Capacity Building and Sustainability

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Requisite Skills for Stated-Preference Researchers

- Survey development
- Experimental design
- Data collection methods
- Analytic techniques
Multidisciplinary expertise required

- Clinical expertise
- Stated-preference research

- Graphic design
- Survey writing
- Video production
- Qualitative interviewing

- Statistics
- Database programming
- Complex survey programming

- Survey research
- Patient engagement

- Advanced statistical analysis
- Scientific writing
- Regulatory and health policy expertise
Demand drives the workforce

Without regulatory patient-engagement initiative
Demand drives the workforce

Short-term demand will attract stated-preference researchers from other fields.

With regulatory patient-engagement initiative:
- Supply = demand

Without regulatory patient-engagement initiative:
- Supply < demand

Stated-preference researchers

Time
Perceived value will drive demand

With regulatory patient-engagement initiative

Without regulatory patient-engagement initiative

Stated-preference researchers

time
Drivers of Perceived Value for Patient Preference Information (PPI)

- Development of devices with uncertain benefit-risk profiles
- Signals from review panels of perceived (good) value of PPI
- Consistent dialogue and guidance from CDRH regarding generation of PPI
- Availability of reputable groups to produce high-quality and timely PPI
Graduate Programs/ Courses

Established

- Marketing

Emerging

- US Schools of
  - public health, medicine, allied health professions

- Outside the US
  - Australia
    - University of South Australia
    - Monash University
  - UK
    - University of Aberdeen
    - University of Sheffield
  - The Netherlands
    - Erasmus University
    - University of Twente
  - Germany
    - Hochschule Neubrandenburg

Source: http://www.dobney.com/Conjoint/conjoint_design.htm

Source: https://www.ufz.de/index.php?en=36866
Training Workshops

- **Sawtooth Software**
  - 2- and 3-day workshops offer hands-on training
  - Not focused on health or benefit-risk applications

- **DCE Workshop in Banff, Alberta (2017)**
  - 3-day workshop, University of Calgary and University of Aberdeen
  - Focused on health applications

- **University of St. Gallen**
  - 5-day course in Switzerland
  - Not focused on health or benefit-risk applications

- **University of Leeds**
  - 3-day and 1-week course in advanced choice modeling and modeling/survey design
  - Not focused on health or benefit-risk applications
Short Courses Offered at Professional Societies

- Society for Medical Decision Making
  Stated-Preference Methods: Design, Analysis and Interpretation (2017, Pittsburgh)
  - John Bridges, PhD, Ellen Janssen, PhD, A. Brett Hauber, PhD
  - Full Day, Introductory/Intermediate
Short Courses Offered at Professional Societies

- **ISPOR (International Society for Pharmacoeconomics and Outcomes Research)**
  - Introduction to Conjoint Analysis (N American meeting)
    - Deborah A. Marshall, PhD and A. Brett Hauber, PhD
    - 2 Half Days, Introductory/Intermediate
  - Conjoint Analysis – Theory & Methods (European meeting)
    - John Bridges, PhD and A. Brett Hauber, PhD
    - Half Day, Introductory/Intermediate
  - Preference Data for Patient-Centric Benefit-Risk Analysis *New*
    - F. Reed Johnson, PhD, Juan Marcos Gonzalez, PhD, Bennett Levitan, MD, PhD
    - Half Day, Advanced
Summary

- The supply of expert stated-preference researchers currently is limited.
- In the short term,
  - trained researchers from other fields will move into health
  - health researchers with other backgrounds will move into the field
  - on-the-job training with experienced researchers will be helpful
- In the long term,
  - academic training programs in health will emerge
  - demand determined by perceived value will drive supply