

Decoding the Thought Process Behind Choices through Behavioral Economics

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The Association for
Animal Welfare
Advancement



Heuristics



Cognitive biases



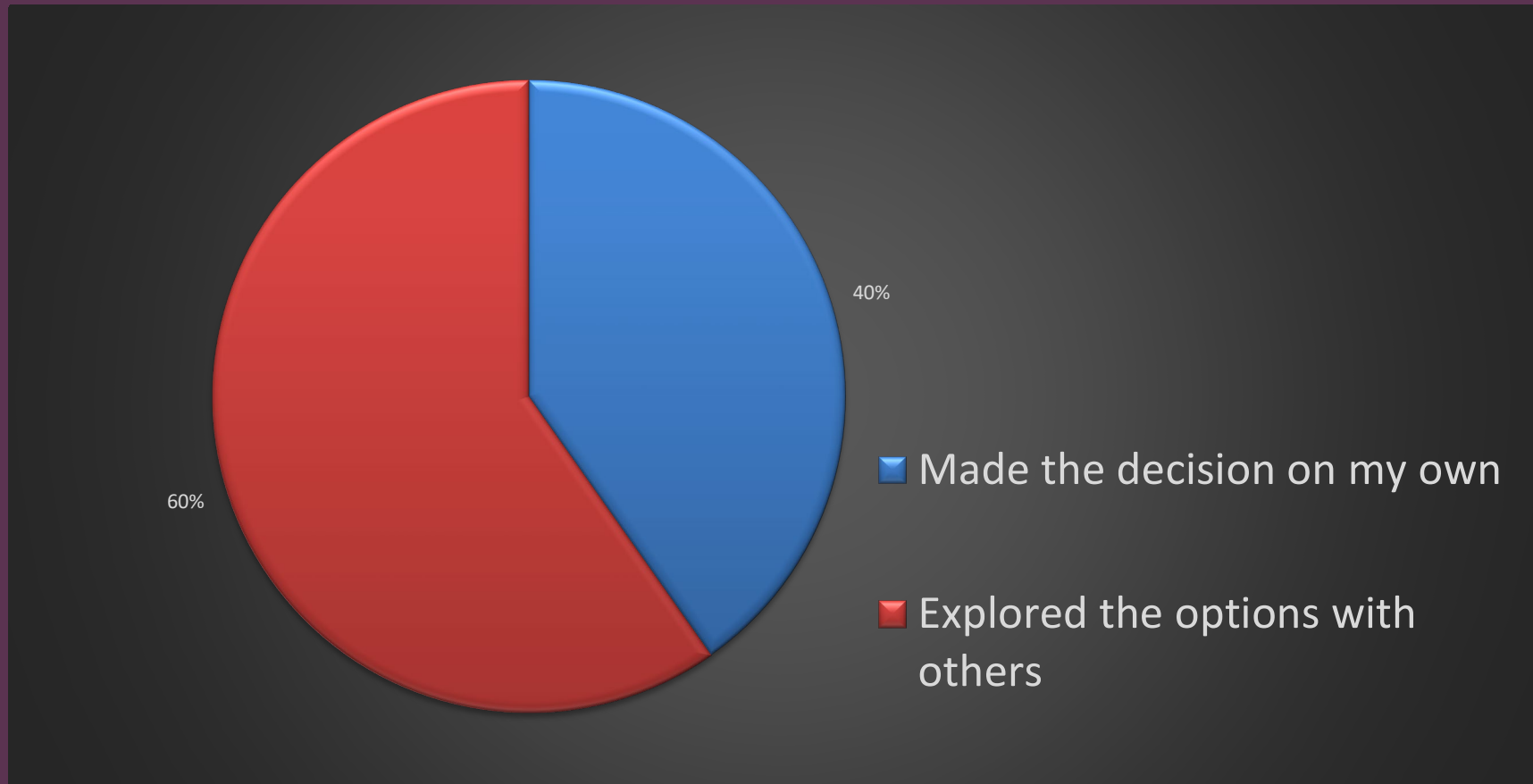
Help make fast, but sometimes incorrect, assessments



