

Capacity Building and Sustainability

Shelby D. Reed, PhD

Professor, Population Health Sciences and Medicine

President, ISPOR



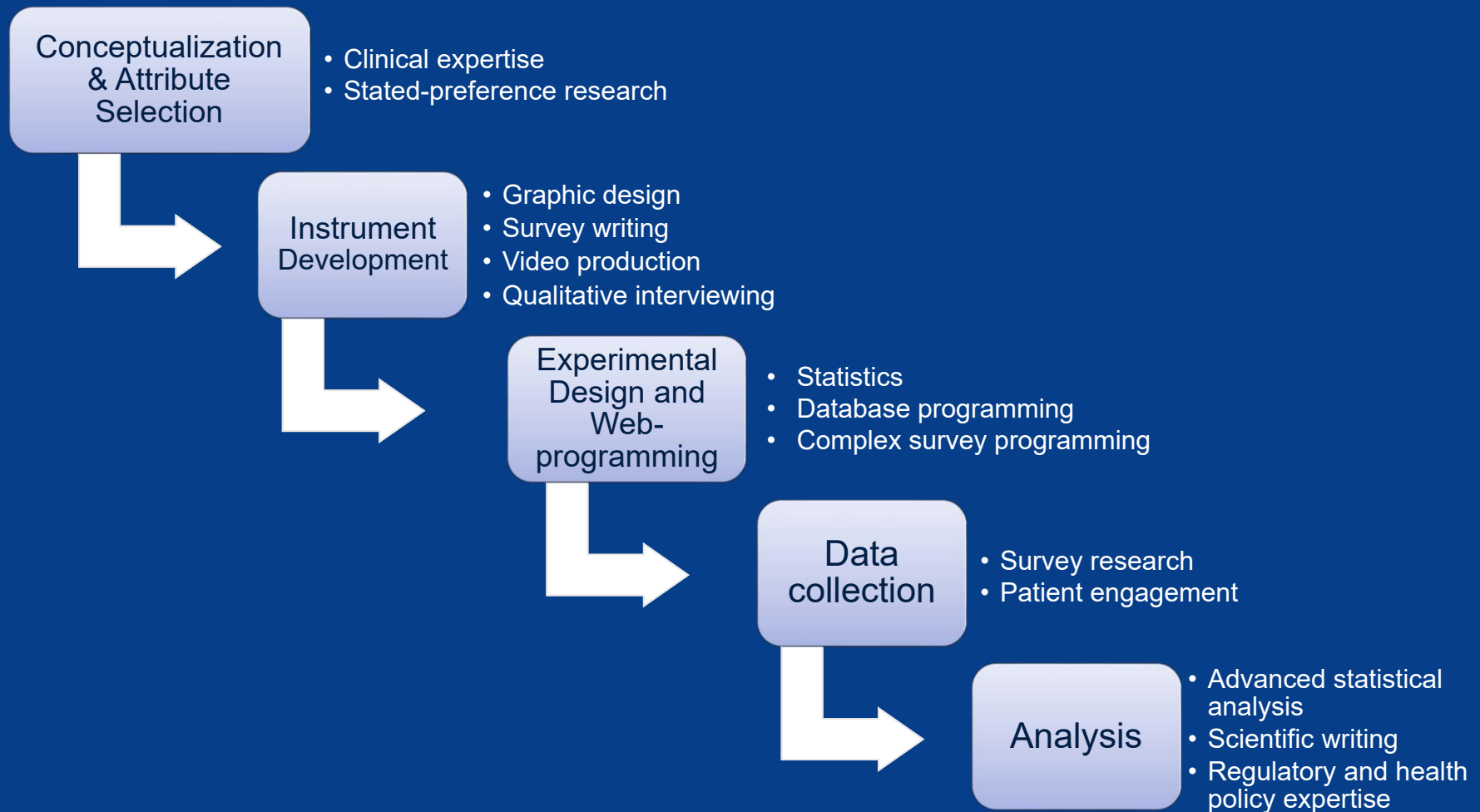
Duke Clinical Research Institute

