Figure 1: Potential relationships between explanatory factors

- Sub-optimal decisions due to imperfect agency
- Sub-optimal decisions due to imperfect knowledge

Market / meso-level factors

- Medical Arms Race
- Positional Consumption
- Supplier Induced Demand
- Low Value Care

Individual level factors

- Moral Hazard
- Payment Incentives
- Indication Creep
- Anticipatory Regret

- Conflicts of Interest
- Bias and Habit
- Pure Uncertainty