

The Third Conjoint Analysis in Health Conference

www.cahc2010.com

Pre-conference workshops

October 5th, 2010

Scientific program

October 6th & 7th, 2010

Newport Beach Marriott Hotel & Spa
Newport Beach, California USA



CONFERENCE INFORMATION

The Third Conjoint Analysis in Health Conference (CAHC 2010) is the only international conference devoted to the application conjoint analysis, discrete choice, and other stated preference methods in health. Organized in collaboration between Johns Hopkins Bloomberg School of Public Health and Sawtooth Software, CAHC 2010 is built on the success of previous conferences in Chapel Hill, NC and Delray Beach, FL.

The conference attracts methodological, substantive and policy focused researchers from a vast array of fields in health. Previous conferences have attracted researchers from around the globe, including fields such as outcomes research, medicine, health services research, health economics, psychology/psychometrics and public health. The scientific content will be presented on the Wednesday and Thursday of the conference (October, 6-7) and will include two joint session with the Sawtooth conference that will run concurrently. Tuesday, October 5, will be devoted to two optional education workshops tailored specifically to the needs of researcher in health, the morning session devoted to intermediate issues and the afternoon devoted to emerging methods. The conference will be held on October 6-7, 2010 in Newport Beach, CA, at the Newport Beach Marriott Hotel & Spa. Optional tutorials and workshops will be held October 4-5 at the same venue.

Conference Location:

Newport Beach Marriott Hotel & Spa
900 Newport Center Drive
Newport Beach, California 92660 USA
Phone: +1-949-640-4000
Toll-free: +1-866-440-3375

<https://www.marriott.com/hotels/travel/laxnb-newport-beach-marriott-hotel-and-spa/>



Registration:

Registration cost for the Third Conjoint Analysis conference sessions being held on October 6 – 7, 2010 is \$350 (USD) through August 5, 2010. Registration cost is \$400 (USD) if payment is received after August 6, 2010. Registration cost for the optional half day educational workshops being held on October 5, 2010 are \$75 each (for CAHC-sponsored tutorials), and \$100 each for Sawtooth Software Conference tutorials. All presenters must register as soon as possible or risk having their paper removed from the program. Registration information can be found at: www.cahc2010.com.

Accommodation:

Make reservations directly with the Newport Beach Marriott Hotel & Spa at +1-949-640-4000. We have negotiated a special room rate for Sawtooth Software / CAHC2010 attendees of \$179 per night. Once you have registered for the conference you will be sent additional information about booking a room at this special conference rate. If our reserved room block fills up, you will be charged at the hotel's current rack rate. Other hotels are available in the Newport Beach area.

Getting there:

There are several airport options available to get to the conference. Of these, Orange County (SNA) is the closest option and is only minutes away from the conference hotel.

From Orange County/John Wayne Airport - SNA

- Hotel direction: 5 miles SW
- Driving directions: Turn right on MacArthur Blvd. Turn right on Jamboree Rd. Left on Santa Barbara. Hotel will be on the right as you go up the hill.
- Alternate transportation: Best Transportation (Town Cars / Limos);reservation required
- Bus service, fee: 1.50 USD (one way)
- Estimated taxi fare: 18.00 USD (one way)

From Los Angeles Airport - LAX

- Hotel direction: 45 miles SW
- Driving directions: Take 405 Frwy South to 73 Freeway South. Exit on Jamboree. Turn Right On Jamboree. Turn Left On Santa Barbara. Hotel will be on the right.
- Alternate transportation: Best Transportation (Town Car/Limo);reservation required
- Bus service, fee: 6.00 USD (one way)
- Estimated taxi fare: 150.00 USD (one way)

From Long Beach Airport – LGB

- Hotel direction: 25 miles SW
- Driving directions: Take 405 Frwy South to 73 Freeway South. Exit on Jamboree. Turn Right On Jamboree. Turn Left On Santa Barbara. Hotel will be on the right.
- Alternate transportation: Best Transportation (Town Cars/Limos);reservation required
- Bus service, fee: 4.00 USD (one way)
- Estimated taxi fare: 80.00 USD (one way)

