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Freakonomics

The Hidden Side of Everything

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Incentivized Altruism

By *FREAKONOMICS*

Only one in ten Israeli adults is an organ donor and the country is addressing the situation with an innovative new policy. Organ donors and their close relatives will now receive priority if they require a transplant. **Jacob Lavee** of the Sheba Medical Center said the new policy “provides an incentive for individuals to agree to help each other.” The policy will be widely publicized and will take effect in January 2011. (HT: [Marginal Revolution](#))

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