Involves relying on information that comes to mind quickly or is most available to us

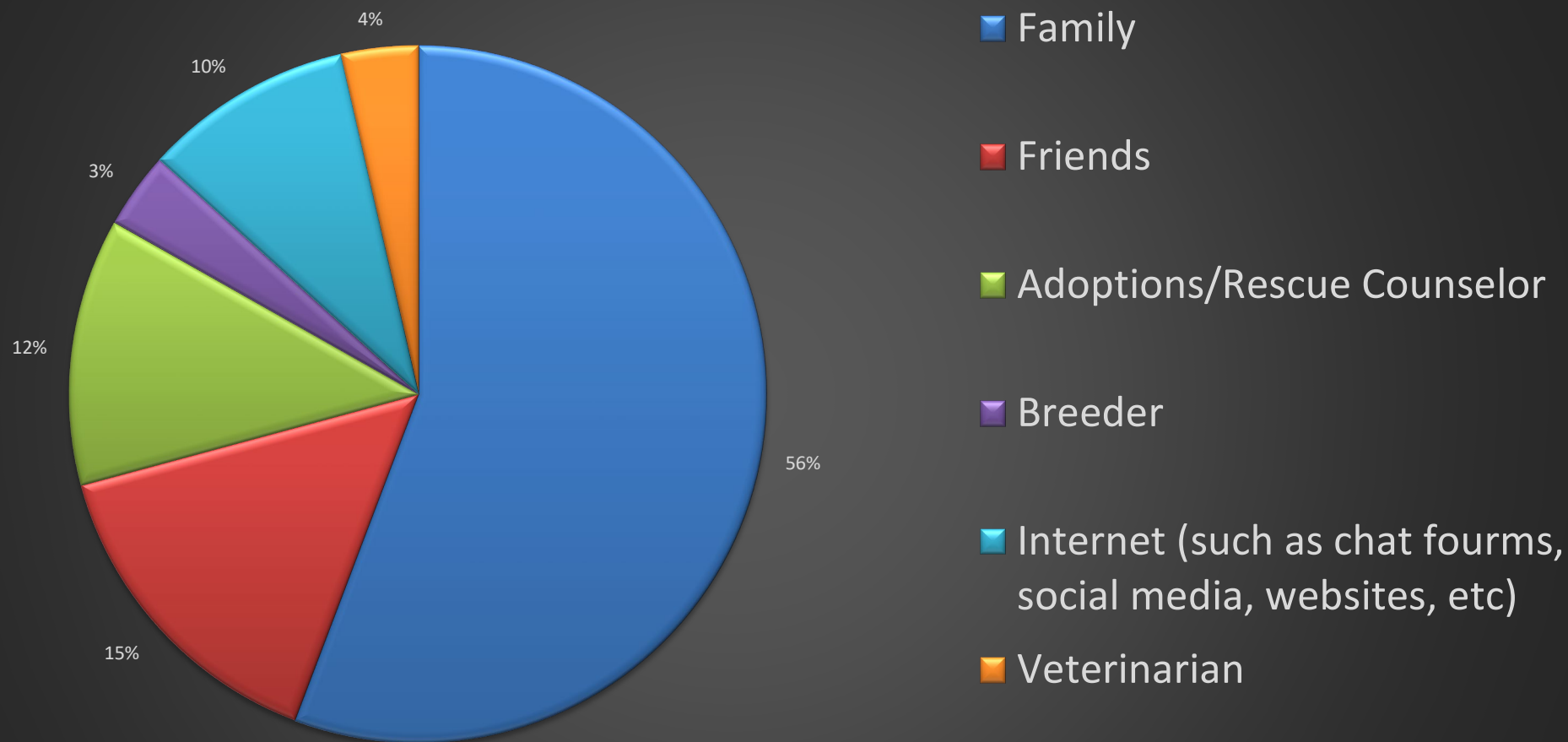
"Understanding Decisions About Your Pets" Questionnaire

When choosing your last pet, did you make the decision on your own, or talk through the options?



