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# Use of Conjoint Analysis to Determine Patient Preferences for Surgical Treatment of Urethral Stricture Disease: Supplementary Material

## Appendix A: Conjoint Survey Profiles

If these were your only options, which would you choose?  
Choose by clicking one of the buttons below:

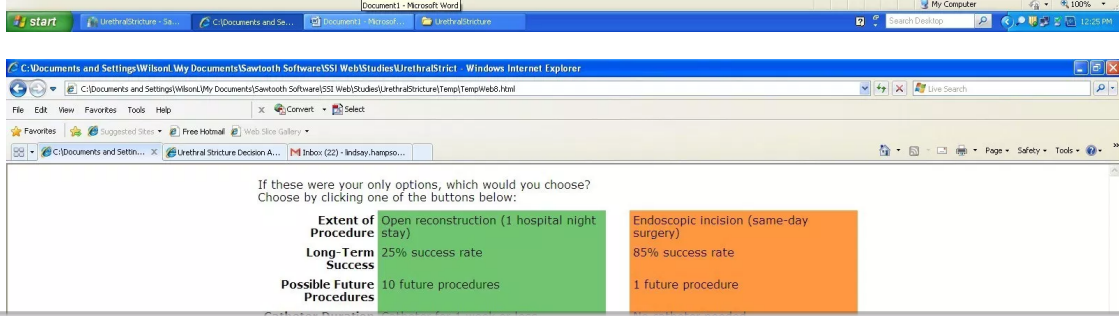
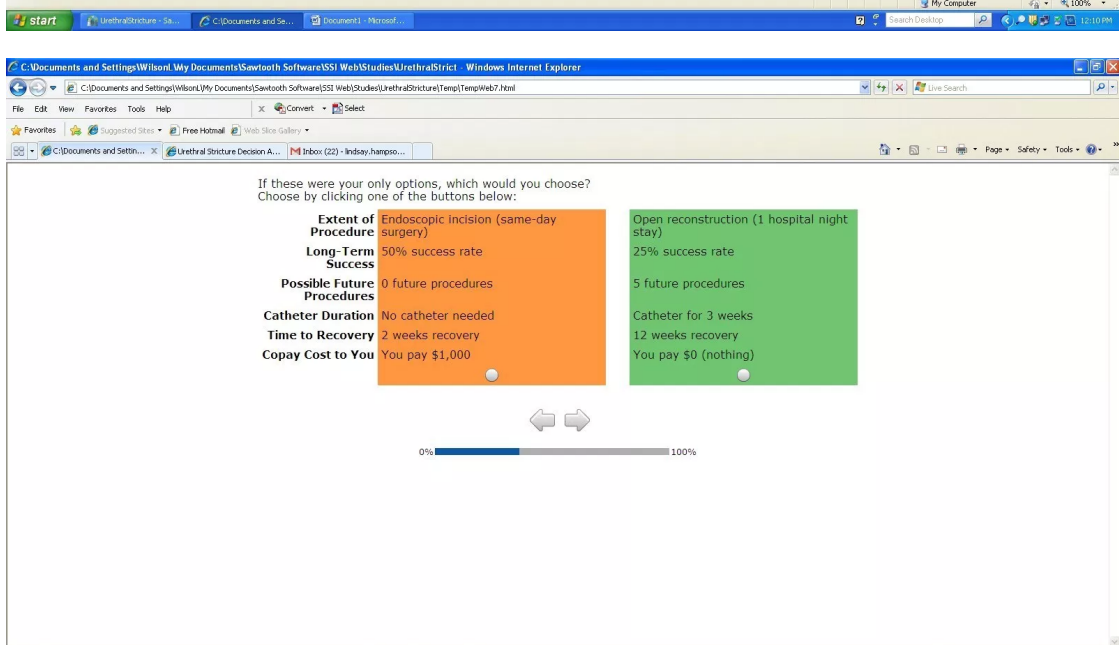
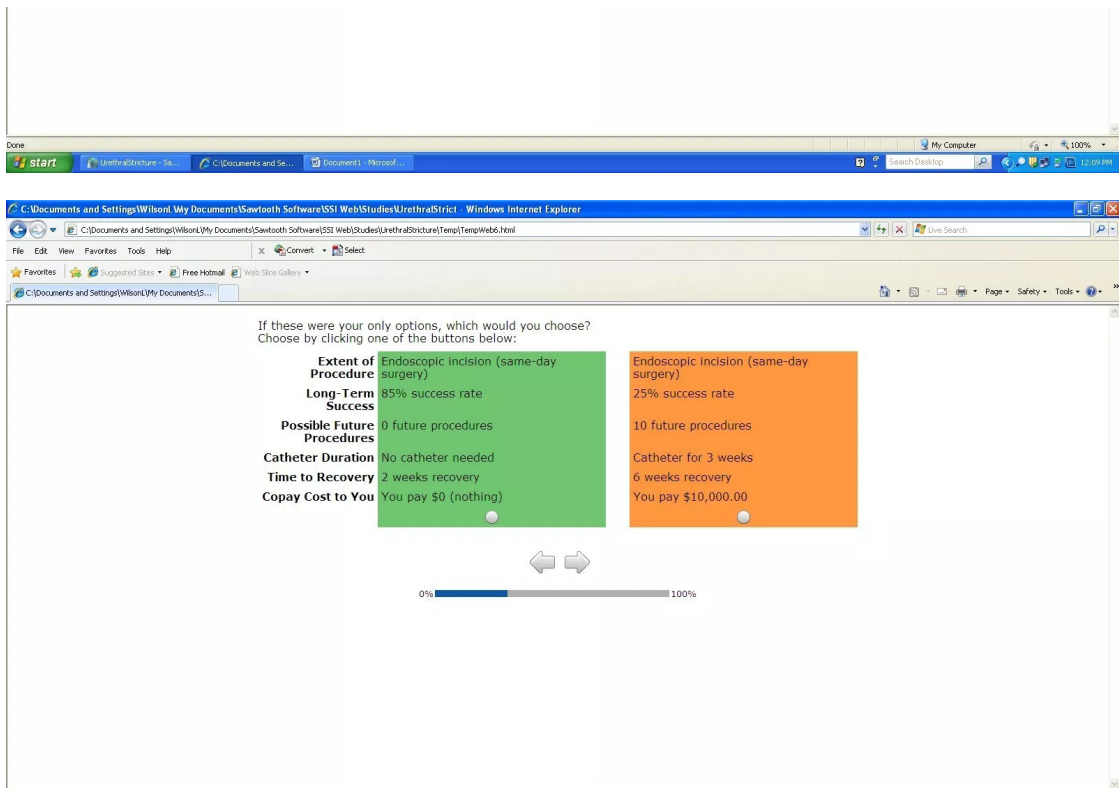
	Open reconstruction (1 hospital night stay)	Endoscopic incision (same-day surgery)
<b>Extent of Procedure</b>	Open reconstruction (1 hospital night stay)	Endoscopic incision (same-day surgery)
<b>Long-Term Success</b>	85% success rate	85% success rate
<b>Possible Future Procedures</b>	1 future procedure	10 future procedures
<b>Catheter Duration</b>	Catheter for 1 week or less	Catheter for 3 weeks
<b>Time to Recovery</b>	12 weeks recovery	Immediate
<b>Copay Cost to You</b>	You pay \$1,000	You pay \$0 (nothing)

