

**Policy Entrepreneurs and the Design of Public Policy:  
The Case of the National Health Insurance Law in Israel**

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The main aim of this article is to suggest a theoretical conceptual framework to facilitate the description and explanation of the influence of policy entrepreneurs on the formulation and design of public policy. The analysis focuses on the behavior and political participation of actors as a sort of human behavior which designs, directly or indirectly, a given social, collective reality. The theoretical framework uses theoretical tools of public administration and policy as well as new institutional approaches. In this context, this article defines "policy entrepreneur", identifies the main characteristics of entrepreneuring activities, describes the various strategies which the policy entrepreneur may employ and characterizes a model of successful and effective policy entrepreneuring. The article emphasizes the importance of policy entrepreneurs in the public policy arena and suggests several insights regarding the conditions for their activity, their motivations and main strategies. The theoretical framework and main insights which were developed regarding the processes of institutional change in public policy are used in the analysis of the design of the Israel National Health Law of 1994 as a case study.

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