

The Third Conjoint Analysis in Health Conference

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Pre-conference workshops October 5th, 2010

Scientific program October 6th & 7th, 2010

Newport Beach, California, USA

PROGRAM AT A GLANCE

Monday October 4	Tuesday October 5		Wednesday October 6		Thursday October 7		Friday October 8
Breakfast 7-8am (workshop participants)	Breakfast 7-8am (workshop participants)		Breakfast 7-8:25am		Breakfast 7-8:30am		Breakfast 7-8:30am
Optional Sawtooth Workshop 8am-5pm	Optional Sawtooth Workshop 8-12pm	Optional CAHC Workshop 8-12pm	Sawtooth Session 8:25-10am	CAHC Opening 8:30-10am	Joint CAHC and Sawtooth session 8:30-10am		Sawtooth Session 8:30-10am
			Break 10-10.30am		Break 10-10.30am		Break 10-10.30am
	Lunch (workshop) 12-1pm		Lunch 12-1:30pm		Lunch 12-1:30pm		Sawtooth Session 10:30-12pm
	Optional Sawtooth Workshop 1-5pm	Optional CAHC Workshop 1-5pm	Sawtooth Session 1:30-3pm	CAHC Session 1:30-3pm	Sawtooth Session 1:30-3pm	CAHC Session 1:30-3pm	
			Break 3-3:30pm		Break 3-3:30pm		
			Sawtooth Session 3:30-5pm	CAHC Session 3:30-5pm	Sawtooth Session 3:30-5pm	CAHC Session 3:30-5pm	
		Free time (Running)	Sawtooth clinic 5:15-6:15	Free time (Running)	Sawtooth clinic 5:15-6:15	(END) Free time (Running)	
		Welcome reception (drinks/dinner) 6:30-9:30pm	Reception (drinks/hors d'oeuvre) 6-7:30pm		Reception (drinks/hors d'oeuvre) 6-7:30pm		



Sawtooth Software, Inc.

DETAILED PROGRAM

Tuesday, October 5th, 2010

8:00am – 12:00pm Pre-conference Workshop 1 (optional)*

This short course will introduce participants to conjoint analysis, to motivate its use in health and to present the ISPOR Checklist for Good Research Practices. The course will be facilitated by a “hands on” group task that will demonstrate the value of the ISPOR Checklist for Good Research Practices as a means guide the development of a conjoint analysis to elicit preferences and/or values of patients, physicians, and other decision makers. Applications to health care will also be discussed, including measuring willingness to pay, estimating healthy-year equivalents, identifying/valuing patient relevant outcomes, reweighting existing health outcomes scales, developing efficiency frontiers and estimating benefit-risk tradeoffs.

Brett Hauber, Research Triangle Institute, North Carolina, USA

John F. P. Bridges, Johns Hopkins Bloomberg School of Public Health, Maryland, USA

*Additional registration and fee (\$75.00) required for each pre-conference workshop and should be handled at registration.

12:00pm – 1:00pm Lunch

1:00pm – 5:00pm Pre-conference Workshop 2 (optional)*

Best-worst scaling (BWS) is increasingly being used to elicit more information from respondents than traditional discrete choice/conjoint tasks. By asking about the least preferred option as well as the most preferred one it considerably increases the amount of information obtained about the respondent's utility function. In so doing, researchers can gain a better understanding of differences in respondents' choice consistency (which is vital in demonstrating unbiasedness of the estimates). This short course will be run by Dr Terry Flynn (Centre for the Study of Choice, UTS, Australia) with contribution from Professor Jordan Louviere, the inventor of BWS. It will introduce three types of BWS and, using applications in health, illustrate their ability to estimate individual level models. These models will have considerable benefits in valuing both quality of life and patient reported outcomes.

Terry Flynn, Ph. D., Centre for the Study of Choice, Sydney, AU

Jordan Louviere, Ph. D., Centre for the Study of Choice, Sydney, AU

*Additional registration and fee (\$75.00) required for each pre-conference workshop and should be handled at registration.

