

CAMBRIDGE

JOURNALS

Social Policy and Society

A Journal of the Social Policy Association

Editors

Catherine Bochel, *University of Lincoln, UK*

Hugh Bochel, *University of Lincoln, UK*

Social Policy and Society is an international academic journal sponsored by the UK Social Policy Association. The journal welcomes stimulating original articles that draw upon contemporary policy-related research and associated developments in the social sciences. Each issue contains peer reviewed articles reflecting topical debates and issues within social policy and uniquely, a themed section, edited by a Guest Editor(s). Every themed section includes an introductory piece, a set of peer reviewed articles, a selected review of the key literature, plus a guide to key sources in the area.

Social Policy and Society is part of the 'Social Policy Package' along with the *Journal of Social Policy*.



Social Policy and Society

is available online at:
<http://journals.cambridge.org/sps>

To subscribe contact Customer Services

Americas:

Phone +1 (845) 353 7500
Fax +1 (845) 353 4141
Email
subscriptions_newyork@cambridge.org

Rest of world:

Phone +44 (0)1223 326070
Fax +44 (0)1223 325150
Email journals@cambridge.org

Free email alerts

Keep up-to-date with new material – sign up at
journals.cambridge.org/sps-alerts

For free online content visit:
<http://journals.cambridge.org/sps>



CAMBRIDGE
UNIVERSITY PRESS

CAMBRIDGE

JOURNALS

Publishing 10 issues a year from 2014

Ageing & Society

Published for the Centre for Policy on Ageing and the British Society of Gerontology

Editor

Christina R. Victor, *Brunel University, UK*

Ageing & Society is an inter-disciplinary and international journal devoted to the understanding of human ageing and the circumstances of older people in their social and cultural contexts. It draws contributions and has readers from many academic social science disciplines, and from clinical medicine and the humanities. In addition to original articles, *Ageing & Society* publishes book reviews, occasional review articles and special issues.

Ageing & Society has now moved to online submissions. The entire review process is now being conducted through the Manuscript Central platform, including revisions and editorial assessments. If you wish to submit a paper to the journal please do so via the website.



Ageing & Society

is available online at:
<http://journals.cambridge.org/aso>

To subscribe contact Customer Services

in Cambridge:

Phone +44 (0)1223 326070
Fax +44 (0)1223 325150
Email journals@cambridge.org

in New York:

Phone (845) 353 7500
Fax (845) 353 4141
Email
subscriptions_newyork@cambridge.org

Free email alerts

Keep up-to-date with new material – sign up at

journals.cambridge.org/register

For free online content visit:
<http://journals.cambridge.org/aso>



CAMBRIDGE
UNIVERSITY PRESS

CAMBRIDGE

JOURNALS

Cambridge Quarterly of Healthcare Ethics

A partner journal of the American Society for Bioethics
and Humanities

Editors

Thomasine Kushner, *University of California, Berkeley, USA*

Steve Heilig, *San Francisco Medical Center, USA*

The Cambridge Quarterly of Healthcare Ethics is designed to address the challenges of biology, medicine and healthcare and to meet the needs of professionals serving on healthcare ethics committees in hospitals, nursing homes, hospices and rehabilitation centres. The aim of the journal is to serve as the international forum for the wide range of serious and urgent issues faced by members of healthcare ethics committees, physicians, nurses, social workers, clergy, lawyers and community representatives



Cambridge Quarterly of Healthcare Ethics

is available online at:
<http://journals.cambridge.org/cqh>

To subscribe contact Customer Services

in Cambridge:

Phone +44 (0)1223 326070
Fax +44 (0)1223 325150
Email journals@cambridge.org

in New York:

Phone +1 (845) 353 7500
Fax +1 (845) 353 4141
Email
subscriptions_newyork@cambridge.org

Free email alerts

Keep up-to-date with new
material – sign up at

journals.cambridge.org/register

For free online content visit:
<http://journals.cambridge.org/cqh>



CAMBRIDGE
UNIVERSITY PRESS

CAMBRIDGE

JOURNALS

Journal of Social Policy

A Journal of the Social Policy Association

Editors

Misa Izuhara, *University of Bristol, UK*

Patricia Kennett, *University of Bristol, UK*

The *Journal of Social Policy* carries high quality articles on all aspects of social policy in an international context. It places particular emphasis upon articles which seek to contribute to debates on the future direction of social policy, to present new empirical data, to advance theories, or to analyse issues in the making and implementation of social policies.

