

# #HEJC transcript

## Healthcare Social Media Transcript

**From:** Mon Jan 07 12:00:00 PST 2013  
**To:** Mon Jan 07 13:15:00 PST 2013  
*change time period*

Who were the influencers during this time period? [#HEJC analytics](#)

Connecting the dots in healthcare social media: Healthcare Conference - Tweet Chats - Healthcare Analytics

What is [#HEJC](#)?

**aheblog**

Welcome to this month's [#HEJC](#). For links to the paper and some possible discussion points visit <http://t.co/me9EJgvf>

Mon Jan 7 12:02:01 PST 2013

**ChrisSampson87**

Join me for a [#HEJC](#) TweetChat at: <http://t.co/J7Tuxspg> [#healtheconomics](#) [#HEJC](#)

Mon Jan 7 12:02:46 PST 2013

**ChrisSampson87**

So who's here then? Or is it too soon after new year for academic discussion? [#HEJC](#)

Mon Jan 7 12:04:33 PST 2013

**tflynnhealth**

[@ChrisSampson87](#) I'll remember to use the [#HEJC](#) hashtag in rest of my responses, doh. It's too early here in Syd....

Mon Jan 7 12:06:16 PST 2013

**siwatson**

[@ChrisSampson87](#) I am online for the [#hejc](#) although was going to take observer status as I know little about DCEs

Mon Jan 7 12:06:41 PST 2013

**ChrisSampson87**

[@tflynnhealth](#) apologies, we don't cater well for antipodean colleagues! [#HEJC](#)

Mon Jan 7 12:07:16 PST 2013

**EmilyLancsar**

[@tflynnhealth](#) [@ChrisSampson87](#) Woops I missed the [#HEJC](#) too!

Mon Jan 7 12:08:20 PST 2013

[@siwatson](#) Fair enough! My DCE experience is also limited, but the contents of

**ChrisSampson87**

the paper are surprisingly straight-forward #HEJC

Mon Jan 7 12:08:49 PST 2013

**ChrisSampson87**

So is it BWDCE from here on out? As a methodology there seems to be no obvious downside compared with standard DCE #HEJC

Mon Jan 7 12:10:23 PST 2013

**tflynnhealth**

@ChrisSampson87 #HEJC no all 3 Cases of BWS have (dis)advantages. With Case 3 it's cognitive load and the design issues common to DCEs

Mon Jan 7 12:12:21 PST 2013

**EmilyLancsar**

@ChrisSampson87 #HEJC I guess it's horses for courses but BWDCE opens up new research options that we may not always have with standard DCE

Mon Jan 7 12:12:27 PST 2013

**tflynnhealth**

@ChrisSampson87 #HEJC having said that, at CenSoC unless we want/need to run a pairwise DCE, all our DCEs are now run as Case 3 BWS

Mon Jan 7 12:14:25 PST 2013

**EmilyLancsar**

@tflynnhealth @ChrisSampson87 #HEJC agree with TF post - all methods have ads and disads

Mon Jan 7 12:14:39 PST 2013

**ChrisSampson87**

The paper cites previous uses of BWDCE, but seems they didn't use full data. Was this because SWBMNL hadn't been developed? #HEJC

Mon Jan 7 12:17:18 PST 2013

**tflynnhealth**

@ChrisSampson87 #HEJC the model (sequential/maxdiff) is largely irrelevant. It's the era of online surveys that made complete ranking doable

Mon Jan 7 12:19:57 PST 2013

**EmilyLancsar**

@ChrisSampson87 #HEJC Yes, previous research either ignored the BW data & clogit on first choice or rologit on implied ranking ..

Mon Jan 7 12:20:12 PST 2013

**tflynnhealth**

#HEJC if all else fails you can always run ROL on complete (or partial) ranking. The problem is that you should be checking assumptions...

Mon Jan 7 12:21:11 PST 2013

**EmilyLancsar**

@ChrisSampson87 #HEJC or Louviere (2008) expansion method. Developed SBWMNL to model the data accounting for the way they were generated

Mon Jan 7 12:21:46 PST 2013

**tflynnhealth**

#HEJC at different ranking depths (1) do you tap into same utility function (sometimes no - very worrying) (2) does variance differ - yes

Mon Jan 7 12:22:44 PST 2013

**EmilyLancsar**

@tflynnhealth #HEJC I don't think the model is irrelevant - want to use the model with which researchers most comfortable with assumptions

Mon Jan 7 12:23:45 PST 2013

I'd like to see some examples where BWDCE might not be appropriate, the

**ChrisSampson87**

paper doesn't discuss this [#HEJC](#)

Mon Jan 7 12:25:06 PST 2013

**tflynnhealth**

[@ChrisSampson87](#) [#HEJC](#) vulnerable populations. I have paper under review: even simplest pairwise DCE gave crap data for half of older people