5:00 – 6:00 Free time (running club)

6:30 – 9:30 Welcome Reception (Drinks and dinner)

Wednesday, October 6, 2010

7:00am – 8:30am Breakfast

8:30am – 8:40am Conference Welcome and acknowledgement of sponsors
John F.P. Bridges, Ph.D. (Chair)

8:40am-9:00am How is conjoint analysis being applied in health?
Mandy Ryan and Deborah Marshall

9:00am – 9:45am Opening Keynote Address
Professor Peter Zweifel

"Preference Measurement: Relieving Health Economics of Its Achilles Heel"

Preferences are quite generally the weak spot of economic theory because with a change of preferences, literally anything can be explained. This is even truer of health economics, where the claim that preferences change with health status is widely accepted ("Don't give a dam as long as I'm healthy, but willing to give away everything as soon as I'm sick"). Against this backdrop, the lecture seeks to attain the following objectives. (1) Refute the notion that observed instability of values in health behavior is necessarily caused by an instability of preferences; (2) Show the close link between Conjoint Analysis of the Discrete Choice Experiment type and economic theory; and (3) Present applications dealing with challenges such as different health states of respondents, probabilities as attributes, and international comparisons. In sum, preference measurement appears to have the potential for relieving health economics of its Achilles heel.

9:45am-10:00am Reply: F. Reed Johnson

10:00am – 10:30am Break

10:30am – 12:00pm Submitted Papers Session 1: Priority Setting

Chair: Chris Carswell

Using conjoint analysis for the prioritization of zoonotic diseases of public health importance in Canada

Victoria Ng, University of Guelph

Jan M. Sargeant, University of Guelph

Ex-Ante versus Ex-Post Willingness to Pay Estimates in the Application of Conjoint Analysis in Health Care

F. Reed Johnson, RTI International

Deborah Marshall, University of Calgary

Semra Özdemir, UNC at Chapel Hill

Nathalie A. Kulin, McMaster University

How Willing Are U.S. Citizens to Accept the Costs of Counterterrorism Policies?

Carol Mansfield, RTI International

Dallas Wood, RTI International

Brent Rowe, RTI International

Eric Finkelstein, Duke-NUS

Prioritization and weighting of patient-relevant endpoints (PREs) as part of IQWiG's efficiency frontier technique in Germany

Axel C Mühlbacher, Hochschule Neubrandenburg

John F P Bridges, Johns Hopkins School of Public Health

Susanne Bethge, Hochschule Neubrandenburg

Anja Schwalm, IQWiG

Matthias Nübling, GEB GmbH

12:00pm – 1:30pm Lunch

1:30pm – 3:00pm Submitted Paper Session 2: Conjoint analysis and Cancer
Chair: Deborah Marshall

Patient preferences for chemotherapies used in advanced breast cancer

Kathleen M. Beusterien, Oxford Outcomes, Inc.
Jessica Grinspan, Oxford Outcomes, Inc.
Medha Sasane, Oxford Outcomes, Inc.
Thomas Tencer, Eisai Corporation

Translating Voice-of-the-Patient into Conjoint Analysis Attributes and Levels: Applying Product Market Research Analytics to Preference Measurement for Prostate Cancer Treatments

Ely Dahan, Claremont Graduate University, Drucker school of Management and Princeton University
UCLA Anderson School of Management
Chris Saigal, M.D., Department of Urology, UCLA Geffen School of Medicine

Applying Choice-Format Conjoint Analysis to Estimate Mothers' Preferences for HPV Vaccine Attributes in Different Countries

Christine Poulos RTI Health Solutions
Derek Brown, RTI International;
Carol Levin, PATH
Mark Messonnier, Centers for Disease Control and Prevention;
F. Reed Johnson, RTI Health Solutions

Understanding Surgical Decision-Making in Early Hepatocellular Carcinoma

Hari Nathan, Johns Hopkins Medicine
John F.P. Bridges, Johns Hopkins Bloomberg School of Public Health
Richard D. Schulick, Johns Hopkins Medicine
Michael A. Choti MD MBA, Johns Hopkins Medicine
Timothy M. Pawlik, Johns Hopkins Medicine

3:00pm – 3:30pm Break

3:30pm – 5:00pm Brief research presentations

Chair: Jordan Louviere

Using conjoint analysis to measure preferences of health care workers towards vaccination in the workplace

Victoria Ng, University of Guelph

Identifying and prioritizing strategies for comprehensive liver cancer control

Giselle Gallego, Johns Hopkins University Bloomberg School of Public Health

Dominated pairs in conjoint designs and preference heterogeneity

Vikram Kilambi, Research Triangle Institute

When More is Less and Less is More: The Art of Calculating Sample Sizes for Conjoint Studies

Jui-Chen Yang, RTI Health Solutions

A Conjoint Analysis of Parent Preferences and Willingness to Pay for Pediatric Vaccines

Derek S. Brown, Research Triangle Institute

Evolution of the Humanoid: Explaining Probabilistic Outcomes to Conjoint Subjects with Poor Numeracy

Lauren Donnalley, Research Triangle Institute

The highs and lows of choosing attribute levels in conjoint analysis: Testing attribute recoding in cervical cancer screening

Christine Buttorf, Johns Hopkins University Bloomberg School of Public Health

GPs' preferences: What price fee-for-service?