The *Journal of Social Policy* is part of the 'Social Policy Package' with *Social Policy and Society*.



Journal of Social Policy
is available online at:
<http://journals.cambridge.org/jsp>

To subscribe contact Customer Services

in Cambridge:

Phone +44 (0)1223 326070

Fax +44 (0)1223 325150

Email journals@cambridge.org

in New York:

Phone (845) 353 7500

Fax (845) 353 4141

Email

subscriptions_newyork@cambridge.org

Free email alerts

Keep up-to-date with new
material – sign up at

journals.cambridge.org/jsp-alerts

For free online content visit:
<http://journals.cambridge.org>



CAMBRIDGE
UNIVERSITY PRESS

CAMBRIDGE

JOURNALS

Legal Theory

Editors

Matthew D. Adler, *Duke University, USA*

Larry Alexander, *University of San Diego Law School, USA*

David O. Brink, *University of California, San Diego, USA*

Scott J. Shapiro, *Yale Law School, USA*

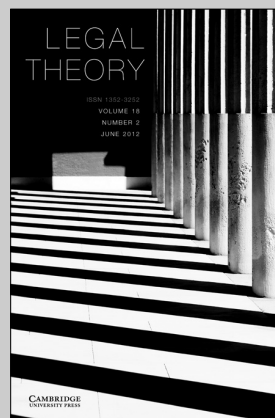
Legal Theory draws contributions not only from academic law, but from a wide range of related disciplines in the humanities and social sciences, including philosophy, political science, economics, history and sociology. Topics covered fall mainly into the broad categories of analytical and normative jurisprudence, doctrinal theory, policy analyses of legal doctrines and critical theories of law.

Price information

is available at: <http://journals.cambridge.org/leg>

Free email alerts

Keep up-to-date with new material – sign up at
<http://journals.cambridge.org/alerts>



Legal Theory

is available online at:
<http://journals.cambridge.org/leg>

To subscribe contact Customer Services

in Cambridge:

Phone +44 (0)1223 326070

Fax +44 (0)1223 325150

Email journals@cambridge.org

in New York:

Phone +1 (845) 353 7500

Fax +1 (845) 353 4141

Email

subscriptions_newyork@cambridge.org

For free online content visit:
<http://journals.cambridge.org/leg>



CAMBRIDGE
UNIVERSITY PRESS

Instructions for Contributors

1. All contributions should be submitted online at <http://mc.manuscriptcentral.com/hepl>. Please send all general correspondence to Azusa Sato, Editorial Assistant, *Health Economics, Policy and Law*, LSE Health and Social Care, London School of Economics and Political Science, Houghton Street, London WC2A 2AE, United Kingdom (Email: hepl@lse.ac.uk).
2. Original research articles should be between 6,000 and 8,000 words, including tables and figures, with an accompanying abstract not exceeding 200 words. Contributors should note the journal's editorial policy, which is stated within the inside front cover.
3. Guest editorials will be invited pieces in which authors will provide a short, analytical commentary on a topical issue. The recommended length for guest editorials is 2,000 words. Some issues of the journal may also contain review articles (5,000 words) and debate essays (3,000 words). Review articles will feature a discussion of two or three books on a related theme while debate articles will assess an area within the scholarly disciplines or policies pertinent to health. For specific comments on the appropriateness of an idea for a review article, debate essay or a research article generally, please contact Adam Oliver at a.j.oliver@lse.ac.uk or Elias Mossialos at e.a.mossialos@lse.ac.uk
4. Submission of an article is taken to imply that it has not been previously published and is not being considered for publication elsewhere. Authors of articles published in the journal assign copyright to Cambridge University Press (with certain rights reserved) and you will receive a copyright assignment form for signature on acceptance of your paper.
5. All articles should be written in English (authors are responsible for any language editing required) and should follow the style sheet which contains detailed information on referencing, footnotes, spelling etc. The full style sheet may be found at: journals.cambridge.org/hep or obtained from the Editorial Assistant (hepl@lse.ac.uk).
6. First proofs may be read and corrected by contributors provided they can return the corrected proofs within two days of receiving them.
7. *Health Economics, Policy and Law* endorses the International Committee of Medical Journal Editors' Uniform Requirements for Manuscripts Submitted to Biomedical Journals. Authors should familiarise themselves with the Uniform Requirements at www.ICMJE.org before submitting their manuscripts.
8. Each contributor will be provided with a copy of the PDF version of their article to create printed offprints.

