

Understand how product features affect stakeholder decisions.

## Be Convincing with Preferences That Matter

Stated-preference studies provide scientifically credible evidence about stakeholder preferences for your product. For example, the market for your product may depend on the perceived importance of its therapeutic benefits relative to its risks. Stated-preference studies quantify these trade-offs to guide critical product development and product promotion strategies.

## RTI-HS Health Preference Studies:



## Depend on Leading Techniques

We apply innovative health preference analysis methods to improve outcomes research, improve risk management, and inform clinical decision-making.

- Improve Outcomes Research
  - Adherence: Demonstrate the relationship between product attributes and adherence.
  - Satisfaction Measures: Reveal the importance of non-efficacy features such as dosing frequency, dosing method, tolerability, and cost.
- Risk-Benefit Analysis
  - Improve Risk Management: Inform effective risk-management strategies with determinations of maximum acceptable risks for treatment benefits.
  - Demonstrate Risk Tolerance: Quantify patient and physician willingness to accept treatment-related risk to achieve therapeutic benefits of treatment.
- Inform Clinical Decision-Making for Patients and Physicians
  - Narrow the difference between efficacy and effectiveness in clinical practice with conjoint-based decision tools.

## Rely On Our Technical Team

Our researchers regularly:

- Publish in peer-reviewed journals
- Conduct workshops and short courses
- Speak at industry-recognized conferences

Contact Us:  
[info@rtihs.org](mailto:info@rtihs.org)  
[www.rtihs.org](http://www.rtihs.org)