

The Second Conjoint Analysis in Health Conference

www.cahc2009.com

Pre-conference workshops

March 24, 2009

Scientific program

March 24th - 26th, 2009

Location:

Delray Beach Marriott

Delray Beach, FL USA



“...simply asking consumers about the characteristics associated with various commodities may be much more productive than attempts to extract information concerning preferences within the context of conventional theory.”

Kevin Lancaster. (1966).

‘A New Approach to Consumer Theory’.

Journal of Political Economy. p.153

Johns Hopkins Bloomberg School of Public Health



Center for Medicine in the Public Interest



CONFERENCE INFORMATION

The Second Conjoint Analysis in Health conference aims to attract researchers using conjoint analysis or other stated choice methods who wish to share their research findings and gain additional methodological expertise in the application of these methods in health-related research, including the fields of outcomes research, medicine, health services research, health economics, or public health.

We are pleased to announce that the Sawtooth Software conference will be held in conjunction with the Conjoint Analysis in Healthcare Conference and that participants at either conference will be able to interact at meal and coffee times, as well as be able to switch between the two conferences. This will provide a unique opportunity to researchers in marketing and healthcare economics to interact. Both events are held at the Delray Beach Marriott.

Location:

Delray Beach Marriott
10 North Ocean Boulevard
Delray Beach, Florida 33483 USA
Telephone: +1-561-274-3200
Toll-free: +1-877-389-0169
<http://www.marriott.com/hotels/travel/pbidr-delray-beach-marriott/>

Registration:

Registration cost for the Second Conjoint Analysis conference sessions being held on Wednesday, March 25th and Thursday, March 26th is \$250.00 (USD). Registration cost for the pre-conference workshops being held on Tuesday, March 24th is \$50.00 for each. Registration information can be found at: www.cahc2009.com
All presenters must register as soon as possible or risk having their paper removed from the program.

Accommodation:

Make reservations directly with the Delray Beach Marriott Hotel at 877-433-5729. We have a block of rooms reserved in the name of Sawtooth Software at a rate of \$245.00 per night. To register online at www.marriott.com, select Delray Beach, FL, as your destination and enter your arrival and departure information. Choose the Delray Beach Marriott as your desired hotel and enter the Group Code, “**STOSTOA**” near the bottom left of the screen to get the special room rate. Reservations must be made prior to **March 1, 2009** in order to obtain the discounted room rate. If our reserved room block fills up, you will be charged at the hotel’s current rack rate. Other hotels are available in the Delray Beach area.

GETTING THERE

From the Airport

Palm Beach - PBI

- Hotel direction: 20 miles S
- Driving directions: Take I-95 South to Exit 52, Atlantic Avenue East. Go East to A1A make a left. Hotel on immediate left.
- Estimated taxi fare: 60.00 USD (one way)

Fort Lauderdale - FLL

- Hotel direction: 35 miles N
- Driving directions: Take I-95 North to Exit 52, Atlantic Avenue East. Take Atlantic Avenue to A1A and turn left. Hotel is on immediate left.
- Estimated taxi fare: 80.00 USD (one way)

Miami - MIA

- Hotel direction: 45 miles N
- Driving directions: Interstate 95 North to exit 52 - Atlantic Avenue East, follow to end A1A (Ocean Blvd). Located on NW corner.
- Estimated taxi fare: 120.00 USD (one way)

SCIENTIFIC AND ORGANIZING COMMITTEE MEMBERS

- ▲ John FP Bridges, PhD (Chair)*
- ▲ Liana Fraenkel, MD, MPH*
- ▲ A. Brett Hauber, PhD
- ▲ Aaron Hill, MBA
- ▲ Maarten Ijzerman, PhD
- ▲ Deborah Marshall, PhD
- ▲ Thomas Hoerger, PhD*

* Abstract review committee.

CONFERENCE SECRETARIAT

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ACKNOWLEDGEMENTS

We are grateful to the following organizations for their sponsorship of the conference:

Johns Hopkins Bloomberg School of Public Health



Sawtooth Software, Inc.



