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Reliability assessment of an instrument eliciting and interpreting willingness-to-pay values for quality of life improvement.

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This study aimed at examining the test-retest reliability of an instrument developed to: a) elicit a monetary value on a quality-adjusted life-year (QALY) using the Willingness-to-Pay (WTP) approach, within the Contingent Valuation Method (CVM); and b) capture general population's motives regarding value assignment. Validation of this instrument constitutes part of a PhD research for which the candidate holds a scholarship from Onassis Foundation.

WTP was elicited in two ways (iterative closed-ended bidding system/open-ended question). Participants' motives were assessed through 3 and 4 follow-up statements designed for those willing to pay for the hypothetical treatment and those not willing to pay (protest bidders), respectively.

The study was conducted in Thessaloniki, Greece, during October/November 2018. A randomly selected sample responded via telephone interviews on two occasions over a period of 4 weeks (n=97). Differences between the two points in time were evaluated using the Wilcoxon signed ranked test. Test-retest reliability was assessed using the intra-class correlation coefficient.

WTP estimates showed no statistically significant differences between the two points in time ($p > 0.05$). Test-retest reliability was acceptable and very good for WTP and WTP per QALY estimates, respectively (ICC values of 0.67 (95% CI: 0.51, 0.78) and 0.85 (0.73, 0.91), respectively). Analysis revealed high reliability for all three motivation statements with coefficients ranging from 0.84 (0.67, 0.92) to 0.89 (0.89, 0.96). 3 out of 4 statements formulated exclusively for protest bidders showed acceptable/very good reliability (ICC values ranging from 0.84 (0.67, 0.92) to 0.89 (0.78, 0.95)). After excluding outliers, ICC for WTP estimates was improved at 0.93 (0.88, 0.96).

Biography

Afentoula Mavrodi is a Ph.D. Candidate at the Department of Business Administration, University of Macedonia, Greece. She holds a M.Sc. in International Health Management with Distinction from Imperial College London. She has worked as a consulting analyst in London and as a freelance consultant in both public and private sector healthcare institutions in Greece. For her Ph.D. research she holds a scholarship from Onassis Foundation.

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