



## **ESPACOMP Workshop 2022: Discrete Choice Experiments**

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

***10 November 2022, 3:00pm CET to 6:00pm CET, online***

### **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 peoples' 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.