"Understanding Decisions About Your Pets" Questionnaire

When talking through the options, who did you talk to (choose all that apply)?



The Marketing and Psychology of ~~Acquisition~~ - Adoption

Availability

**Predetermination
(Heuristics)**



Adoptability

Value

Risk

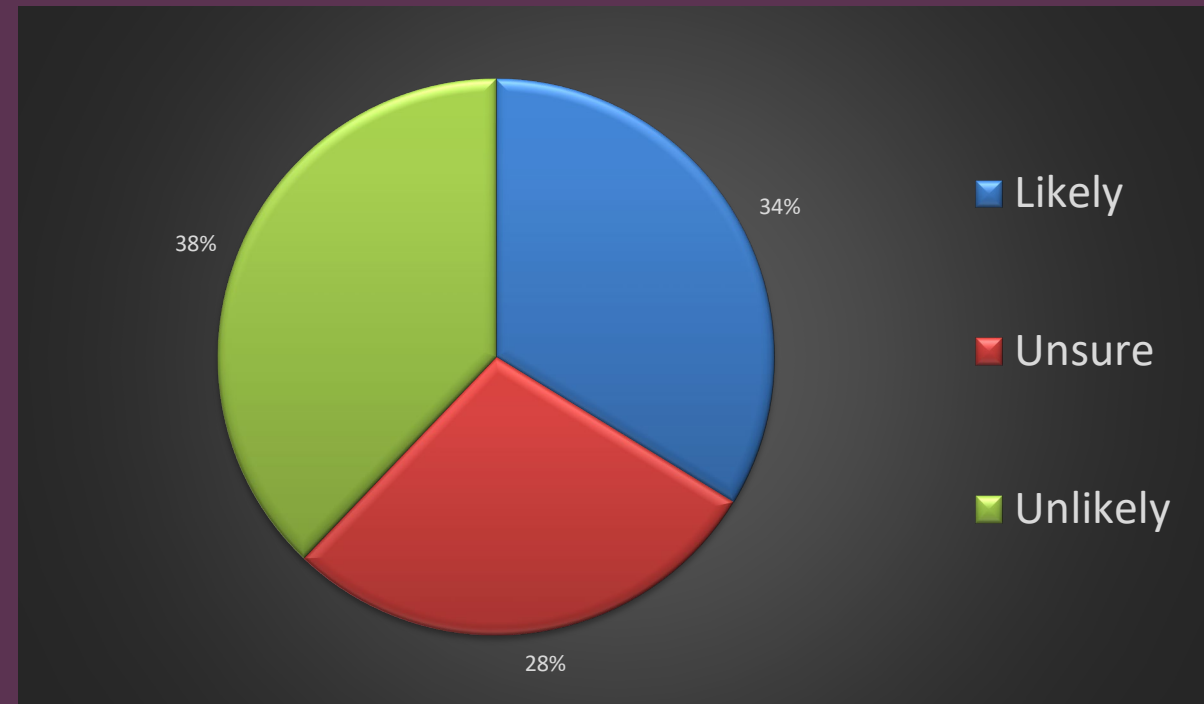
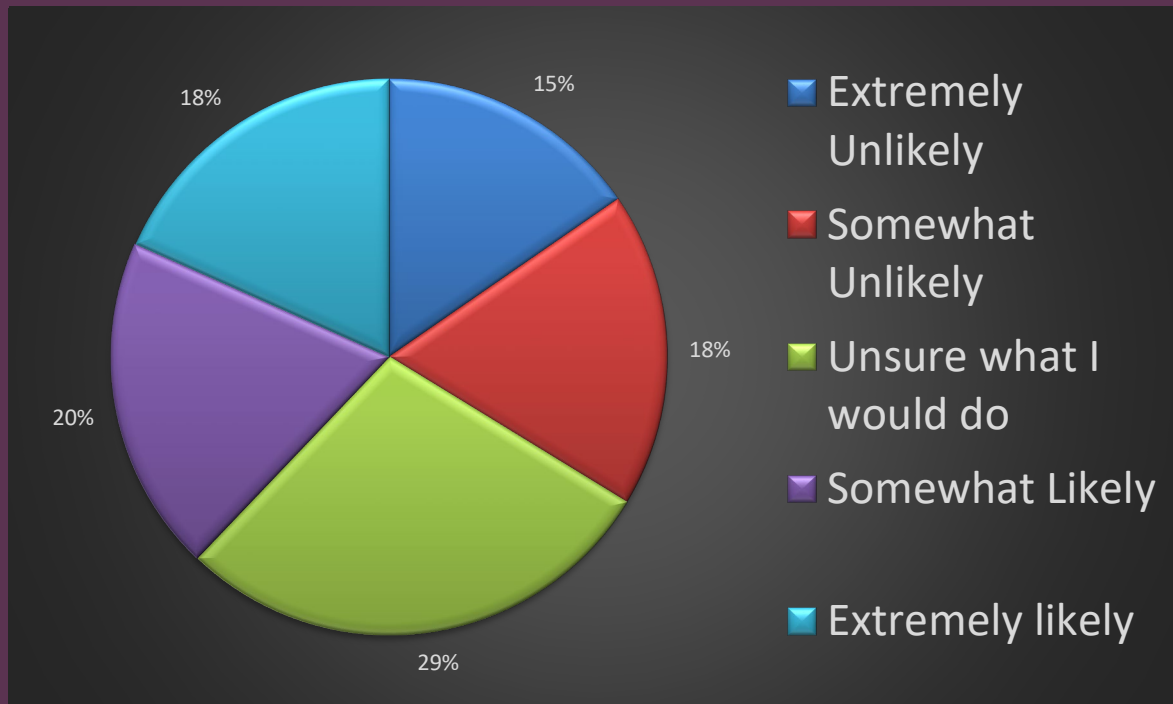
Emotional Decisions & Loss Aversion



