

## CALL FOR PAPERS

# Applications of Health Preference Research in Decision Making

# Value in Health

Although there has been a fundamental shift in the expected use of health preferences, we still know very little about the way patients, clinicians, and regulators process, understand, and make decisions about health and healthcare. These decisions are complex, involving trade-offs between multiple—often conflicting—objectives.

The decision-making process involves value judgements about whether the benefits of an alternative are substantial enough to tolerate the associated risks or costs. Health preference studies examine choices that affect health or health-related products and services. Understanding these preferences is essential for the efficient delivery and valuation of healthcare.

**This themed section seeks submissions that examine real-world applications of health preference research in the following areas:**

- Approval decisions: patient-centered benefit-risk assessments
- Health technology assessments: incorporating patients' values
- Economic evaluations: composite indices of overall benefit
- Reimbursement and pricing decisions: health plan design
- Development of clinical guidelines: multi-criteria decision problems
- Shared decision making: individual benefit, risk, and cost assessments

Submissions received before **October 15, 2019** will have the best chance of inclusion in this themed section. Final decisions regarding ultimate acceptance rest solely with the Editors.

Authors should submit manuscripts through the journal's online submission system at <https://mc.manuscriptcentral.com/valueinhealth> and be sure to note in their cover letters that the paper is to be considered for the Health Preference Research themed section.