

Annotation

The master's thesis is focused on the use of behavioural insights in public policy making. It presents possibilities and limitations that this approach brings in general and in the case study of shared medication record, describes the legislative framework and explores the ethical issues perceived by relevant stakeholders. The shared medication record is based on the principle of presumed consent of access doctors and pharmacists to the database of prescribed and dispensed medicines of the patient. He or she may thus make no effort to allow consent. If the patient does not agree with their access, he or she has the option of so-called opt-out, the granting of a prohibition of access. This type of public policy measure, i.e., nudge, is based on the libertarian paternalism. The paternalistic aspect in the shared medication record is represented by the protection of all citizens from possible unwanted medication interactions, the libertarian aspect is the possibility of opt-out.