

Can the Results of Discrete Choice Experiments Be Used to Inform Policy Decisions?

2009 Annual CAHSPR Conference

Thursday May 14

8:00 am – 9:15 am

What is a Discrete Choice Experiment?

- A technique that measures the strength of stated preferences for the “attributes” or characteristics of a service or good
- Conjoint analysis techniques are used by market researchers and in other areas of economic to understand preferences for characteristics of goods or services
- Discrete Choice Experiments (DCE): a choice-based type of conjoint analysis

Potential Applications of DCEs in Health Policy

- Measuring the value of various attributes of a technology or service
- Examining the choices of health professionals
- Informing priority setting decisions

Stages of a DCE

- Stage 1: Identify the attributes
- Stage 2: Develop levels for the attributes
- Stage 3: Use attributes and defined levels to design the questionnaire
- Stage 4: Collect data
- Stage 5: Analyse data

Overview of the Panel Discussion

■ Objectives of the Panel:

- To discuss the advantages and limitations of DCEs
- To discuss whether DCEs can be used inform health policy decisions

■ Format of Panel:

- Four presentations that discuss different applications of DCE in health research
- Questions and discussion to follow all of the presentations

Overview of Presentations

■ Deborah Marshall

- Associate Professor, Department of Community Health Sciences, McCaig Institute for Bone and Joint Health, University of Calgary, Calgary, Alberta
- Presentation: Measuring preference for colorectal screening using DCEs

■ Michele Kohli

- PhD Student, HPME University of Toronto / Senior Lead Analyst, i3 Innovus, Burlington, Ontario, Canada
- Presentation: Using a DCE to understand resource allocation decisions in the Ontario home care sector

Overview of Presentations

■ Gillian Currie

- Assistant Professor, Departments of Community Health Sciences and Economics, University of Calgary, Calgary, Alberta
- Presentation: Using a DCE to elicit public views regarding priority setting of new pharmaceuticals

■ Cam Donaldson

- Health Foundation Chair in Health Economics, NIHR Senior Investigator, and Director, Institute of Health & Society, Newcastle University, UK
- Presentation: Using DCEs to Understand the Value of a QALY to society