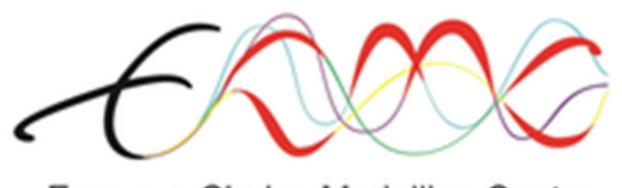
**Erasmus School of** Health Policy & Management





Erasmus Choice Modelling Centre

# LABELING RISK

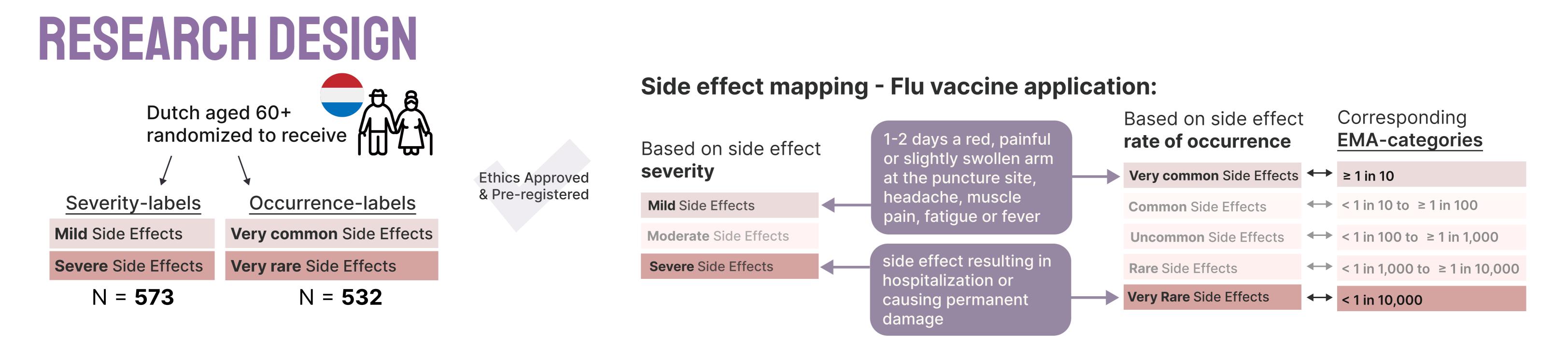
### **Comparing Occurrence vs. Severity-Based Risk Labels in Preference Studies** Stella M. Marceta, Esther de Bekker-Grob, Tom Van Ourti & Jorien Veldwijk

## BACKGROUND

Measuring risk preferences to anticipate uptake & adherence can avoid Trial-and-error implementation & Demand-supply imbalances

Problem: Requires externally valid side effect representation, while DCEs require categorizing side effects in attributes

→ How do we best categorize and label multiple side effects in DCEs?

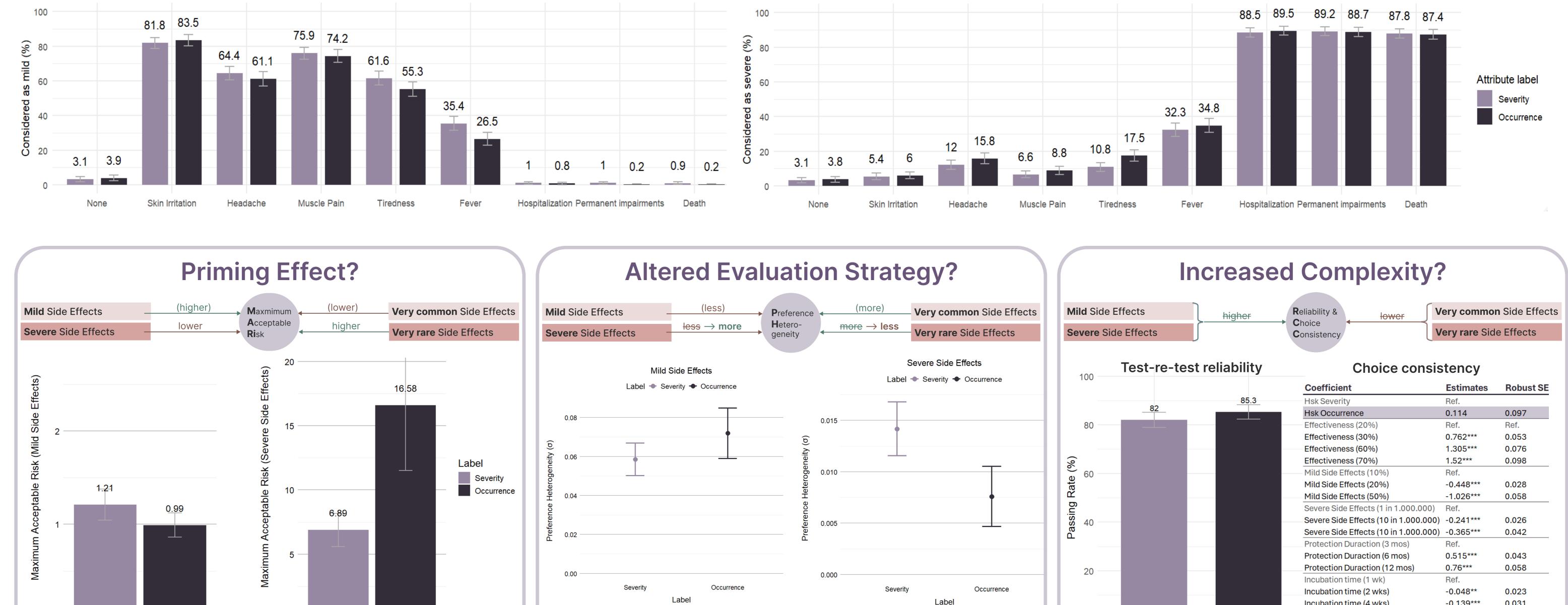


### RESULTS

#### Patients' severity perception

Side effects considered as mild

Side effects considered as **severe** 







### DISCUSSION

- CATEGORIZATION: EMA Occurrence labels are often more in line with 'real-life' risk communication
- LABELING: Respondents' severity perception may not fully align with researchers' or clinicians'
- BEHAVIORAL IMPLICATIONS: Only changing the label already alters risk preference estimates effects may increase when categorization is affected
- APPLICATION: DCE studies predicting uptake or market shares may prefer using occurrence-based labels

#### **Erasmus University Rotterdam**

**Making Minds Matter** 

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**Competing interest** The authors declare that they have no conflict of interest.