**FROM THOUGHT LEADERSHIP
TO CLINICAL PRACTICE**

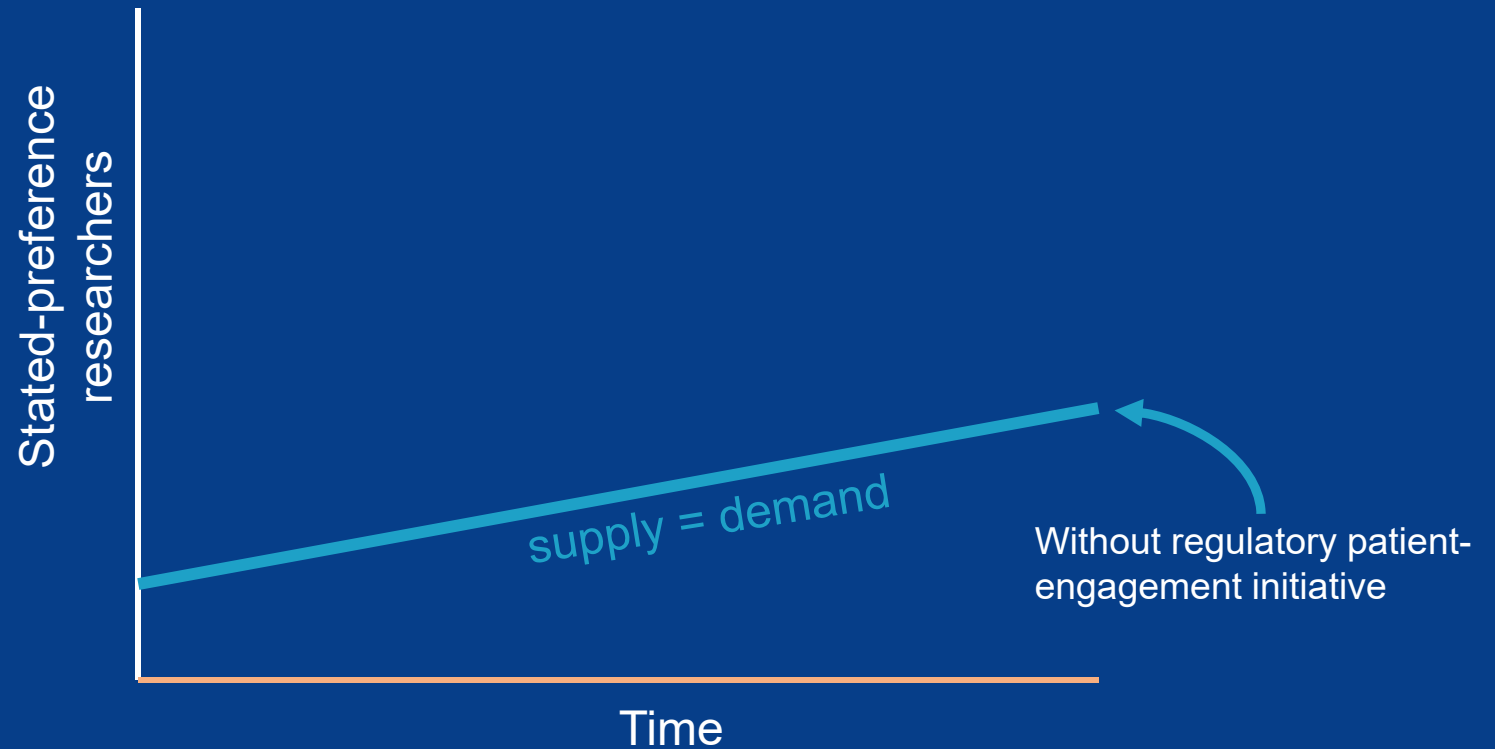
Requisite Skills for Stated-Preference Researchers

- Survey development
- Experimental design
- Data collection methods
- Analytic techniques

