

Third Conjoint Analysis in Health Conference  
Final call for Abstracts

This is the final call for paper and organized sessions for the third conjoint analysis in health conference ([www.CAHC2010.com](http://www.CAHC2010.com)) that will be held between the 5th and 7th October, 2010, in Newport Beach Marriott, in Newport Beach, California. The only international conference devoted to the application of conjoint analysis, discrete choice, and other stated preference methods in health, the CAHC is organized in collaboration between Johns Hopkins Bloomberg School of Public Health and Sawtooth Software – who will be holding a conference concurrently.

The scientific content will be presented on Wednesday 6<sup>th</sup> and Thursday 7<sup>th</sup> of the October, 2010, while Tuesday 5<sup>th</sup> will be devoted to two optional half-day workshops: “An Introduction to the Application of Conjoint Analysis in Health Care” presented by Brett Hauber and John Bridges and “Applying Best-Worse Scaling in Health Care” presented by Terry Flynn and Jordan Louviere.

Structured abstracts (Background, Objectives, Methods, Result, and Conclusions) of no more than 350 words or proposals should be submitted to John F P Bridges ([jbridges@jhsph.edu](mailto:jbridges@jhsph.edu)) and contain the full name, affiliation, and email address of all authors. The deadline for submission is now May 14, 2010, and a final program will be available in June. Further information about the conference can be obtained at [www.cahc2010.com](http://www.cahc2010.com) or by contacting Sharon White via email [smwhite@jhsph.edu](mailto:smwhite@jhsph.edu) or telephone +1 410 955-0441.