International Society of Pharmacoeconomics and Outcome Research (ISPOR)



Wolters Kluwer Health



Janssen Cilag GmbH



Pfizer, Inc



Center for Medicine in the Public Interest



PROCEEDINGS

As with the first conference, a special edition of The Patient – Patient Centered Outcomes Research will be devoted to the presentations of the Conjoint Analysis and Health Conference. Further information about the journal can be found on the web <http://thepatient.adisonline.com> and will be distributed at the conference. Submission for the special edition and general submission can be done at <http://www.editorialmanager.com/adis/>.

SAWTOOTH CONFERENCE

Participants at the Conjoint Analysis in Health Conferences are invited to participate in the scientific session of the parallel Sawtooth conference at no extra charge. Participants will also have the pleasure of sharing meal and coffee breaks with the participants of the Sawtooth conference. For more information on the program of the Sawtooth conference see www.sawtoothsoftware.com/education/conf09.shtml

SAWTOOTH WORKSHOPS

Participants in the Conjoint Analysis in Health Conferences are invited to participate in the Sawtooth Workshops, but an additional registration and fee is required.

Monday, March 23	Optional 1.5 Day Workshops (8AM-5PM) "CBC Modeling Workshop" "Adaptive Choice (ACBC) Workshop"
Tuesday, March 24	Optional 1.5-Day Workshops (Continuation) (8AM-Noon) Optional 1/2-day Tutorials (8AM-Noon, 1PM-5PM)
Wednesday, March 25	Sawtooth Software Clinics (5:15-6:15PM): <ul style="list-style-type: none"> • CCEA for Convergent Cluster & Ensemble Analysis • Sawtooth Software Clinic: Online Simulator for Conjoint Analysis and MaxDiff
Thursday, March 26	Sawtooth Software Clinics (5:15-6:15PM): <ul style="list-style-type: none"> • Adaptive Choice Software (ACBC) • CBC/HB for Hierarchical Bayes Analysis of Choice Data • Hosting Essentials for SSI Web - "our service or on your own"
Friday, March 27	Conference Sessions: Morning Only (8:15AM-Noon)

THE CONFERENCE AT A GLANCE

	Tuesday March 24, 2009	Wednesday March 25, 2009	Thursday, March 26, 2009
7:30-8:30		Breakfast	Breakfast
8:30-10:00	Pre-conference Workshop 1: <i>“Methods, designs and applications of conjoint analysis in health”</i>	Conference welcome & Introduction	Plenary session: Jordan Louviere
		Opening Plenary: Welcome, Mandy Ryan	Submitted Papers: <i>Conjoint and the QALY</i>
10:00-10:30		Break	Break
10:30-12:00		Submitted Papers: <i>Patient Relevant Outcomes</i>	Submitted Papers: <i>Conjoint Analysis in Women’s Health</i>
12-1:30		Lunch	Lunch
1:30-3:00	Pre-conference Workshop 2: <i>“Critical Evaluation of Conjoint Analysis Studies – A Checklist for Good Publications”</i>	Panel session: <i>Conjoint Analysis to Improve Informed Decision Making</i>	Submitted Papers: <i>New frontiers in conjoint applications</i>
3:00-3:30		Break	Break
3:30-5:00		Submitted Papers: <i>Applications of Conjoint Analysis in Africa</i>	Submitted Papers: <i>Applications of Conjoint Analysis in Health</i>
Evening	Gala Dinner		

PROGRAM

Tuesday, March 24, 2009

**8:30am – 12:00pm Pre-conference Workshop 1 (optional)*
Methods, Designs and Applications of Conjoint Analysis in Health**

Facilitators: Deborah A. Marshall, PhD, University of Calgary, and Ken Deal, PhD, McMaster University

Abstract: This workshop is designed to provide a broad introductory overview to conjoint analysis methods for healthcare researchers, and will help researchers expand their skill sets by exposing them to a variety of successful health research projects that leverage conjoint analysis methodology. After a brief introduction to how conjoint analysis works and why it is used, the workshop will illustrate different approaches to conjoint analysis and demonstrate how conjoint analysis has been used in a variety of healthcare related applications. A number of specific case studies will be presented with interactive discussions of practical issues. This workshop is designed for researchers with limited exposure to conjoint analysis in health applications who are interested in exploring and expanding their knowledge of alternative conjoint analysis methods and designs. Attending this workshop should help those in health research better appreciate the presentations in the parallel Sawtooth Software Conference.