From LA/Ontario International Airport - ONT

- Hotel direction: 49 miles SW
- Driving directions: Take 10 Freeway East to 15 Freeway South. Then take 91 Freeway West toward BEACH CITIES and merge onto 55 Freeway South. Take to 73 Freeway South. Exit on Jamboree. Turn Right On Jamboree. Turn Left On Santa Barbara. Hotel will be on the right.
- Alternate transportation: Best Transportation (Town Car/Limo);reservation required
- Bus service, fee: 5.00 USD (one way)
- Estimated taxi fare: 100.00 USD (one way)

Scientific and Organizing Committee Members

- ▲ John FP Bridges (Chair), Baltimore, USA
- ▲ Mandy Ryan, Aberdeen, Great Britain
- ▲ Chris Carswell, Auckland, New Zealand
- ▲ Terry Flynn, Sydney, Australia
- ▲ Deborah Marshall, Calgary, Canada
- ▲ Axel Muhlbacher, Berlin, Germany

Conference Secretariat:

For further information please contact:

Sharon White

Department of Health Policy and Management

Johns Hopkins Bloomberg School of Public Health

Hampton House 663

624 N. Broadway

Baltimore, MD 21205

Office Phone: (410) 955-0441

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Email: smwhite@jhsph.edu

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
			Sawtooth Session 10:30-12	CAHC Session 10:30-12	Sawtooth Session 10:30-12	CAHC Keynote 10:30-12	Sawtooth Session 10:30-12pm
	Lunch (workshop) 12-1pm		Lunch 12-1:30pm		Lunch 12-1:30pm		
	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	Sawtooth 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			

Optional educational workshops (Tuesday, October 5, 2010):

Workshop 1 (8am – 12pm):

An Introduction to the Application of Conjoint Analysis in Health Care

A. Brett Hauber, Ph. D., RTI Health Solutions

John FP Bridges, Ph. D., Johns Hopkins Bloomberg School of Public Health

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.

Course participants will learn the conceptual and empirical basis for using conjoint analysis to elicit preferences in outcomes research. The course will introduce participants to both the conceptual basis for quantifying decision-maker preferences for medical interventions and the practical design and analytical issues that must be addressed in order to obtain valid empirical preference estimates. This course is designed for clinicians, policy makers, researchers, patient advocates/researchers with limited experience in applying conjoint analysis or other stated-preference methods in health care.

Workshop 2 (1pm – 5pm):

Best-Worst applications in quality of life research

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

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

Preferences are quite generally the weak spot of economic theory because with a change of preferences, literally anything can be explained. This is even more true 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.

ACKNOWLEDGEMENTS:

Conference Co-organizers:



Platinum level sponsors:



Silver level sponsors:



Sawtooth Conference:

Participants at the Conjoint Analysis in Health Conference are invited to participate in the scientific session of the parallel Sawtooth conference at no extra charge. Participants will also have the pleasure of sharing meal and coffee breaks with the participants of the Sawtooth conference. For more information on the program of the Sawtooth conference go to <http://www.sawtoothsoftware.com/education/conf10.shtml>

Sawtooth Workshops:

Participants in the Conjoint Analysis in Health Conferences are invited to participate in the Sawtooth Workshops, but an additional registration and fee is required.

OPTIONAL SAWTOOTH WORKSHOPS:

Monday, October 4	Optional 1.5 Day Workshop (8AM-5PM)
Tuesday, October 5	Optional 1.5-Day Workshop (Continuation) (8AM-Noon)
Wednesday, October 6	Conference Sessions: Morning and Afternoon (8:25AM-5:00PM) Sawtooth Software Clinics (5:15-6:15PM): <ul style="list-style-type: none">• Adaptive Choice Software (ACBC)• Sawtooth Software Clinic: Online Simulator for Conjoint Analysis
Thursday, October 7	Conference Sessions: Morning and Afternoon (8:30AM-5:00PM) Sawtooth Software Clinics (5:15-6:15PM): <ul style="list-style-type: none">• What's in the New Version of CBC?• Hosting Essentials for SSI Web - "our service or on your own"
Friday, October 8	Concurrent Break-Out Session: How to Get Things Right and Avoid Potential Errors with Sawtooth Software's CBC: A Critique of Sample CBC Studies (8:30AM-10:00AM) Conference Sessions: Morning Only (8:30AM-Noon)

Speaker and Organizing Committee Biographies:



John F P Bridges, Ph. D.