"Understanding Decisions About Your Pets" Questionnaire

You are looking to get a new pet, but you are not ready just yet. While you are looking, the perfect pet becomes available, but the ad for the pet says that there are lots of people interested, and this pet is likely to go fast if you don't respond quickly.

How likely are you to respond to the ad to try to get that pet?



How to Enhance Adoptability

Availability

Supply/Demand (Shaping) - Uniqueness - Immediacy - Awareness - Promotion - Mix

Value

Price - Benefits - Demand - Appeal - Familiarity/Promotion - Emotional Costs - Time/Energy - Uniqueness

Risk

Commitment - Permanency - Price - Trust - "Quality" - Emotional Investment - Familiarity



Social vs market norms



Average of late coming parents to childcare.

Under social vs market norms.

☒ No fine (Social) ☐ Fine (Market)



● Latecomers under social norm

Infographic compiled by Andreas Roos | [The Choice Architect.com](http://TheChoiceArchitect.com)

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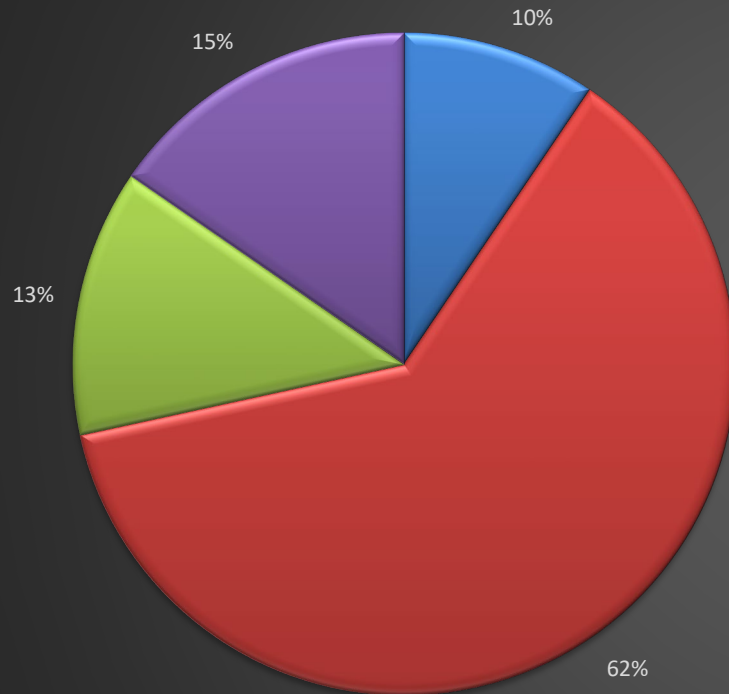


