



USING STATED PREFERENCE DISCRETE CHOICE EXPERIMENTS IN ADHERENCE RESEARCH

PURPOSE

This workshop will introduce participants to the theory and practice of using discrete choice experiments (DCEs) in adherence research.

DESCRIPTION

Rooted in behavioural economic theory, DCEs are a survey-based method that can be used to quantitatively assess factors that influence behaviour. We will present evidence to support the application of this method to:

- (a) Estimate peoples' preferences towards different interventions for improving adherence; to ensure that interventions are more likely to be accepted and improve implementation.
- (b) Quantify the likelihood of decisions, such as the decision to initiate or persist with a medication; to describe intended actions in the absence of revealed data on adherence (which relate to actual actions).

TOPICS

Topics covered will be:

- The theory and application of DCEs in the field of medication adherence, with specific emphasis on persistence with medicines for chronic diseases.
- Practical considerations of DCE study design, including conceptualisation, identifying attributes (medication /intervention characteristics), survey design, data analysis, and interpretation.

THIS WORKSHOP:

- Is relevant to adherence researchers and healthcare professionals, from both academia and industry
- Requires no prior knowledge or experience of DCEs
- Is interactive, providing hands-on experience of the essential steps for conducting a DCE
- Uses case studies relating to persistence with medicines for chronic diseases
- Includes a mix of short presentations, live lectures, group discussion, and practical exercises

LEADERS

Professor Dyfrig Hughes will provide an overview of using stated preference discrete choice experiments in adherence research. Dyfrig has extensive experience in adherence research, and methods relating to health technology assessment, preference elicitation, clinical trials and pharmacometrics. Dr Emily Holmes and Dr

Catrin Plumpton will provide a step-by step guide to the application of the DCE method, drawing on their extensive experience and insight of using this method in prescribing research.

INSTITUTION

Pharmaceutical Economics, Policy and Prescribing Research, CHEME, Bangor University, UK.

DURATION

3-hours in total. A range of formats to keep participants engaged online and to keep to time: short asynchronous presentations (20%), live synchronous presentation with opportunity for interaction (30%), practical activities / group discussions (45%) with two short comfort breaks (5%).