Assistant Professor

Johns Hopkins Bloomberg School of Public Health

Dr. John F P Bridges is Assistant Professor, Department of Health Policy & Management, Johns Hopkins Bloomberg School of Public Health and also a Research Economist at the National Bureau of Economic Research (NBER), New York and a Senior Fellow at the Center for Medicine in the Public Interest, New York. Born and educated in Australia, John has spent his professional career in North America and Europe. In 2002 he graduated from the City University of New York, where he studied Health Economics under Professor Michael Grossman. In July 2002 he was appointed Assistant Professor in Health Services Research at Case Western Reserve University School of Medicine, Cleveland, USA. In July 2004 he moved to the University of Heidelberg School of Medicine, Germany, to head a group of young researchers in “International Health Economics and Outcomes Research”. In July 2006 he joined the faculty at Johns Hopkins Bloomberg School of Public Health, where he continues his research and international collaborations in outcomes research. John has a truly international perspective on health care, having taught and/or performed research on 5 continents, in both developing and developed countries, and has worked with international organizations like the OECD, WHO and World Bank. John has a unique vision for the economic evaluation of medicines given that he does not support the prevailing paradigm of cost-effectiveness. Rather, he has advocated looking towards the future, focusing on issues like patient centered care, patient preferences, innovation, health tourism and health care as a driver of economic growth. An economist by training, Dr. Bridges conducts health and medical research at the intersection of disciplines of pharmacoeconomics & outcomes research, health economics, and health services research. His primary focus is on the application of patient centred research methods in pharmacoeconomics and outcomes research, specifically focusing on the measurement of patients’ and other stakeholders’ preferences using conjoint analysis and contingent valuation methods. His contributions to health economics have focused on the role that risk and uncertainty should play in decision making (including Cost-Effectiveness Analysis), using methods from finance theory such as portfolio analysis to demonstrate how risk across a range of interventions could be measured and managed. Finally, he has contributed to the health services research literature through the application of econometric method to the risk adjustment of adverse events in a number of hospital and non-hospital settings, with specific attention on the effects that organization and team characteristics have on the quality of care.



Chris Carswell, MSc, MRPharmS

Editor, *PharmacoEconomics* and *The Patient*

*Chris Carswell has a background in pharmacy and health economics. He is the editor of *PharmacoEconomics*, the co-editor of *The Patient: Patient-Centered Outcomes Research* and the consulting editor of *Applied Health Economics and Health Policy*. He has an MSc from the Queens University of Belfast, UK and studied health economics at the University of York, UK. Chris is also a senior tutor at the School of Pharmacy, University of Auckland, NZ. His current research interests are mental health and publication guidelines.*



Terry Flynn Ph. D.

Senior Research Fellow

CenSoC - Centre for the Study of Choice, University of Technology, Sydney

Terry Flynn heads the Social Policy and Economic Evaluation stream at CenSoC, University of Technology, Sydney. He works in major areas of health policy including quality of life, valuing patient preferences and eliciting citizen preferences for health care reform. He gained considerable experience in choice modelling whilst heading the quantitative work to value quality of life as part of the UK MRC-funded Investigating Choice Experiments for the Preferences of Older People (ICEPOP) programme (2001-2009). His

work on best-worst scaling led the other main British health care funding body to cite his work in recommending it for use in valuing a social-care related quality of life instrument. Terry has published a number of empirical and methodological articles in top ranked journals in the fields of health economics, mathematical psychology and health services research. Two commissioned papers were recently published that review best-worst studies and explore issues in the use of choice experiments and conjoint tasks in valuing QALYs. He works with internationally acclaimed researchers in Canada, the UK, the US and the Netherlands and is a co-chief investigator on two major quality of life projects (each approximately GBP400,000). He is currently drawing together insights from a number of valuation exercises and surveys using the ICECAP-O and ICECAP-A instruments. (That work used best-worst scaling to elicit individual level tariffs (in addition to traditional population-level ones). Terry is interested in exploiting this property of best-worst tasks to value individual patient reported outcomes.