● Latecomers under market norm

Infographic compiled by Andreas Roos | [The Choice Architect.com](http://TheChoiceArchitect.com)

"Understanding Decisions About Your Pets" Questionnaire

Your pet, who is not microchipped, escaped your yard, and was picked up by animal control in your area. They are requiring one of the following prior to returning your pet to you, which would you choose to do:



- Pay \$100, do not have your pet microchipped
- Pay \$20, have your pet microchipped
- Pay \$20, do not have your pet microchipped, volunteer 2h of your time with the organization
- Pay \$0, have your pet microchipped, volunteer 2h of your time with the organization

Social vs financial relationships

How does this translate to how we manage relationships with our teams?



Veterinary Services Structure

**Senior Director,
Veterinary Services**

**Manager,
Veterinary Services
(Surgery)**

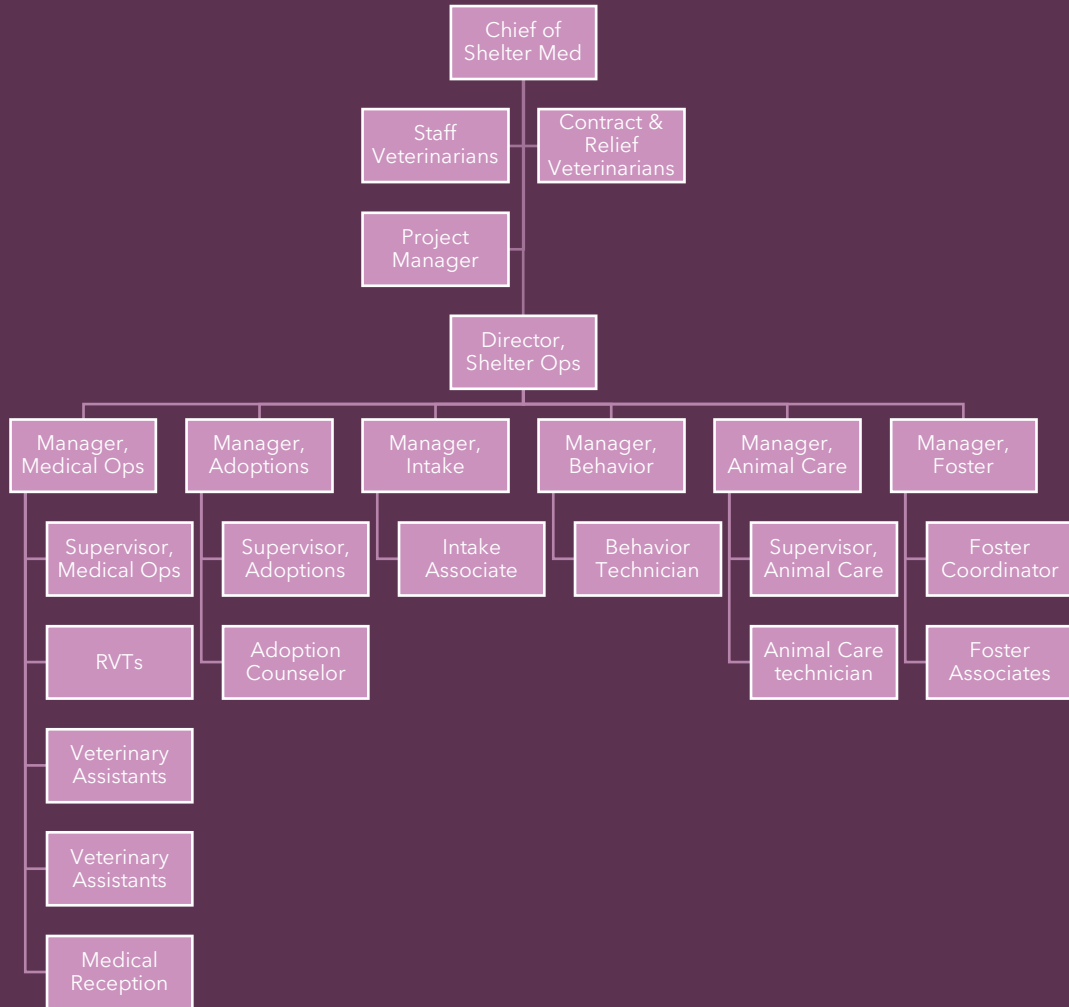
**Manager,
Veterinary Services
(Shelter Medicine)**