What conjoint analysis can and cannot do

Joel Huber, Duke University

Conjoint analysis with discrete choice formats – alternative approaches to elicitation and opt-out choices

Deborah Marshall, University of Calgary/McMaster University and Reed Johnson, RTI Health Solutions

Adaptive conjoint analysis

Presenter: Liana Fraenkel, Yale University

Studying Health Problems having Content-rich Attributes using Partial Profile Designs and Segmentation (hierarchical Bayesian analysis and latent class analysis)

Ken Deal, McMaster University and Charles Cunningham, McMaster University

*Additional registration and fee (\$50.00) required for each pre-conference workshop and should be handled at registration.

12:00pm – 1:30pm Lunch

Tuesday, March 24, 2009 (cont.)

1:30pm – 5:00pm Pre-conference Workshop 2 (optional)*

Critical Evaluation of Conjoint Analysis Studies: A Checklist for Good Publications

Brett Hauber, Research Triangle Institute
John F. P. Bridges, Johns Hopkins Bloomberg School of Public Health

Abstract: The purpose of this workshop is to identify the stages of study design and analysis in applications of conjoint analysis to health and to provide an overview and discussion of critical study parameters that researchers should consider at each stage of a study. The workshop will be structured using a checklist of key issues for researchers to consider in conducting conjoint-analysis studies and reporting results. Each item in the checklist and its importance will be discussed and each item will be illustrated with real-world examples. In addition, this workshop will provide an overview of current practices in conjoint analysis. Finally, the workshop will address recommendations for preparing manuscripts to be submitted to peer-reviewed scientific journals and for evaluating the quality of published studies. The workshop will include presentations, hands-on exercises, and discussions of real-world applications. This workshop is designed for researchers at all levels of experience and expertise, but likely will be most useful for those new to the research area and for those who have limited experience with using conjoint analysis in health applications. For those new to conjoint analysis, the overview of current practice and discussion of key elements of conjoint analysis studies will provide a comprehensive introduction to conjoint analysis. More experienced researchers are invited to attend to provide their input and perspective on all topics discussed in this workshop.

This workshop is based on the work of the ISPOR Patient Preference Methods – Conjoint Analysis Working Group, additional information on the group and its activities can be found at http://www.ispor.org/sigs/PRO_PPML.asp. The goals of the working group are to increase the appropriate application of contingent valuation, conjoint analysis, stated choice/preference, discrete-choice experiment and similar methods for assessing patient preferences and values in outcomes research and encourage the use of this information by decision-makers. The current members of the Working group are John F. P. Bridges (Chair), Terry Flynn, Spencer Harpe, A. Brett Hauber, Joel Hay, Aaron Hill, Maarten J. IJzerman, F. Reed Johnson, Emily Lancsar, Andrew Lloyd, Deborah Marshall, Ebere Akobundu Onukwugha, Lisa A. Prosser, Sheryl Szeinbach\

*Additional registration and fee (\$50.00) required for each pre-conference workshop and should be handled at registration.

Evening Gala Dinner (no addition fee required)

Wednesday, March 25, 2009

7:30am – 8:30am Breakfast

8:30am – 9:00am Conference Welcome and Introduction

John F.P. Bridges, Ph.D.

