

## Background

**Willingness to pay (WTP)** studies elicit the maximum amount of money an individual is willing to pay for a specified health intervention, and may be used to inform coverage and reimbursement decisions.

## Objectives

- To assess how people value cancer-related prevention, screening, diagnosis and treatment.
- To identify differences in the methodology used to estimate WTP.
- To review the trends in publication of WTP studies for these interventions.

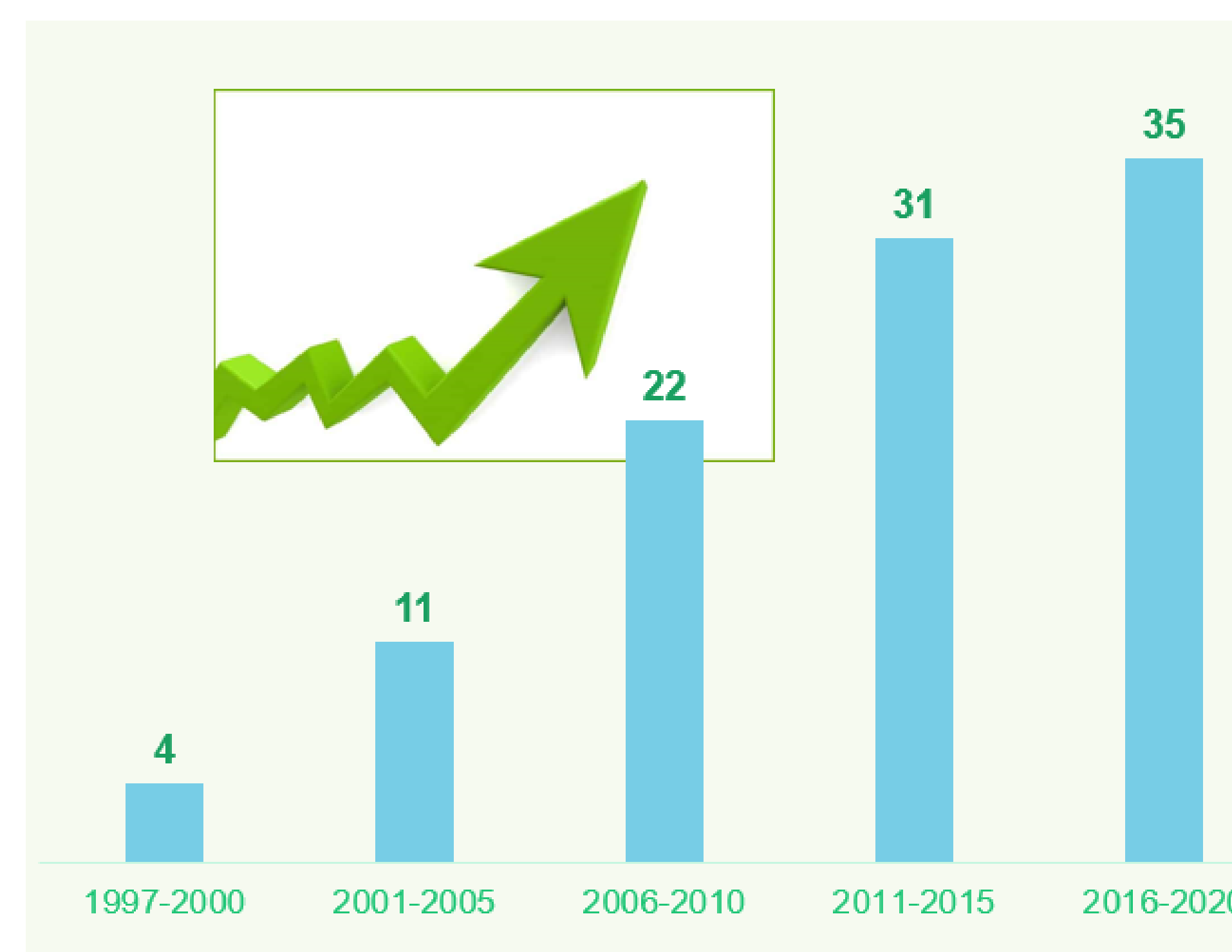
## Methods

- We searched PubMed and EconLit for articles, published through 2020 reporting the WTP for cancer-related prevention, screening, diagnosis and treatment. Records were downloaded and organized in EndNote™ reference manager.
- The protocol for this systematic review was registered in PROSPERO (identifier: CRD420220051) and the review was conducted according to PRISMA principles.
- We characterized methodological differences across studies and summarized mean and median WTP values for each intervention.

