

THE INTERNATIONAL ACADEMY OF HEALTH PREFERENCE RESEARCH
IS PROUD TO ANNOUNCE

THE 1ST MEETING OF THE INTERNATIONAL ACADEMY OF HEALTH PREFERENCE RESEARCH

SATURDAY, 8 NOVEMBER 2014
8:00 TO 17:30



SEVEN MEETING AND CONGRESS CENTRE
PASSENGER TERMINAL AMSTERDAM
PIET HEINKADE 41
AMSTERDAM, 1019 BR
THE NETHERLANDS
WWW.OSEVEN.COM



Held in the Oseven Meeting & Congress Centre—located in the Passenger Terminal Amsterdam near Amsterdam Central Station—this 1-day meeting provides a forum to discuss innovative developments in the field of health preference research. The meeting includes over a dozen presentations, a business meeting, coffee break, lunch, and an offsite, post-meeting dinner. Each attendee is responsible for making his or her own travel and VISA arrangements.

EARLY REGISTRATION DEADLINE: TUESDAY, 16 SEPTEMBER, 2014

Early registration is \$300 USD for non-members, \$150 USD for students, and free for IAHPR members. After 16 September, registration will increase to \$500 USD for non-members and \$250 USD for students.

To register, go to <http://iahpr.org/meetings.html>.

There is a limit to the number of attendees and there are no refunds. IAHPR reserves the absolute right to reject registration or remove a person from any IAHPR event at any time, for any reason, and without prior notice or liability.

For more information, visit www.iahpr.org or email iahpr2014@gmail.com.

PROGRAM

- 8:30-8:45** **Welcome and Acknowledgement of Sponsors**
Meeting Chair: Axel C. Mühlbacher
- 8:45-10:15** **Session 1**
A Methodological Exploration of Designing Discrete Choice Experiments with Duration to Model EQ-5D-5L Health States
Brendan Mulhern
Does the Choice of Health State Comparator or Ordering of Dimensions Matter when Valuing EQ-5D-5L?
Koonal Kirit Shah^β
Patient Preferences for Attributes of Disease Modifying Therapies: A Choice Based Conjoint Analysis
Leslie Wilson^α
Measuring Caregiver Treatment Preferences Using Best Worst Scaling and Conjoint Analysis
John Bridges^α
- 10:15-10:30** **Coffee Break**
- 10:30-12:00** **Session 2**
Response Time Data & Case 1 Best Worst Scaling Data: Separating “Gut” Attitudes from Those that Predict Preferences
Terry Nicholas Flynn^α
Using Eye-Tracking Methods to Inform Decision Making Processes in Discrete Choice Experiments
Mandy Ryan^α
Using Eye-Tracking to Explore the Framing of Risk Attributes in a Discrete Choice Experiment
Caroline Mary Vass^β
Survival or Mortality: Framing of the Risk Attribute in a Discrete Choice Experiment
Jorien Veldwijk^β
- 12:00-13:00** **Lunch**
- 13:00-14:30** **Session 3**
The Value of Diagnostic Information: Elicitation of the Money-Equivalent Value of Alzheimer’s Disease Tests?
Axel C. Mühlbacher^α
Incorporating DCE Uptake Prediction of New HIV Prevention Products into Cost Effectiveness Models
Fern Terris-Prestholt
From Choice-Experiment Data to Regulatory Intelligence: Constructing a Decision Tool
Franz Reed Johnson^α
Incorporating Results from a Discrete Choice Experiment into a Discrete Event Simulation Model
Rodolfo Andrés Hernández^β
- 14:30-14:45** **Coffee Break**
- 14:45-15:30** **Session 4**
Societal Willingness-to-Pay for Hemophilia Therapies in the US
Shraddha S Chaugule^β
Treatment Preferences of Patients with Metastatic Non-Small Cell Lung Cancer: A Discrete Choice Experiment
Susanne Bethge^β
- 15:30-16:00** **Open Discussion**
- 16:00-17:00** **Business Meeting**
- 17:00-18:30** **Break**
- 18:30-22:30** **Dinner (attendees only)**

^α indicates a member presenter
^β indicates a student presenter