9:00am – 10:00am Opening Keynote Address

Professor Mandy Ryan FRSE
Health Economics Research Unit
Institute of Applied Health Sciences
University of Aberdeen

Title: TBA

10:00am – 10:30am Break

10:30am – 12:00pm Submitted Papers: Patient Relevant Outcomes

Chair: John F.P. Bridges

1. Annette Schmeding

A comparison of different approaches to identify and value patient-relevant endpoints by patients with schizophrenia

2. Maarten Ijzerman

Conjoint analysis and Analytic Hierarchy Process to determine preferences for treatment of foot-drop in stroke and HNP patients

3. Charalabos-Markos Dintsios

The weighting of maternal relevant endpoints in the case of cesarean delivery on maternal request

4. Ateesha F. Mohamed

An indictment of linear scoring algorithms for PRO instruments – evidence from conjoint analysis studies

12:00pm – 1:30pm Lunch

Wednesday, March 25, 2009 (Cont.)

1:30pm – 3:00pm Panel Session: Using Conjoint Analysis to Improve Informed Decision Making

Medical decision making often involves numerous complex trade-offs. Several investigators have been interested in using conjoint analysis as a decision support tool to facilitate patient education and value clarification. This session will address some of these applications and discuss both the value and the inherent limitations of using conjoint analysis to improve decision making in clinical practice.

Liana Fraenkel, MD, MPH, Yale School of Medicine
Maarten Ijzerman, PhD, University of Twente
Sarah Hawley, MD, University of Michigan Health System

3:00pm – 3:30pm Break

3:30pm – 5:00pm Submitted Papers: Applications of Conjoint Analysis in Africa

Chair: TBA

1. Mylene Lagarde

Investigating the job preferences of South African nurses: results from a labeled choice experiment

2. Duane Blaauw

Nurses' preference for job location in Kenya, Thailand and South Africa: a multi-country discrete choice experiment

3. John FP Bridges –

Racial variation in the determinants of demand for male circumcision in Johannesburg, South Africa

4. TBA

Thursday, March 26, 2009

7:30am – 8:30am Breakfast

8:30am – 9:30am Keynote speaker

Jordan Louviere

Executive Director, Centre for the Study of Choice (CenSoC)

The University of Technology, Sydney

Big Trouble in Little Conjoint: You Ain't Estimating What You Think

9:30am – 10:00am Submitted Papers: Conjoint and the QALY

Chair: Brett Hauber

1. Mark Oppe

Quantification of health states: The case of the EQ-5D

2. Ben M Craig

From a different angle: A novel approach to health valuation

10:00am – 10:30am Break

10:30am – 12:00pm Submitted Papers: Conjoint Analysis in Women's Health

Chair: Mandy Ryan

1. Derek S. Brown

Mother-daughter preference conflicts and willingness to pay for HPV vaccines

2. Larry Lynd

Evaluating societal preferences for the human papillomavirus vaccines using discrete choice experiment

3. Rebecca Hancock

Discrete choice experiment to assess public preferences and willingness to pay for information services during pregnancy: a pilot study

4. NM van Mello

Salpingostomy or salpingectomy in tubal ectopic pregnancy: what do women prefer? A discrete choice experiment

12:00pm – 1:30pm Lunch

Thursday, March 26, 2009 (cont.)

1:30pm – 3:00pm Submitted Papers: New frontiers in conjoint applications

Chair: Reed Johnson

1. Liana Fraenkel

Feasibility of using modified ACA importance questions

2. EW de Bekker-Grob

Labelled versus unlabelled discrete choice experiments in health economics: an application of colorectal cancer screening

3. Brett Hauber

Using stated-preference methods to estimate medication non-adherence

4. Teresa L. Kauf

Refereeing the renegades: a method for identifying and controlling for information re-labeling in stated-choice studies

3:00pm – 3:30pm Break

3:30pm – 5:00pm Submitted Papers: Applications of Conjoint Analysis in Health

Chair: TBA

1. Larry Lynd

Modeling heterogeneity in patients' preferences for Global Initiative for Asthma (GINA) criteria of asthma control

2. Joachim Marti

Using discrete choice experiments to assess smokers' preferences for hypothetical cessation medications

3. Juan Marcos Gonzalez

Is life really worth dying for? Subjects' attentiveness to mortality-risk attributes in stated-choice surveys

4. Axel Muhlbacher

Patient preferences in the therapy of ADHD – A discrete choice experiment

5:00pm Conference adjourned