**Manager,
Veterinary Services
(Community Medicine)**

**Manager,
Veterinary Services
(Operations &
Client Engagement)**

RVT, Veterinary Assistant, Veterinary Animal Care Assistant

Old Operations Structures



Veterinary Services Structure

**Subject Matter Expert
Focus**

**Senior Director,
Veterinary Services**

**Manager,
Veterinary Services
(Surgery)**

**Manager,
Veterinary Services
(Shelter Medicine)**

**Manager,
Veterinary Services
(Community Medicine)**

**Manager,
Veterinary Services
(Operations &
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RVT, Veterinary Assistant, Veterinary Animal Care Assistant

Value Proposition

- Culture of learning & innovation
- Investment in staff professional development
- Variety of experiences in what sparks interest
- Access to state-of-the-art equipment and resources
- Impact and connection to the work

Staff Relationships

- Why HSSV? What inspires them?
- What is their connection to HSSV's mission?
- What are their future aspirations?
- Staff have a voice and respected; provided a venue to speak
- Collaboration: intra-departmental & inter-departmental

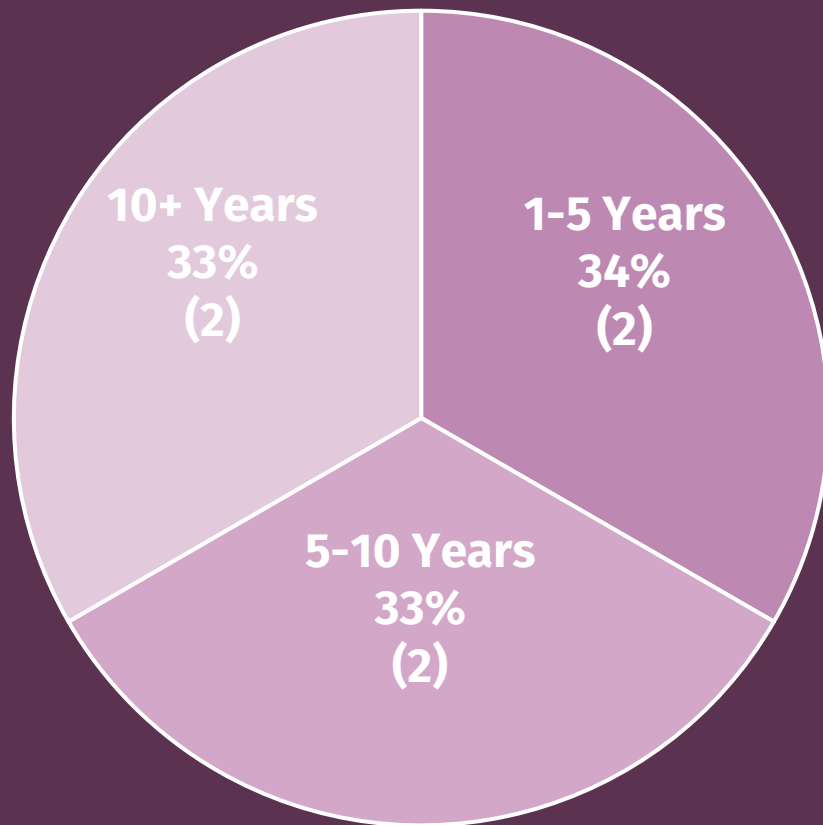
Recruiting Strategy

