

# The impact of complementary and substitution effects of diet, physical activity and pharmaceutical treatment on health risk: The role of information

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## **Abstract**

**Objectives:** This study explores whether the relationship between chronic medication intake and adopting healthy lifestyle are complementary or substitute means to maintain healthier lifestyle. We hypothesize that for some consumers, adhering with their MD's pharmaceutical will reduce their willingness to adopt healthier life style that include restrictive diet and an increased level of physical activity. **Method:** The possible trade-off between adopting healthier life (diet and Sport) style and medication intake is analyzed using a medical records database of a sample of diagnosed hypertension patients from the Hadera district sample (HDS) population-based survey, assuming that these decision are endogenous. **Results:** Our results suggest a two direction boomerang effect when it comes to physical activity. Specifically, taking hypertension medication reduces the likelihood of meeting the threshold for physical activity recommendation of 2.5 hours per week. The reversal relationship is also significant. We also found that adhering to the physical activity recommendation reduced the likelihood of taking medication.

**Keywords:** *Health-risk; Medicine; Boomerang Effect*

**Track:** Public Sector and Non-Profit Marketing