## Results

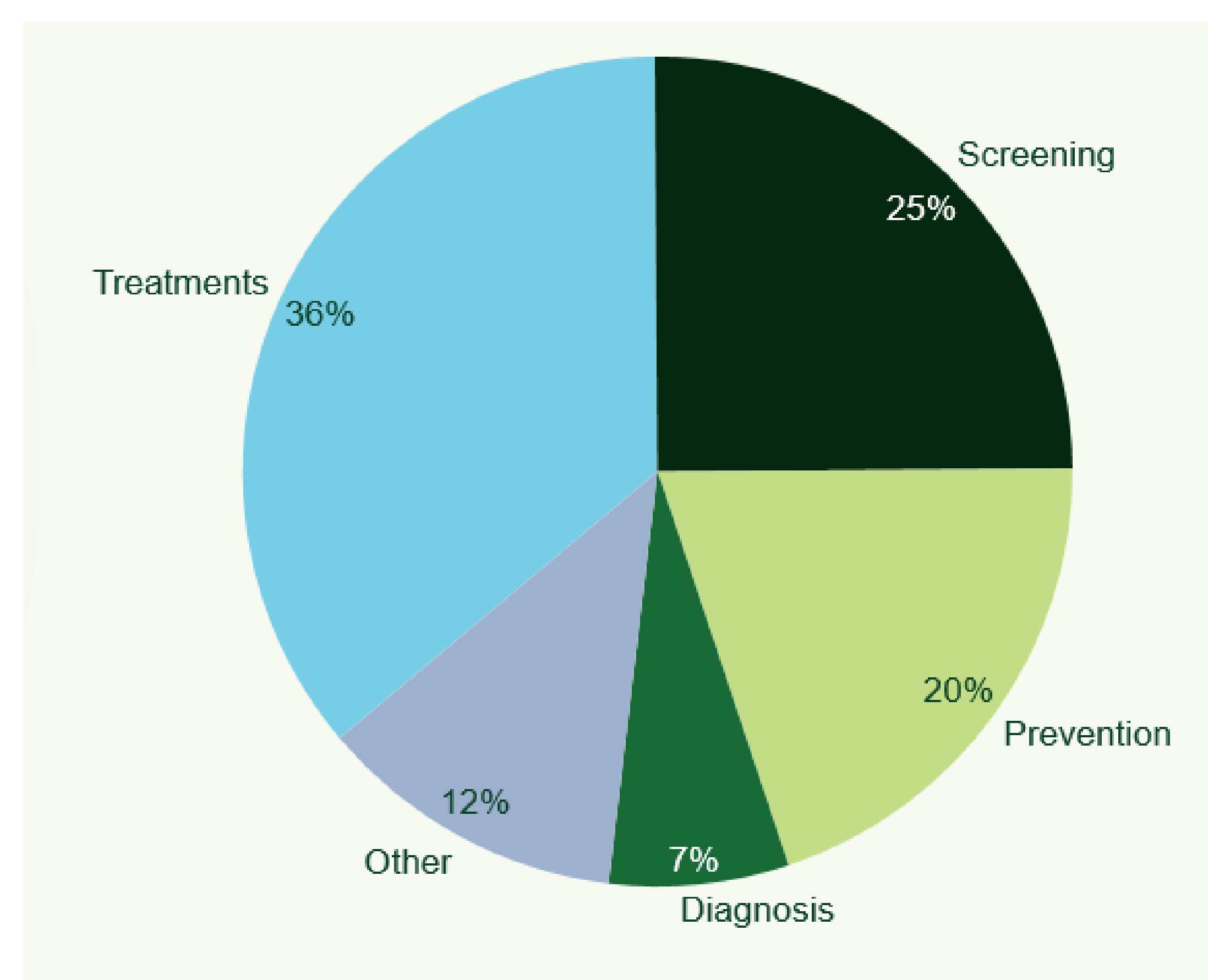
### WTP Publications

the number of published WTP studies pertaining to oncology interventions has grown rapidly over time, from 4 published from 1997 to 2000 to 35 from 2016 to 2020.