Maurus Rischatsch, University of Zurich

Do preferences really matter? Evidence from a conjoint study on hemophilia A treatment preferences

Ateesha F. Mohamed, RTI Health Solutions

Measuring preferences for hearing aid attributes using discrete choice experiments: A comparison of paired and triplet question formats

Karin Groothuis, University of Twente

Preferences for Chronic Heart Failure Management Programs: Interviews with patients and development of a Discrete Choice Experiment

Jennifer A Whitty, Griffith University

Patient-centered outcomes in rehabilitation: What are key attributes of overweight and obesity therapy?

Susanne Bethge, Hochschule Neubrandenburg

5:00 – 6:00

Free time (running club)

6:00 – 7:30

Reception (appetizers and beverages)

Thursday, October 7, 2010

7:00am – 8:30am Breakfast

8:30am – 10:00am Joint Session with Sawtooth Software Conference

The Value of Conjoint Analysis in Health Care for the Individual Patient

Liana Fraenkel, Yale University School of Medicine, VA Connecticut Healthcare System

Personalizing Treatment for Depression: Developing Values Markers

Marsha Wittink, Knashawn Morales and Mark Cary, University of Pennsylvania School of Medicine

10:00am – 10:30am Break

10:30am – 12:00pm Second keynote presentation

Chair: F. Reed Johnson

Issues in Experimental Design and Sample Size for Discrete Choice Experiments

John Rose Ph. D., Institute of Transport and Logistics Studies, University of Sydney

One of the primary purposes behind conducting experiments is to determine the independent influence that different variables have upon some observed outcome. In discrete choice studies, this translates into a desire to determine the influence of the design attributes upon the choices that are observed to be made by sampled respondents undertaking the experiment. Increasing evidence of both an empirical and theoretical nature suggests that how the attribute levels of a design are distributed over the course of the experiment may impact to a greater or lesser extent upon the behavioral responses of the sampled population, and hence influence the observed outcomes. This presentation will look at the different experimental design schools that currently exist and compare and contrast the assumptions that they make in generating discrete choice experimental designs. It will conclude with an examination of sample size issues and discuss what each of these design schools has to say on the issue.

Discussant 1: Barbara Kanninen

Discussant 2: Joel Huber

12:00pm – 1:30pm Lunch

1:30pm – 3:00pm Submitted Papers session: Issues in valuing quality of life

Chair: Axel Muehlbacher

Combining data from choice experiments and best-worst scaling studies. An illustration using quality of life data

Terry N Flynn Centre for the Study of Choice (CenSoC),
University of Technology Sydney,

Eliciting Stated Preferences for Uncertain Outcomes: Weight of Evidence in Hepatitis B Treatments

F. Reed Johnson, RTI Health Solutions

A. Brett Hauber, RTI Health Solutions

Ateesha F. Mohamed, RTI Health Solutions

Benedicte Lescauwat, Bristol-Meyers Squibb

Demand for Health Risk Reductions

Trudy Ann Cameron University of Oregon

J.R. DeShazo, UCLA

Going beyond Quality Adjusted Life Years (QALYs) in Economic Evaluation: an application in pharmacy

Michela Tinelli, University of Aberdeen and the LSE

Mandy Ryan, University of Aberdeen.

Christine Bond, University of Aberdeen.

3:00pm – 3:30pm Break

3:30pm – 5:00pm Submitted Papers session 4: Methods

Chair: Terry Flynn

Time to think and benefit risk tradeoffs: An assessment of how time to think affects stated choices

Christine Poulos, RTI Health Solutions

F. Reed Johnson, RTI Health Solutions

Juan Marcos Gonzalez, RTI Health Solutions

Vikram Kilambi, RTI Health Solutions

Using a best worst choice task to explore preferences for health risk tradeoffs in the context of drinking water

Emily Lancsar, Newcastle University Business School and Institute of Health and Society

Experimental conjoint choice designs for the mixed logit model

Dean Regier, University of Toronto

Mandy Ryan, University of Aberdeen

The use and misuse of orthogonal arrays in the design of conjoint analysis applications in health

John F P Bridges, Johns Hopkins Bloomberg School of Public Health

A Brett Hauber, Research Triangle Institute

5:00 – 6:00

Free time (running club)

6:00 – 7:30

Reception (appetizers and beverages)