A. Brett Hauber Ph. D.
Senior Economist and Global Head, Health Preference Assessment
RTI Health Solutions

A. Brett Hauber, PhD, is Senior Economist and Global Head of Health Preference Assessment at RTI Health Solutions. He has more than 10 years of academic, research, and government experience in health and environmental economics. His primary area of specialization is discrete choice analysis of revealed- and stated-preference data. He also has extensive experience in conducting benefit-risk analysis of patients and other health care decision makers and in estimating health-state utilities. His most recent applied work has included discrete-choice experiments of patient and physician benefit-risk preferences for treatments for conditions, including Alzheimer's disease, HIV, vasomotor symptoms, Crohn's disease, idiopathic thrombocytopenia purpura, type 2 diabetes, and irritable bowel syndrome. He has also studied the theoretical and empirical relationships among various health utility measures. Dr. Hauber regularly teaches courses on conjoint analysis and health-state utility estimation. Dr. Hauber's research has been published in numerous health and medical journals, including *Value in Health*, *Pharmacoeconomics*, *Quality of Life Research*, *Journal of Women's Health*, *Medical Care*, *Clinical Therapeutics*, *ISPOR Connections*, *The Patient*, *Supportive Care in Cancer*, *AIDS Patient Care and STDs*, and *Alzheimer Disease and Associated Disorders*.



F. Reed Johnson, Ph.D.
Distinguished Fellow and Principal Economist
Research Triangle Institute

Dr. Johnson has served on the economics faculties of Illinois State University, Simon Fraser University, the Stockholm School of Economics, the University of Stockholm, and the U.S. Naval Academy. He currently is Adjunct Professor of Public Policy at the University of North Carolina at Chapel Hill and serves on the Science Advisory Board for the U.S. Environmental Protection Agency. While on the staff of the U.S. Environmental Protection Agency's environmental economics research program during the 1980s, Dr. Johnson helped pioneer development of basic non-market valuation techniques. These techniques are now widely used for cost-benefit analysis in health and environmental economics. His current research includes several major preference studies for industry and government sponsors to obtain maximum acceptable risk estimates from patient and physician benefit-risk tradeoff preferences. Among his nearly 100 scientific publications are articles that have appeared in the *Journal of Health Economics*, *Health Economics*, *Medical Decision Making*, *Social Science and Medicine*, *Value in Health*, *The Patient*, and various clinical journals. He has co-authored a book on techniques for using existing environmental and health value estimates for policy analysis.



Barbara Kanninen, Ph. D.
Senior Advisor
Stratus Consulting

Barbara Kanninen is a senior advisor to Stratus Consulting in Boulder, Colorado and a freelance consultant specializing in experimental design and analysis of stated-choice data for environmental valuation. Current projects include a stated-choice study of morbidity and mortality risk from cardiovascular

disease, a stated-choice study of weight-loss incentive programs, and a stated-choice study of programs to preserve and protect the Hawaiian coral reefs. In 2009, Barbara and two coauthors were awarded the Publication of Enduring Quality Award by the Agricultural and Applied Economics Association. Barbara is the editor of a well-regarded academic book on the theory and practice of environmental valuation.



Jordan Louviere, Ph. D.
Executive Director, Centre for the Study of Choice
Centre for Health Economics Research & Evaluation

Professor Jordan Louviere is a Professor of Marketing and the Executive Director of the Centre for the Study of Choice, at University of Technology, Sydney. He has over 30 years experience in studying human choice behaviour and is internationally recognised as an expert in consumer choice modelling and decision making. He has significant success consulting with a number of Australian and international corporations in both the public and private sector. Jordan has published extensively in topics such as consumer choice models, marketing research methods, marketing strategy and planning, demand forecasting, and many more. At the 2007 conference of the Australian and New Zealand Marketing Academy (ANZMAC) it was announced that Professor Louviere was to be honoured as a Fellow of the Academy. In being awarded this title, Jordan joins an elite group of scholars who have made an outstanding contribution to the marketing discipline. Jordan received a Masters Certificate specialising in behavioural modelling, and a PhD from the University of Iowa.



