Willingness to Pay in Japan after the COVID-19 Pandemic

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INTRODUCTION

-In Japan, JPY 5 million/quality-adjusted life year (QALY) has often been used as a threshold value for willingness to pay (WTP). -Cost-effectiveness threshold needs re-evaluation in each nation during the post-COVID-19 pandemic era.

OBJECTIVE

METHOD

-Online survey for 2,000 Japanese adults aged 20 to 69 years between January and February 2024.

Data analysis

-Probit model

Explanatory variables: total cost, total QALY gain, recruitment method, participant's age, sex, household income, and educational background

To evaluate WTP for one QALY gain in the Japanese general population in the post-COVID-19 pandemic era.

RESULTS

Table 1. Participants' backgrounds

Table 3. Probit model for WTP per one QALY gain

	N=2,000		Coefficient	Standard	<i>p</i> -value
Age (median [IQR])	43 [30-55]			error	
Sex (Female %)	49.8%	Total cost (per million JPY increase)	-1.76x10 ⁻⁶	1.32x10 ⁻⁷	<0.001
Participant recruitment		Total QALY gain (per one QALY gain	2.99x10 ⁻⁵	2.71x10 ⁻⁶	<0.001
Through research marketing	50.0%	increase)			
company		Age (per one year increase)	-2.25x10 ⁻³	7.14x10 ⁻⁴	0.002
Through LINE	50.0%	Sex (male)	2.42x10 ⁻¹	1.97x10 ⁻²	<0.001
Living alone	18.3%	Annual household income (JPY)			
Annual household income		<2 million	Reference		
<2 million JPY	7 9%	2–7.99 million	1.75x10 ⁻¹	3.40x10 ⁻²	<0.001
2 to 7 99 million JPY	48.7%	>=8 million	2.98x10 ⁻¹	3.84x10 ⁻²	<0.001
>-8 million JPV	20.0%	Education level (Bachelor's degree or	7.91x10 ⁻³	2.00x10 ⁻²	0.691
Lineuro/Do not wich to	20.370	higher)			
Unsure/DO not wish to	22.0%	Living alone	-1.02x10 ⁻¹	2.60x10 ⁻²	<0.001
answer		Recruitment method (LINE)	1.81x10 ⁻²	1.92x10 ⁻²	0.345
Education: Bachelor's	40.9%				
degree or higher		WTP per one QALY gain			
Others	3.5%	17.0 [95%CI 14.4-19.9] million JPY			

DISCUSSIONS

-WTP/QALY gain (17 million JPY) was larger than those previously reported. -Potential reasons: Inflation and changes in values in post-pandemic period.

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Limitations

-Assumed a utility value of "bed-ridden with clear consciousness" as 0.5. -Excluded children and the elderly.

-Answered by people who are interested in the topic.

CONCLUSIONS

-Regular updates of the value in each country helps economic decisions.

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