ESTIMATING PREFERENCES FOR MEDICAL DEVICES: DOES THE NUMBER OF PROFILE IN CHOICE EXPERIMENTS MATTER?

John FP Bridges, PhD1,2, Karin Groothuis-Oudshoorn, PhD,2, Christine Butter3

1. Department of Health Policy and Management, Johns Hopkins Bloomberg School of Public Health
2. Department of Health Technology and Services Research, Johns Hopkins University, The Netherlands
3. National Bureau of Economic Research (NBER)

ABSTRACT

Background: Most applications of conjoint analysis of products in health use choice studies involve two profiles, while marketing studies rarely use more than three or more. This study reports on a randomized field comparing paired with triplet profile choice formats focused on hearing aids. Methods: Respondents with hearing loss were drawn from a nationally representative cohort, completed identical surveys, and were randomized to choice tasks with two or three profiles. The survey contained 10 attributes with two levels each, and included both disjunctive and conjunctive choices. Results: 166 respondents were randomized to the pairs and 177 to triplets. Pairs and triplets produced identical rankings of 1166 comparisons observed. Results: All attributes were significant predictors of relative utility (p<0.05). Dominant (lexicographic) preferences disappear in triplet design. Discussion: Excluded from analysis (give reasons) (n= 624 N. Broadway, Room 689, Sandor and Louviere 2006) 

© 2011, Johns Hopkins University. All rights reserved.