



ESPACOMP Workshop 2023: Discrete Choice Experiments

Using stated preference discrete choice experiments for designing adherence-enhancing interventions:

Tuesday 7th March 2023 3pm to 6pm CET

Faculty (in alphabetical order)

Dr. Emily Holmes PhD, Senior Research Fellow in Pharmacoeconomics, Bangor University, Bangor, UK.

Prof. Dyfrig Hughes PhD, Professor in Pharmacoeconomics / Director of Research, Bangor University, Bangor, UK.

Dr. Catrin Plumptre PhD, Research Fellow in Pharmacoeconomics, Bangor University, Bangor, UK.

Purpose:

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

Description:

We will demonstrate how DCEs can be used to estimate people's preferences towards different interventions for improving adherence; to ensure that interventions are more likely to be accepted and used.

Topics covered will be:

- The theory and application of DCEs in adherence research.
- Using DCEs to support the design of adherence interventions.
- Estimating people's preferences for attributes of adherence enhancing interventions, for example their cost, convenience, intrusiveness etc.
- Practical considerations of DCE study design, including attributes selection, 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 a case study of developing an intervention to improve adherence to 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 Plumptre 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 Group, Centre for Health Economics and Medicines Evaluation, Bangor University, UK.



Emily Holmes

Emily is a Senior Research Fellow at the Centre for Health Economics and Medicines Evaluation (CHEME). She is an economics graduate with over 15-years' experience of preference elicitation research. Emily's doctoral research applied behavioural economics and health psychology to medication adherence, using a multinational DCE of stated preference to persist with medication.

Emily has been awarded the Jean-Michel Metry Poster Prize for research on patient and public engagement in medication adherence research and is a member of the ESPACOMP Student Chapter Team.



Catrin Plumpton

Catrin is a Research Fellow in pharmacoeconomics at CHEME, with a background in mathematics and computing. Catrin joined CHEME in 2010. Her initial projects were a European funded FP7 study of adherence to medications which included a DCE, and a DCE study of preferences for Stroke services in North Wales. Catrin has since contributed to several DCE studies, including preferences for home delivery of immunosuppressants and preferences for anti-epileptic medications. Catrin has also co-

supervised a post-graduate student whose research included a DCE of societal preferences for funding of orphan drugs.



Dyfrig Hughes

Dyfrig is a Professor in pharmacoeconomics at Bangor University with extensive experience in adherence research, and methods relating to health technology assessment, preference elicitation, clinical trials and pharmacometrics. He has published about 50 papers relating to medication adherence, out of over 200 in total. He has led on a number of discrete choice experiments in areas

spanning adherence, pharmacogenetics and pharmacy practice.