Mon Jan 7 12:29:57 PST 2013

**EmilyLancsar**

[@ChrisSampson87](#) [#HEJC](#) E.g. Populations with cognitive issues, but might think twice re using DCE in those pops too

Mon Jan 7 12:30:10 PST 2013

**ChrisSampson87**

so it seems the variance issue may be more of a problem for BWDCE, but is already a problem for DCE anyway [#HEJC](#)

Mon Jan 7 12:31:32 PST 2013

**tflynnhealth**

[@ChrisSampson87](#) [#HEJC](#) yes! A series of papers from Internat Choice Mod Conf (2011) were on the topic. Marley, Rose, Scarpa all contributed

Mon Jan 7 12:34:00 PST 2013

**EmilyLancsar**

[#HEJC](#) yes, variance/scale issue for all limited dependent variable models both within and between respondent

Mon Jan 7 12:34:19 PST 2013

**tflynnhealth**

[@ChrisSampson87](#) [#HEJC](#) there will no doubt be a load more such papers at this year's ICMC (Sydney, immediately before iHEA)

Mon Jan 7 12:34:46 PST 2013

**EmilyLancsar**

[#HEJC](#) with BW have added issue of potential scale difference over ranking depths - folk possibly more certain re first B & W

Mon Jan 7 12:35:57 PST 2013

**tflynnhealth**

[#HEJC](#) I have only minor issue with paper. Jordan forgot Tony, he and I agreed terminology 2 years ago for the book. BWDCE=multi-profile case

Mon Jan 7 12:38:39 PST 2013

**tflynnhealth**

[#HEJC](#) though it \*is\* minor - lots of important things tested in paper that are normally "assumed" and great that case 3 got a top journal

Mon Jan 7 12:43:46 PST 2013

**ChrisSampson87**

the analysis of best-data from a best-worst experiment makes me feel a bit uneasy [#HEJC](#)

Mon Jan 7 12:45:54 PST 2013

**ChrisSampson87**

if at different rank levels we might be seeing different utility functions, is the best-data the same as from a DCE? [#HEJC](#)

Mon Jan 7 12:46:02 PST 2013

**ChrisSampson87**

can't help but think people's 1st choice might change after consideration of 2nd choice (non-economist comment) [#HEJC](#)

Mon Jan 7 12:46:14 PST 2013

[@tflynnhealth](#) [#HEJC](#) BWDCE appeals to me as seems to describe it well - a

- EmilyLancsar** DCE in which we ask for best & worst but terminology evolving  
Mon Jan 7 12:47:32 PST 2013
- EmilyLancsar** @flynnhealth thanks T :) #HEJC  
Mon Jan 7 12:47:43 PST 2013
- tflynnhealth** @ChrisSampson87 #HEJC yeah all valid points and need empirical testing. The Marley/Scarpa 2011 ICMC paper makes a good start on such issues  
Mon Jan 7 12:48:36 PST 2013
- EmilyLancsar** @ChrisSampson87 #HEJC Good way to test would be a head to head comparison of std DCE and BWDCE just using first choice data  
Mon Jan 7 12:50:46 PST 2013
- tflynnhealth** @ChrisSampson87 #HEJC the more worrying issue is that best data same as DCE but lower ranks are (eg) elimination by aspects utility function  
Mon Jan 7 12:52:30 PST 2013
- EmilyLancsar** @flynnhealth @ChrisSampson87 #HEJC yeah, would be interesting to investigate potential decision rules used  
Mon Jan 7 12:55:35 PST 2013
- ChrisSampson87** 47% response rate seems low. Presumably this cut-out those who found it most demanding, which obviously has implications for results #HEJC  
Mon Jan 7 12:57:23 PST 2013
- EmilyLancsar** @ChrisSampson87 #HEJC it was a long survey in addition to BWDCE also contingent valuation & altruism etc. questions  
Mon Jan 7 13:00:05 PST 2013
- EmilyLancsar** @ChrisSampson87 #HEJC interesting to go back and see at what point in the survey folk dropped out also need to check if included screen outs  
Mon Jan 7 13:01:39 PST 2013
- aheblog** That's all for #HEJC this month. Thanks for taking part. A transcript will be available shortly at <http://t.co/me9EJgvf>  
Mon Jan 7 13:02:12 PST 2013
- EmilyLancsar** @aheblog #HEJC thanks all!  
Mon Jan 7 13:02:57 PST 2013
- PECjournal** RT @aheblog: That's all for #HEJC this month. Thanks for taking part. A transcript will be available shortly at <http://t.co/me9EJgvf>  
Mon Jan 7 13:05:02 PST 2013
- nchadborn** @aheblog Watched and read, but out of my depth to contribute, sorry! Next time... #hejc  
Mon Jan 7 13:14:13 PST 2013