CENTRE FOR HEALTH POLICY

Seminar Series

The University of Melbourne

Women's preferences, willingness-to-pay and predicted uptake for single nucleotide polymorphisms gene testing to guide personalised breast cancer screening strategies: A discrete choice experiment

Presenter: Dr Wee Hwee Lin

**Wednesday 18th April 2pm-3pm
Room 410, Level 4, 207 Bouverie Street**

Single Nucleotide Polymorphisms (SNPs) gene tests is a potential tool for improving the accuracy of breast cancer risk prediction. Dr Wee Hwee Lin believes that it is important to seek user input early in the process of the development of new health technology and conducted a study to measure women's preferences and marginal willingness-to-pay (mWTP) for this new technology.

In this talk, Dr Wee Hwee Lin will share the findings from a study where researchers administered a discrete choice experiment (DCE) to English-speaking Singaporean women aged 40 to 69 years old without any history of breast cancer, enrolled via door-to-door recruitment with quota sampling by age and ethnicity.

Interactions between significant attributes and respondent characteristics were investigated. Predicted uptake rates for various gene testing scenarios were studied. Implications of the findings and directions for future research will be discussed.

These seminars are free. Visitors are welcome to attend.
For more information contact the Centre for Health Policy +61 3 8344 9111

Dr Wee Hwee Lin obtained her BSc(Pharm)(Hons) and PhD from the Department of Pharmacy, National University of Singapore (NUS), in 2001 and 2006, respectively. She is currently joint Assistant Professor at the Saw Swee Hock School of Public Health and the Department of Pharmacy, Faculty of Science, NUS.

Dr Wee Hwee Lin's research encompasses health-related quality of life, cost effectiveness analyses, patient preferences and medication adherence. Her current work involves understanding patient and public preferences for novel health technologies. She is currently a member of the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) Personalized Medicine Leadership Group and the International Consortium for Health Outcomes Measurement (ICHOM) Diabetes Standard Set Working Group.