Characterising and appraising patient preference exploration and elicitation methods in the medical product lifecycle

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Challenge

• Incorporating patient preferences into decision-making has become increasingly important to different stakeholders.

• There is currently no comprehensive overview describing which patient preference methods are most suitable for different stages in the medical product lifecycle (MPLC), or allows decision-makers to compare methods based on their needs.

• This study aims to
  1. identify important criteria and weights by which to characterise and appraise 33 patient preference elicitation and exploration methods;
  2. identify the methods that are most suitable to meet decision-makers’ needs in the MPLC.

Approach & Methodology

A four-step approach was taken:

1. Criteria to appraise the methods were identified through a Q-methodology exercise (n=54 respondents involved in health preference research (HPR)), examining four hypothetical scenarios in the MPLC;

2. Numerical weights to ascertain the relative importance for each criterion were determined through an analytical hierarchy process (AHP) (n=122 HPR respondents);

3. The performance of 33 methods was determined by applying the weights, and by consulting (n=17) HPR experts and relevant literature;

4. The methods were compared to each other in taxonomy groups reflecting their similar techniques.

Results

• 13 promising preference exploration and elicitation methods were identified across the taxonomy groups as likely to meet decision-makers’ needs.

• Additionally, 9 other methods were identified that could have potential, although only for some stages or have a low publication frequency that decision-makers must consider.

Figure 1: Twelve most promising candidate PP methods

Value of IMI collaboration

• This Joint Undertaking receives support from the European Union’s Horizon 2020 research and innovation programme and EFPIA.

• PREFER brings together experts from academic research institutions, pharmaceutical companies, patient organisations, a health technology assessment body, and small and medium-sized enterprises.

• The consortium has set up stakeholder advisory groups to work closely with patients, regulators, health technology assessment (HTA) bodies and payers, to ensure that recommendations are evidence based, relevant and useful.

Impact & take home message

• The selection of an exploration or elicitation method ultimately depends on the research question, objectives, and feasibility of the patient preference study.

• Our transparent, weighted approach to the comparison of methods provides valuable support to decision-makers.

Facts & Figures

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