### Oncology Interventions

Published WTP studies dealt with all types of interventions, treatment (36%), followed by screening, prevention and diagnosis.

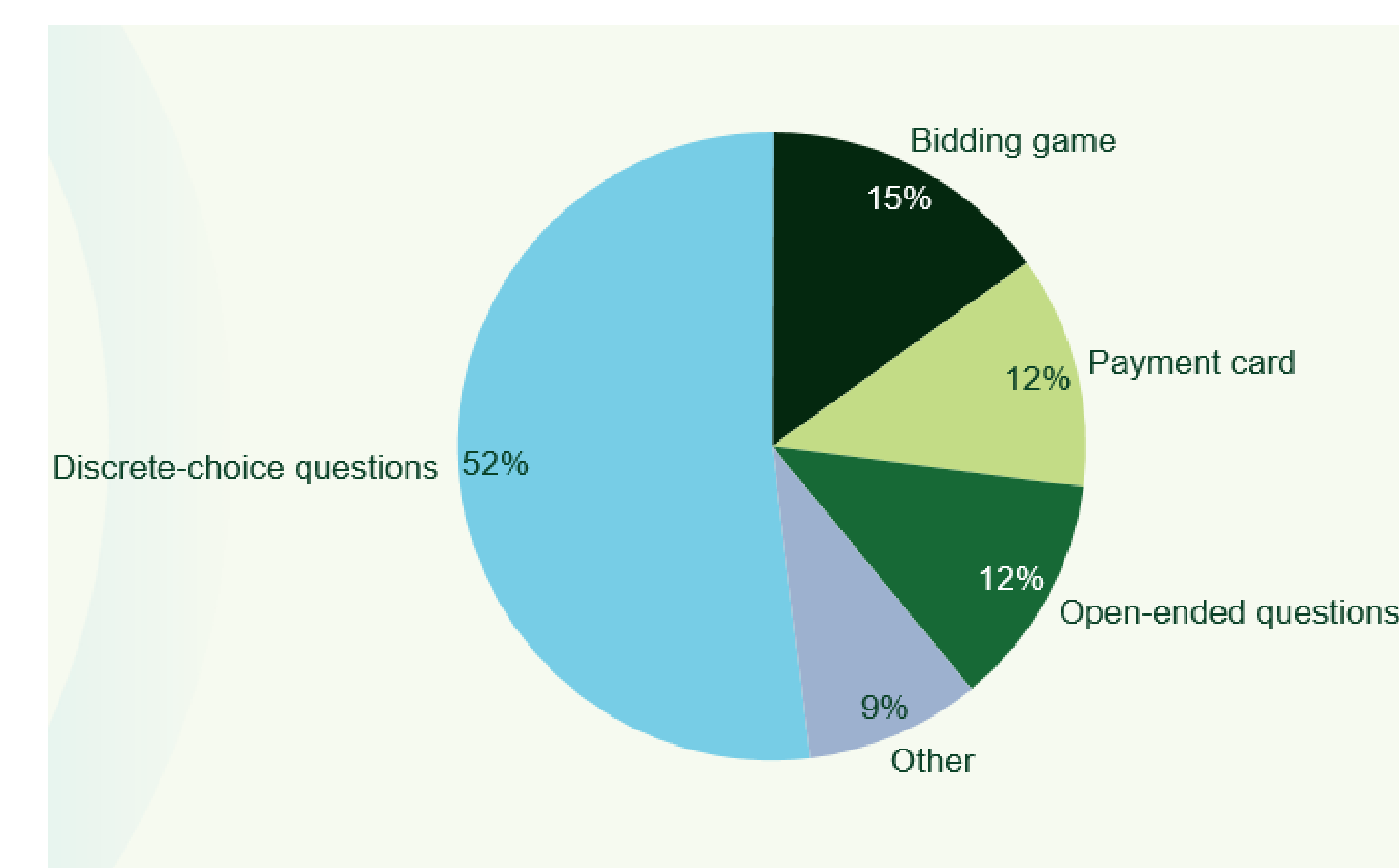


## Discussion

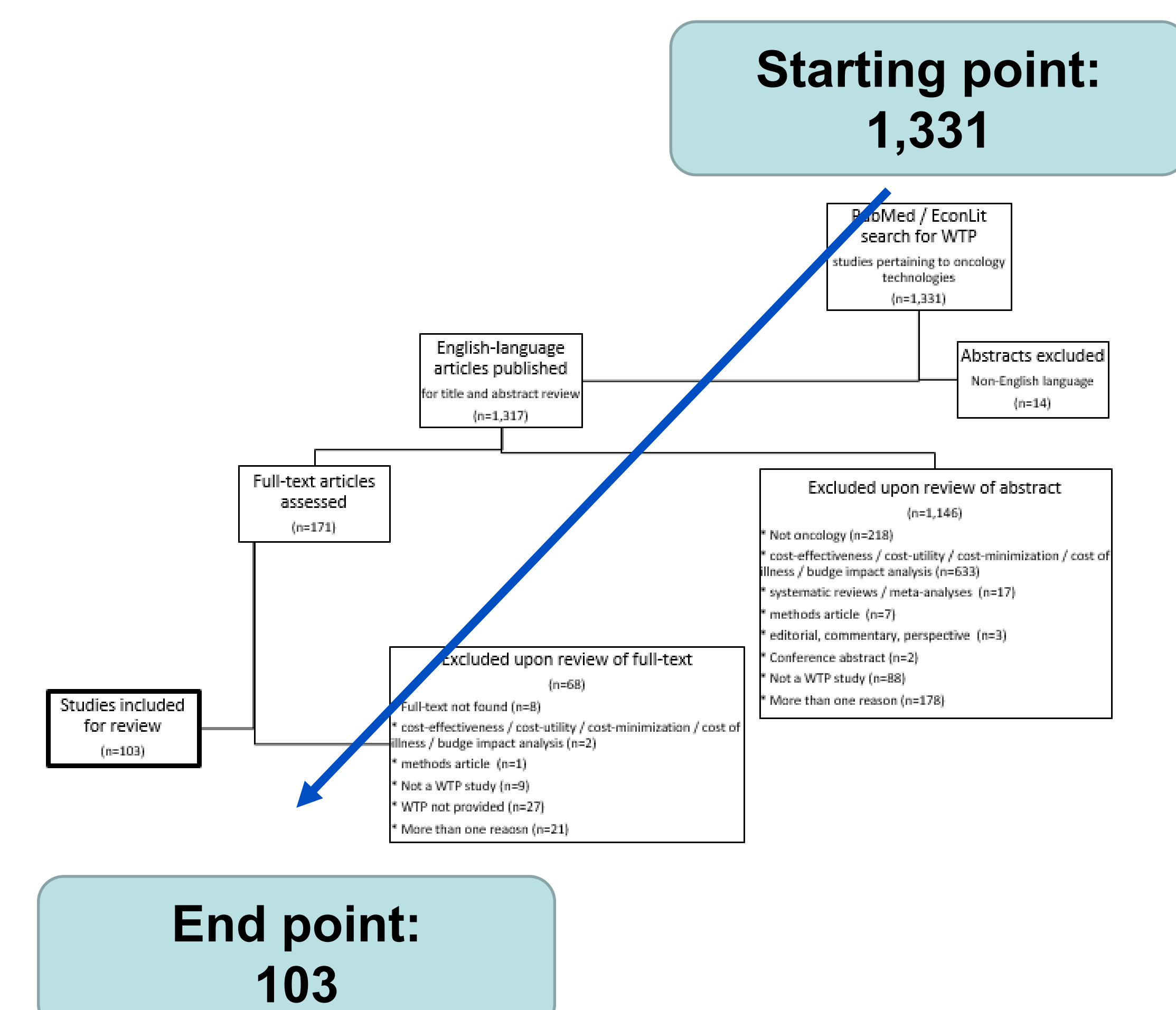
- The WTP literature of cancer-related interventions has grown rapidly, and suggests that people place considerable value on these interventions.
- There exists, however, a great **heterogeneity** with respect to the type of interventions and disease assessed, respondent characteristics, and study methodology.
- The perceived value of cancer-related interventions seems to be influenced also by the **study design** and elicitation methods.

### Methods for WTP Elicitation

More than half (52%) of the studies used discrete-choice questions, while others applied bidding games, open-ended questions and payment cards.



### The systematic review process



## Recommendations

There is a need for **international guidelines** shaping the recommended practices in this research field