

# Does the information improvement change the health investment behavior and consequent outcomes? The heterogeneous effects across educational groups

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## Abstract

This paper analyze the educational groups heterogeneity in the effects of health information improvement on health investment behaviors and health outcomes. I use the exogenous variations resulted from the introduction of the Japanese health checkup systems related to obesity and apply difference in difference in differences method. In the pre-period, the participation rate of the checkups is different among the types of health insurance and I regard people insured by employee's health insurance at the pre-period who have higher rate as the treatment group and people insured by national health insurance as the control group. In addition, I use a variation from the criteria to have the guidance which is a component of the checkup systems. I find the heterogeneous effects across educational groups. Higher educated samples improve their BMI condition which is associated with the changes in health investment, while I cannot find such a effects for lower educated. Additionally, only the basic cognitive abilities are different among these two groups. These results suggest that higher educated people effectively process the new information and improve their health conditions.

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Keywords: information, checkups, BMI, health investment behavior, difference in differences in differences with individual fixed effects

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