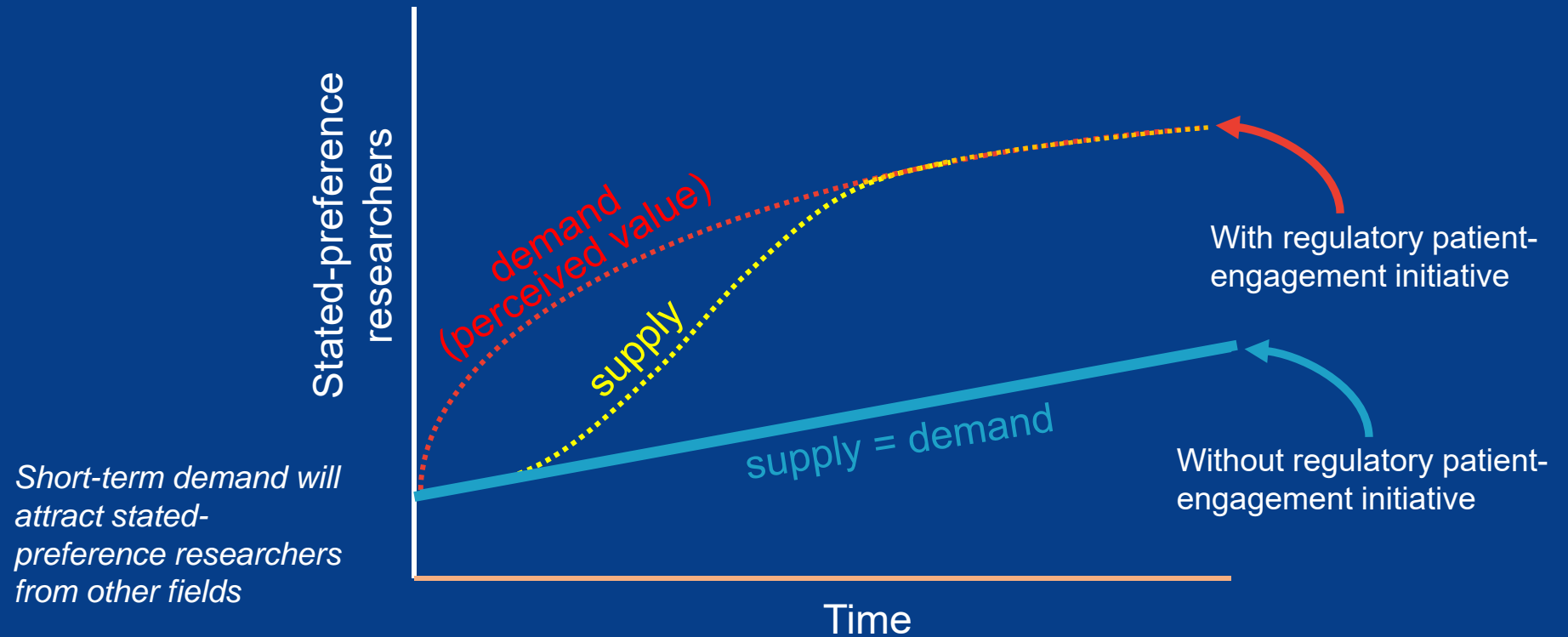
Multidisciplinary expertise required



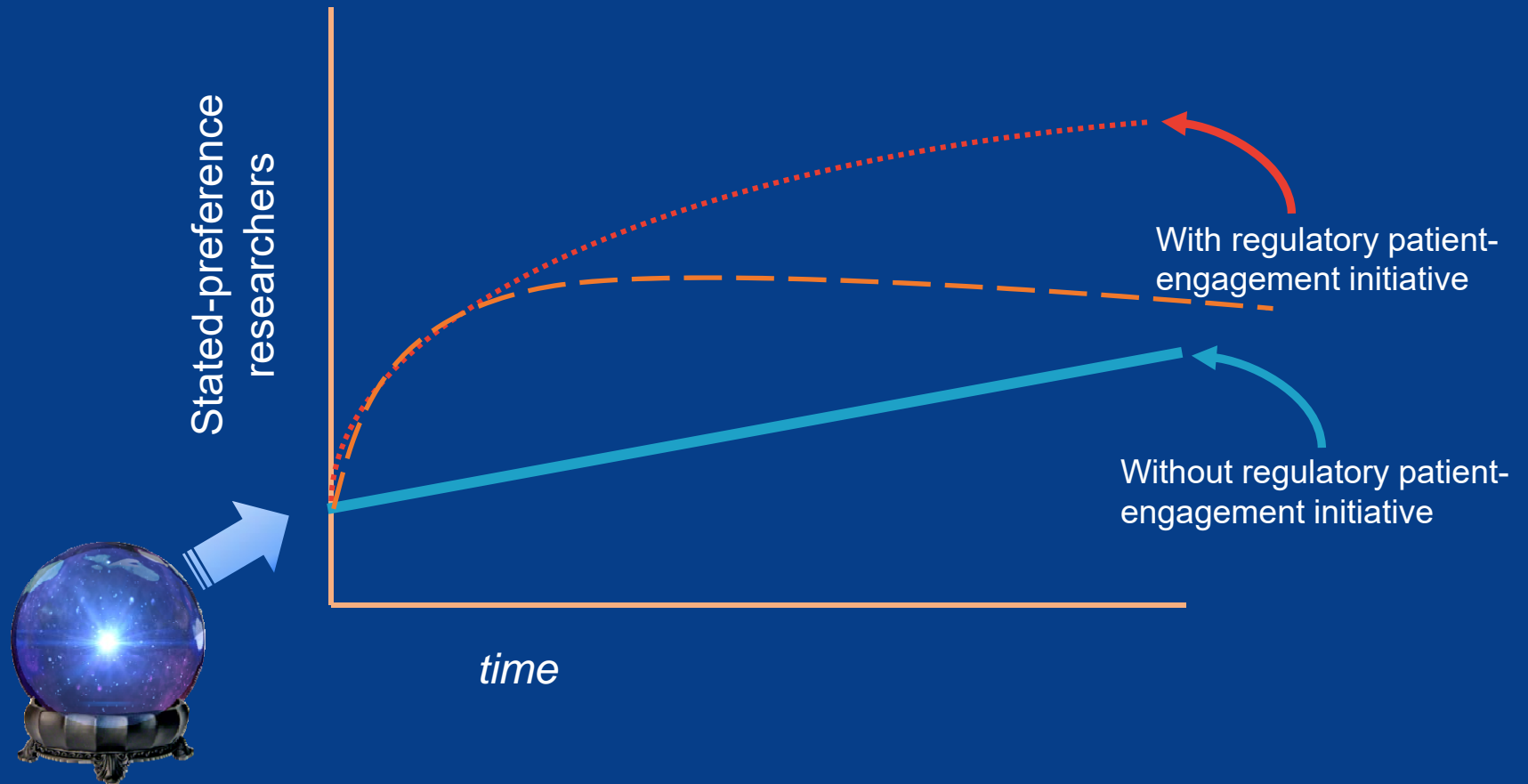
Demand drives the workforce



Demand drives the workforce



Perceived value will drive demand



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



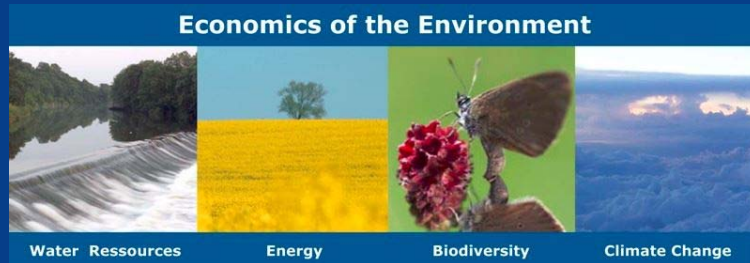
Lens type	Design...	Price...
Polarising UV protector Prescription		

Frame type	Lens colour	Brand
Designer	Brown	Rayban
Aviator	Blue	Oakley
Wayfarer	Yellow	D&G
Turtleshell	Black	Carrera

Attributes (bold) and **levels** examples

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

■ Economics



Source: <https://www.ufz.de/index.php?en=36866>

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

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