

Our Company

Filling an important need in the community and patient preference research industry, Dr Simon Fifer, Laurie Axford and Professor John Rose have built on 15 years of experience to launch Community and Patient Preference Research (CaPPRe) – a research group committed to meaningful research leading to better engagement and understanding of community and health consumer needs.

EXPERTISE

Our team comes from a variety of backgrounds delivering an unparalleled breadth and depth of knowledge and specialised skill to provide in-depth clinical, psychological and economic insights.

TAILORED SOLUTIONS

Each project is different, and our team works with you to understand your individual business needs, so we can deliver the right survey to the right stakeholders using the right methodology.

BROAD REACH

We use a mix of recruiting methods such as online panels, social media and other platforms to ensure the widest, most diverse access to consumers, B2B or other target markets across Australia and the globe.

Our online surveys can be delivered on the go using our real time smart phone ChoiceApp, on a tablet or computer.



Every year we make thousands of choices about the services we use, the products we purchase and the places we visit. Each of these choices involve a level of trade-off based on our own individual preferences and value framework. So how do we find out what is driving these choices?

CaPPRe is an independent group committed to high quality choice-based research. At CaPPRe, we use choice modelling to transform our clients understanding of their business, and their clients by understanding why people make the choices they do and predict the choices they'll make in the future. This helps our clients make better business decisions and create effective policies based on what people value.

- Leading 'experts' in choice modelling, conjoint analysis, non-market valuations and willingness to pay studies.
- Best in practice approach using the latest academic advancements in choice-based research.
- Trusted by government and leading Australian and multi-national businesses across a variety of industries.
- Experience working with government and consortiums on large scale tenders.

Choice-based modelling is a well-established methodology derived from economics, mathematics / statistics and behavioural science to understand what stakeholders value when making decisions.

We conduct research across the following sectors:

- ✓ Infrastructure
- ✓ Technology
- ✓ Transport
- ✓ Environment
- ✓ Culture/arts
- ✓ Health.

We provide professional guidance on tailored research solutions to assist with cost-benefit analysis, market access and funding strategies across both local and global markets.

SUPPORT

All projects have a dedicated project manager to ensure you have the right expertise and support, for the successful delivery of your project.

CONTACT US

We would be pleased to discuss your research needs and assist you with making better business decisions that reflect the values and needs of your clients.

For more information on our expertise, team or services you can contact:

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Visit us at: www.cappre.com.au

Our Expertise

At CaPPRe, we use advanced choice modelling methods to help you quantify the value of major developments to products, services or infrastructure that are often difficult to translate, communicate or measure.



METHODOLOGICAL EXPERTISE

- Value Mapping (Discrete Choice Experiment / Conjoint Analysis)
- Cost-benefit / Economic analyses
- Pricing studies / Willingness to pay
- Utility and time trade-off studies
- Demand forecasting
- Market segmentation
- Non-market valuation
- Qualitative insights / stakeholder mapping

Our Difference

Based on our extensive experience both commercially and academically, CaPPRe has developed a unique approach that enables us to use the latest academic advancements in choice-based experiments and provide our clients with practical, easy to understand and actionable results via advanced dashboards. It is this pragmatic approach that has helped clients across industry, government and academia to make informed decisions about community needs for better outcomes.



Experimental design

A model is only as good as the design. We use the latest design techniques to maximise the information obtained from the survey, including Bayesian efficient designs.



Advanced modelling

We use advanced modelling techniques to account for restrictive model assumptions and heterogeneity, including Latent Class, Latent Variable models, Mixed Multinomial Logit Models and Hierarchical Bayes.



Dashboards

We build sophisticated online dashboards that allow stakeholders to visualise and interact with the model to perform 'what if' scenarios.

