

# The boomerang effect of pharmaceutical treatment on the willingness to adopt healthy lifestyle

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## **Abstract**

This study explores whether the relationship between chronic pharmaceutical treatment and adopting healthy lifestyle behavior are complementary or substitute means to reduce health risk. The possible tradeoff between adopting a healthy life style and pharmaceutical treatment evolve from psychological biases and perceptions of the costs associated with the former. This tradeoff is analyzed using medical records and health behavior data of a sample of diagnosed hypertension patients. Estimating the decisions associated with pharmaceutical treatment, physical activity and weight loss diet simultaneously, we find evidence of boomerang effects. For example, adhering with pharmaceutical treatment reduces the likelihood of physical activity efforts.

**Keywords:** *health ; lifestyle; boomerang*

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