

## PROGRAMME

### Day 1 - 9<sup>th</sup> April 2012

Registration at 10:00 am

Introduction

**Session 1:** Discrete Choice Experiments (DCEs): What are they and how can they be applied in health care?

Lunch

**Session 2:** Conducting a DCE: Attributes and levels

**Session 3:** Experimental design: General issues and binary choice designs  
Group Work on binary choice designs

Dinner

### Day 2 - 10<sup>th</sup> April 2012

**Session 4:** Experimental design: Moving from binary choice to multiple choice design  
Group Work on multiple choice designs

Lunch

**Session 5:** Formatting data for analysis  
Group Work on data formatting

Dinner

### Day 3 - 11<sup>th</sup> April 2012

**Session 6:** Data analysis and interpretation  
Group Work on data analysis and interpretation

**Session 7:** Overview: Current methodological questions

Lunch

**Wrap Up:** Questions and answer session

# Applied Workshop

Health Economics Research Unit, University of  
Aberdeen and  
Calgary Institute for Population and Public  
Health, University of Calgary

## Using Discrete Choice Experiments in Health Economics: Theoretical and Practical Issues

April 9-11, 2012  
Banff Conference Center, Banff, Alberta

**Presenters: Professor Mandy Ryan,  
Dr Verity Watson and Dr Deborah Marshall**

## BACKGROUND

In publicly provided health care systems finite resources coupled with increasing demand for health care requires decisions about what is the most efficient allocation of scarce health care resources. This requires information about the costs and *benefits* of health care.

Given the lack of a market for health care, economic techniques provide values for health care benefits. One technique adopted by and further developed in health economics over the past decade is the discrete choice experiment (DCE) approach.

Given the increasing importance put on patient centred care, and the recognised importance of valuing patient experiences in the delivery of health care, the application of DCEs in health is likely to increase.

## AIMS OF THE WORKSHOP

1. Background information about the theoretical basis for, and development and application of DCEs in health care.
2. Hands on experience of the design of DCEs, and data input, analysis and interpretation.
3. An update on methodological issues raised in the application of DCEs.

## PRESENTERS

### *Professor Mandy Ryan*

Mandy directs the Preference Elicitation Theme in the Health Economics Research Unit (HERU), **University of Aberdeen**. She has worked with academics, government and the pharmaceutical industry and has published widely in the field of health economics. Professor Ryan also has extensive teaching experience, and is currently Director of HERU's Distance Learning Course.

### *Dr Verity Watson*

Verity is Theme Leader for Experimental Economics in the Health Economics Research Unit (HERU), **University of Aberdeen**. Her research interests are in the application of stated preference methods to value non-market goods. She has applied stated preference methods to value the health and non-health benefits of new drug treatments, proposed screening tests, and the provision of health care services. Verity has worked with academics, government and the pharmaceutical industry.

### *Dr. Deborah Marshall*

Deborah is a Canada Research Chair of Health Services and Systems Research at **University of Calgary**, who is actively engaged in applied stated preferences research in musculoskeletal disease and personalised medicine in cancer. She is interested in developing good research practice methods in health applications through her involvement in the Stated Preferences Methods Task Forces of the International Society for Pharmacoeconomics and Outcomes Research.

## WHO SHOULD ATTEND

This workshop is aimed at those interested in the application of DCEs in health economics and will focus on the practical and theoretical issues raised when applying the technique. These methods are relevant to public health and health authority analysts interested in patient and provider preferences to inform health policy.

The workshop will include group work sessions. No knowledge of economics or DCEs is assumed.

## TIMES

Registration from 9-10:00 am on Day 1 (9<sup>th</sup> April 2012). The workshop starts at 10 am on Day 1 and finishes at 3pm on Day 3 (11<sup>th</sup> April 2012).

For more information contact:

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Mandy at [m.ryan@abdn.ac.uk](mailto:m.ryan@abdn.ac.uk) or  
Deborah at [damarsha@ucalgary.ca](mailto:damarsha@ucalgary.ca)

## RECOMMENDED READING

"Using discrete choice experiments to value health and health care" Ryan, M., Gerard, K. and Amaya-Amaya, M.



## REGISTRATION & ACCOMMODATION PACKAGE

Registration fee includes 3 nights accommodation at the [Banff Centre](http://www.banffcentre.ca), in Banff, Alberta, Canada [www.banffcentre.ca](http://www.banffcentre.ca) plus all meals and access to the Sally Borden Recreation Centre. Each participant will receive a full documentation package containing the teaching material and group work, and a bibliography linked to the subject area.

### Registration fees (Canadian Dollars):

Students/Academic/Public Sector	\$1,800
Commercial Sector	\$2,500

To register for the workshop please complete the information below and email to [cpugh@ucalgary.ca](mailto:cpugh@ucalgary.ca) (Tel +1 403 210 9702). We will send payment details.

Name:

Title:

Institution:

Full Mailing Address:

Phone:

Cell:

Email:

Dietary restrictions/allergies:

### REGISTRATION DEADLINE:

February 1, 2012