Deborah Marshall, Ph. D., MHA
Associate Professor, University of Calgary

Dr. Marshall is the Canada Research Chair of Health Services and Systems Research and Associate Professor in the Department of Community Health Sciences, University of Calgary and the Director of Health Technology Assessment at the Alberta Bone Joint Health Institute. She also holds a faculty position as an Assistant Professor in the Department of Clinical Epidemiology and Biostatistics at the Centre for Evaluation of Medicines at McMaster University. Previously, Dr. Marshall held the role of Vice President, Global Health Economics and Outcomes Research at i3 Innovus. Dr. Marshall joined i3 Innovus in 2000 and during her tenure, she managed numerous global health economic projects including prospective studies, cost-effectiveness models for a variety of products in the areas of osteoarthritis, blood screening, infectious disease, cardiac disease and cancer. Her peer-reviewed research funded by the Canadian Institutes of Health Research and the National Institute of Health are focused in the area of measuring patient preferences, pharmacogenomics and cost-effectiveness modeling in cancer and health system modeling in osteoarthritis. Dr. Marshall's academic training includes a PhD from the School of Public Health at the University of North Carolina, Chapel Hill as an Alberta Heritage Foundation for Medical Research Scholar, an MSc in Health Services Research (University of Alberta) and a BSc in Biochemistry (University of Toronto). This training has been applied in a number of government, academic and industry research settings commissioning, conducting and authoring evaluations of various health technologies. This included working and directing research projects at national technology assessment agencies in Canada (CCOHTA—the Canadian Coordinating Agency for Health Technology Assessment) and Sweden (SBU - the Swedish Council on Technology Assessment in Health Care). Subsequently, Dr. Marshall was responsible for the design and analysis of health outcome and economic research studies for developing technologies at Bayer Diagnostics in California. Dr. Marshall is an active member of ISPOR, chaired the clinical working group of the Task Force on Real World Data and is a member of the Patient Preferences Special Interest Group. She is also a member of the CADTH/National Cancer Institute of Canada Working Group to develop cancer-specific economic guidelines.



Axel Mühlbacher, Ph. D.
Professor, Hochschule Neubrandenburg

Dr. Axel C. Mühlbacher has over 10 years experience in health economics and health services research in academic, governmental, and research settings. Dr. Mühlbacher is full professor and holder of the endowed foundation professorship of health economics and health care management at the Hochschule Neubrandenburg funded by the German statutory pension insurance (North). He also is an economist at the Centre of Innovative Health Technologies (ZIG), Technical University Berlin and a member at the Berlin School of Public Health, Charité Berlin. He is currently board member of the Accreditation Agency for Study Programmes in Special Education, Care, Health Sciences and Social Work (Akkreditierungsagentur AHPGS) and director of Gesellschaft für empirische Beratung mbH, Freiburg. He served on several Advisory Board including the DxCG Gesundheitsanalytik GmbH and the steering committee „provisions of evaluating methods to define requiring care (Maßnahmen zur Schaffung eines neuen Pflegebedürftigkeitsbegriffs und eines neuen bundeseinheitlichen und reliablen Begutachtungsinstruments)“ of the National Association of Statutory Health Insurance Funds (on behalf of Federal Ministry of Health). Axel Mühlbacher has an international perspective on health care, therefore he was one of the founders of the Gesundheitspiazza Bodensee, Plattform für mutige Zukunftsdenker der internationalen Gesundheitswirtschaft, Bregenz, Austria, where he serves as a member of the Board of Academic Directors and the Program committee. In 2002 he graduated from the Eberhard-Karls University, Tübingen, where he studied business administration and economics. In 1996 he was appointed as research fellow at the German Coordinating Agency of Public Health (GCAPH) at Albert-Ludwig University, Freiburg. In 1999 he joined the research training group "Demand-oriented and cost-effective Health Care - Fundamentals of optimal Allocation" (Graduiertenkolleg) at TU Berlin, HU, FU Berlin with a Scholarship from the German Research Foundation (DFG). In 2001 he graduated with a doctorate in economics and business administration (Dr. rer. oec., equiv. PH.D.) with a thesis on Management and organization of integrated care - an economic analysis of health care delivery networks (summa cum laude). Prior to founding the Institute of Health Economics and Health Care Management in 2006, Dr. Mühlbacher was assistant professor at the department of economics and management at Technical University Berlin (2001-2004) and associate professor of economics, health economics and econometrics (C2) at Hochschule Neubrandenburg (2004-2006).



