1. BACKGROUND

Genetic Testing
Genetic testing to identify risk factors for certain health conditions is becoming more prevalent. At present, costs are prohibitive, however this is likely to change in the near future. Most health systems currently are not equipped to manage the predicted uptake in demand of such tests and the required changes to the health system. Further, the risk of genetic testing has significant implications for data privacy and health / life insurance.

Aims and Objectives
To compare DCE results that measure community preferences towards genetic testing, from different modes of survey completion (mobile and computer).

2. OUR APPROACH

Choice Modelling App “ChoiceApp”
Data was collected in August 2018 using the “ChoiceApp” and a standard online survey software Confirmit for computer completion. Respondents were recruited through online community panels. The App is controlled from an administration portal. Respondents downloaded the App and registered as a user. They were then sent the survey to their mobile within 24 hrs. Surveys had an average completion time of approximately 5 mins.

Scenario framing
Please imagine that your healthcare professional has provided advice about new types of genetic tests that calculate personal risk factors of over 50 health conditions (including multiple types of cancer, dementia / Alzheimer’s, heart disease, diabetes and autoimmune disorders).

You will be shown 12 different types of tests and the tests will be described by 6 features.

Comparison of 3 groups (Example scenarios)

3. INSIGHTS

Attribute Importance and Uptake
Most Important Attributes

Uptake
In the most positive scenario (i.e. if costs are low, the test provides a proven medical benefit and accuracy is high) 9 out 10 respondents would have the test

4. CONCLUSION

This study demonstrates that DCEs can be successfully completed on a mobile platform, delivering comparable results to traditional completion methods using a computer. These findings open up new research opportunities to interact and engage with respondents who would otherwise not be able to, or not be interested in, completing a survey on a computer.