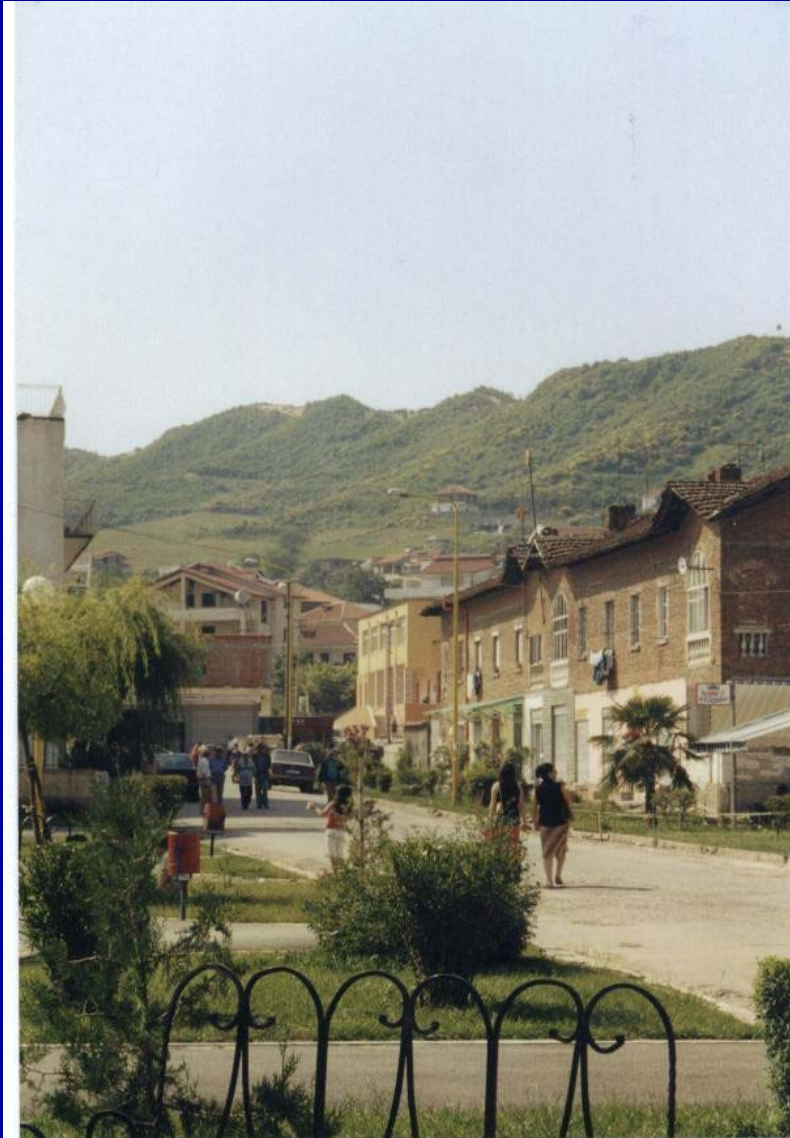
Subjective Norms

People important to me want me to	32%
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Behavioral Control

Do not have possibility to choose	61%
Difficult or very difficult to avoid	53%

Theory of Planned Behavior



Predicted intention ($R^2 = 0.34, 0.41$ for heads of family)

Attitudes most important, perceived behavioral control less so

Beliefs behind the attitudes:

- 75% of respondents indicated likely or very likely that giving IP would result in **faster care**
- 72% said would result in **better quality**

Conclusions

- Policy reform and management strategies need to be informed by evidence & experience, and grounded in theory, and adapted to context
- Understanding of motivational factors is critical yet complicated
- Transparency, citizen voice are important complements to regulatory reforms and can increase accountability