



**Project title:** Discrete choice experiments to untangle the use of incentives in clinical trials

**Institution** National University of Ireland, Galway

### Project details (max 250 words)

According to the standards of the 1947 Nuremberg Code no persuasion or pressure of any kind should be put on participants. Whereas incentives in health research or clinical trials for physicians are generally well accepted, due to the increased workload, incentives for participants are often disfavoured. Incentives for participant can be seen as coercive or as exerting undue influence on their decision to take part. However, incentives can improve recall bias as well as the generalisability and a scratch lottery ticket has been shown to improve survey response and representativeness. Incentivising patients may include payment for time to participate, small gifts, payment for incidental expenses or cash/voucher for participation and retention.

Discrete choice experiments (DCEs) are widely used in health economics to assess preferences and inform clinical and policy decision making. DCEs can disentangle what an individual says they would do from what the individuals actually does, and compare these to current practice and standards. DCEs are an ideal method to identify potential participant attitudes with regard to different incentives in clinical trials and health research. DCEs involve the generation and analysis of choice set in the context of hypothetical scenarios.

The proposed summer project aims to develop, perform, analyse and publish a DCE to understand people's preferences with regard to the use of incentives in clinical trials.

Three summer students will lead in one aspect of the DCE as part of a multidisciplinary collaboration.

1. Determine and describe the attributes and levels of the DCE, NUIG HRB Summer student and Dr Akke Vellinga
2. Conduct the DCE, NUIG TMRN summer student, Prof Declan Devane/Dr Akke Vellinga
3. Analyse the DCE, UCC TMRN summer student, Prof Patricia Kearney/Dr Aimee Fox.

The students will be working in sequence with a two week overlap to hand over.