Subscriptions

Health Economics, Policy and Law (ISSN 1744-1331) is published four times a year in January, April, July and October. Four parts form a volume.

The 2015 subscription price (excluding VAT) of a volume, which includes print and electronic access, is £254 (US \$395 in USA, Canada and Mexico); £36 (US \$58) for individuals, which includes print only, ordering direct from the publishers and certifying that the journal is for their personal use. The electronic-only price available to institutional subscribers is £211 (US \$331 in USA, Canada and Mexico). Single parts are £70.00 net (US \$109.00 in USA, Canada and Mexico) plus postage. EU subscribers (outside the UK) who are not registered for VAT should add VAT at their country's rate. VAT registered members should provide their VAT registration number. Japanese prices for institutions (including ASP delivery) are available from Kinokuniya Company Ltd, P.O. Box 55, Chitose, Tokyo 156, Japan.

Orders, which must be accompanied by payment, may be sent to a bookseller, subscription agent or direct to the publisher: Cambridge University Press, Journals Fulfillment Department, UPH, Shaftesbury Road, Cambridge CB2 8BS, UK; or in the USA, Canada and Mexico: Cambridge University Press, 32 Avenue of the Americas, New York, NY 10013-2473. Periodicals postage paid at New York, NY and at additional mailing offices.

Copying

This journal is registered with the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, USA. Organizations in the USA who are also registered with the C.C.C. may, therefore copy material (beyond the limits permitted by sections 107 and 108 of U.S. Copyright law) subject to payment to the C.C.C. of the per copy fee of \$9.50. This consent does not extend to multiple copying for promotional or commercial purposes. Code 1744-1331/13. ISI Tear Sheet Service, 3501 Market Street, Philadelphia, PA 19104, USA, is authorized to supply single copies of separate articles for private use only. Organizations authorized by the Copyright Licensing Agency may also copy, material subject to the usual conditions. For all other use, permission should be sought from Cambridge or from the American Branch of Cambridge University Press.

Health Economics, Policy and Law and all other Cambridge journals can be accessed at journals.cambridge.org

This journal issue has been printed on FSC™-certified paper and cover board. FSC is an independent, nongovernmental, not-for-profit organization established to promote the responsible management of the world's forests. Please see www.fsc.org for information.

© Cambridge University Press 2015

Printed in the UK by Henry Ling Limited, at the Dorset Press, Dorchester, DT1 1HD.

HEALTH ECONOMICS, POLICY and LAW

volume 10 . part 3 . july 2015

CONTENTS

Editorial

- 241 Editorial statement on negative findings

Perspective

- 243 In search of real autonomy for fertility patients
Josephine Johnston, Michael K. Gusmano, Pasquale Patrizio

Articles

- 251 The impact of Universal Health Coverage on health care consumption and risky behaviours: evidence from Thailand
Simone Ghislandi, Wanwiphang Manachotphong, Viviana M. E. Perego
- 267 What is the public appetite for healthy eating policies? Evidence from a cross-European survey
Mario Mazzocchi, Silvia Cagnone, Tino Bech-Larsen, Barbara Niedzwiedzka, Anna Saba, Bhavani Shankar, Wim Verbeke, W Bruce Traill
- 293 Blurring the boundaries between public and private health care services as an alternative explanation for the emergence of black medicine: the Israeli case
Dani Filc, Nissim Cohen

Book Reviews

- 311 Review of *Improving Health Services: Background, Method and Applications*
Theodore R. Marmor
- 317 Does health services research improve health services?
David J. Hunter

Special Section

- 327 Incentivising improvements in health care delivery
Adam Oliver
- 345 Incentives and models of governance
Gwyn Bevan
- 351 Incentivising improvements in health care delivery: a response to Adam Oliver
Tim Doran
- 357 Performance management: the clinician's tale
Peter C. Smith
- 361 Instrumentality in health care: a response to Adam Oliver
Sandra J. Tanenbaum
- 367 Commentary to Adam Oliver's 'Incentivising improvements in health care delivery'
Karsten Vrangbaek

Cambridge Journals Online

For further information about this journal
please go to the journal website at:
journals.cambridge.org/hep



MIX
Paper from
responsible sources
FSC™ C013985

CAMBRIDGE
UNIVERSITY PRESS