



## PROGRAM

**Lecturers:** Dr Verity Watson and Dr Nicolas Krucien from the Health Economics Research Unit, University of Aberdeen.

<b>MONDAY, 29/09/14</b>	<b>CONTINGENT VALUATION</b>
13:00 – 13:30	Registration and welcome
13:30 – 14:15	Introduction to stated preference methods in health care
14:15 – 14:45	Economic theory of WTP/WTA
	<i>Short pause</i>
14:45 – 15:30	Application of CVM to health care
15:30 – 16:00	<i>Coffee Break</i>
16:00 – 16:30	Analysis of CVM data
16:30 – 17:30	Computer lab: Analysis of CVM data valuing air ambulances
<b>TUESDAY, 30/09/14</b>	<b>DISCRETE CHOICE EXPERIMENTS</b>
09:30 – 10:30	Introduction to multi-attribute valuation
10:30 – 11:30	Issues when designing DCE surveys
	<i>Short pause</i>
11:30 – 12:30	Analysis of DCE data
12:30 – 13:30	<i>Lunch</i>
13:30 – 14:30	Computer lab: Analysis of DCE data valuing pharmacy services
14:30 – 15:30	Relaxing the assumptions of the conditional logit
15:30 – 16:00	<i>Coffee Break</i>
16:00 – 17:30	Computer lab: Further analysis of DCE data
<b>WEDNESDAY, 01/10/14</b>	<b>BEST-WORST SCALING AND ISSUES IN THE APPLICATION OF STATED CHOICE METHODS</b>
09:30 – 11:30	Best-worst scaling – what it is and how to use it
11:30 – 11:45	<i>Coffee Break</i>
11:45 – 13:00	Issues in non-market valuation
13:00	End of the workshop