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

John is a Senior Lecturer in Transport and Logistics Management and Director of the Industry Program. John began his academic career in the field of marketing, commencing as an associate lecturer in the Discipline of Marketing at the University of Sydney in 1995. As an associate lecturer, John taught marketing principles, consumer behaviour, introductory and advanced marketing research techniques, and new product development, all at the undergraduate and postgraduate levels. In 1999, John was promoted to the level of Lecturer where he continued in his teaching role. At the same time, John acted as the quasi head of discipline when, on mass the entire discipline staff, left the University. In this unofficial role, John reshaped the Discipline, introducing new subjects and moving the Discipline into the first year of undergraduate studies. In 2001 John moved over to the ITLS to complete his PhD under Professor David Hensher, which he has since finished. At ITLS, John is responsible for running the industry program which includes courses taught to the Roads and Traffic Authority of NSW, to NSW bus operators, as well as other professional development courses open to academics and public companies. In terms of teaching, John is responsible for teaching introductory statistics, transport economics, and discrete choice modelling. John's research interests are in the areas of discrete choice modelling and efficient stated choice experiments. John has several articles published in the top Transportation and Logistics journals (including Transportation, Transportation Research A, B and E) and is a co-author of (with Professors David Hensher and William Greene) Applied Choice Analysis; A Primer, (2005) by Cambridge University Press. He is currently writing a book on generating efficient stated choice experimental designs (with Mike Bliemer, Delft).

Currently John is active in consulting, working in the areas of Toll Road evaluation and modelling, demand and take up for pharmaceutical and agricultural products. In between all this, John spent five years as a member of the Australian Army Reserve (1997-2002).



Mandy Ryan, Ph. D.

Professor

**Health Economics Research Unit, Institute of Applied Health Sciences
University of Aberdeen**

Professor Ryan directs the Preference Elicitation Theme within the Preference Elicitation and Assessment of Technologies (PEAT) programme of work at the Health Economics Research Unit (HERU), University of Aberdeen, Scotland. Her research focuses on broadening the valuation of health care interventions to take account of patient experiences, with a focus on Discrete Choice Experiments and Contingent Valuation. She has worked with academics, government and the pharmaceutical industry and has published widely in the field of health economics generally, and monetary valuation more specifically.



Peter Zweifel Ph. D.

Socioeconomic Institute, University of Zurich

A Swiss native born in 1946, Peter Zweifel is a Professor of Economics at the University of Zurich at the Socioeconomic Institute. Together with Friedrich Breyer and Matthias Kifmann, he is the author of "Health Economics" (2nd. ed., Springer, 2009); other texts ("An Economic Model of Physician Behavior", "Insurance Economics", "International Economics", "Energy Economics") are available in German only. His work has been published by the Am. Ec. Rev., Antitrust Bull., Eur. Econ. Rev., Health Econ. , J. Health Ec., J. Risk & Ins., J. Risk & Unc., Public Choice, among others. Together with Mark Pauly of the University of Pennsylvania, he is the founding editor of the International Journal of Health Finance and Economics (Kluwer). From 1996 to 2005, he has also served as a member of the Competition Commission, the Swiss antitrust authority.