ALL LEVELS OF EXPERIENCE WELCOME!

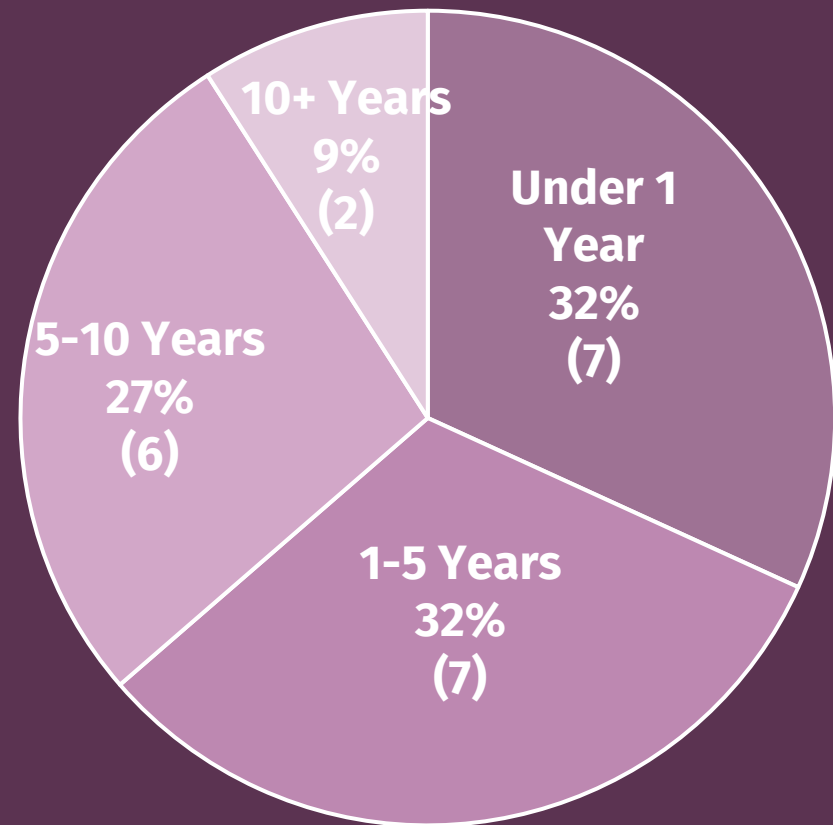
- ✓ If you have lots of shelter medicine experience, great!
- ✓ If you don't, it's okay, we'll train you!
- ✓ Bring an open mind and a willingness to learn!

Staff Tenure

Veterinarians



RVTs & Veterinary Assistants



One of the great experiences about working at HSSV as part of the medical team is the **collaboration**. We are all part of the same team with the same goals, and we rely on each other, veterinarians and technicians.

Every person has a voice and **every voice matters**. Staff are empowered to ask questions and give input to better understand the "whys" as well as use their knowledge and experience to better serve our animals.

Veterinarians are continually consulting with each other on cases and providing multiple perspectives. We play to one other's strengths and **support each other**, through the difficult conversations and decisions and the big wins.

The HSSV Medical Department offers a **safe, collaborative environment** where we are **encouraged to learn and grow** and try new things together, for the betterment of our patients and the advancement of shelter medicine.



Questions?