0%  100%

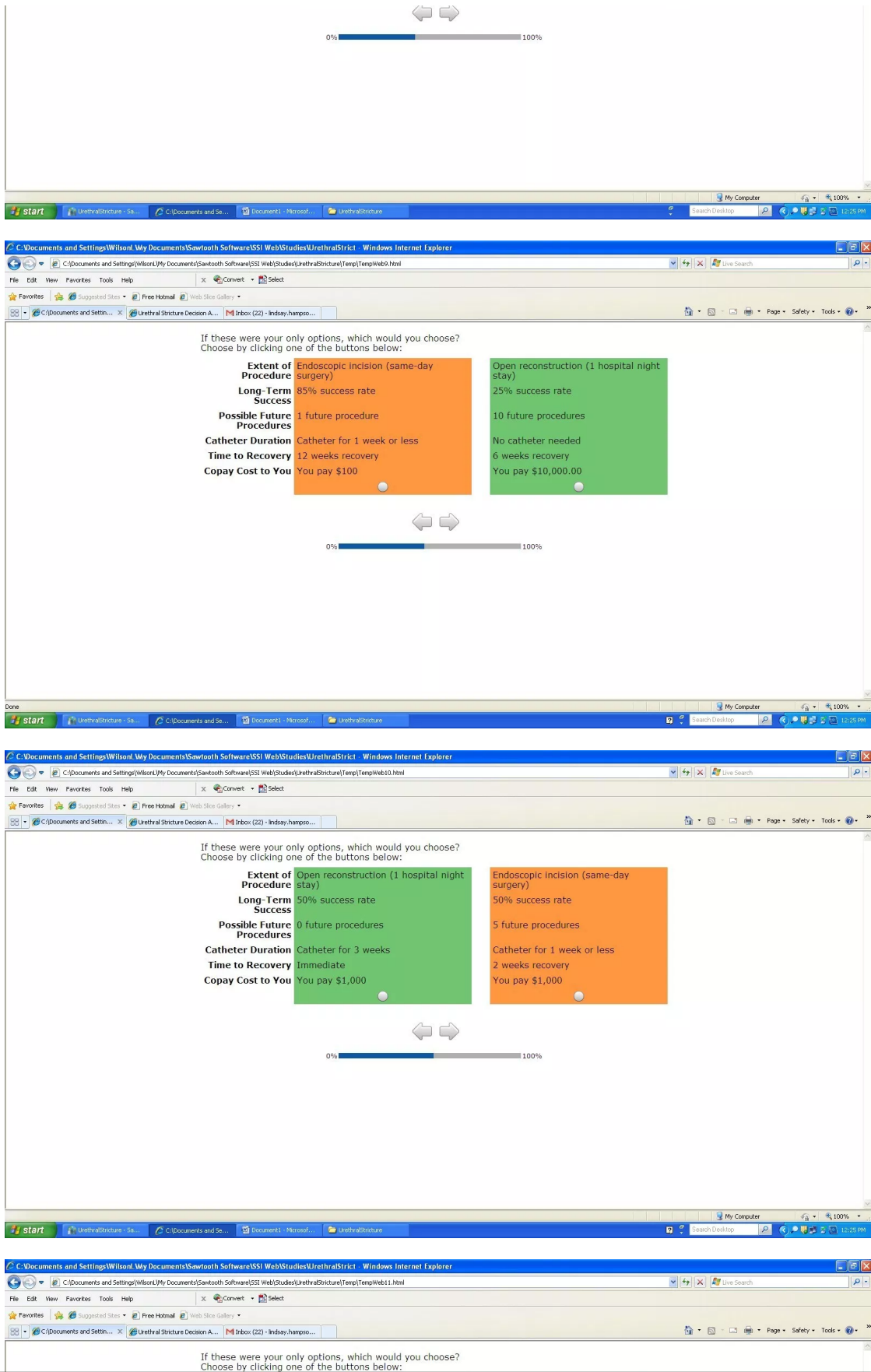
If these were your only options, which would you choose?  
Choose by clicking one of the buttons below:

	Endoscopic incision (same-day surgery)	Open reconstruction (1 hospital night stay)
<b>Extent of Procedure</b>	Endoscopic incision (same-day surgery)	Open reconstruction (1 hospital night stay)
<b>Long-Term Success</b>	50% success rate	50% success rate
<b>Possible Future Procedures</b>	10 future procedures	1 future procedure
<b>Catheter Duration</b>	Catheter for 3 weeks	No catheter needed
<b>Time to Recovery</b>	12 weeks recovery	Immediate
<b>Copay Cost to You</b>	You pay \$100	You pay \$10,000.00

0%  100%



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**Catheter Duration** Catheter for 1 week or less  
**Time to Recovery** 6 weeks recovery  
**Copay Cost to You** You pay \$1,000

No catheter needed  
 Immediate  
 You pay \$100

0% 100%

If these were your only options, which would you choose?  
 Choose by clicking one of the buttons below:

**Extent of Procedure** Endoscopic incision (same-day surgery)  
**Long-Term Success** 25% success rate  
**Possible Future Procedures** 0 future procedures  
**Catheter Duration** No catheter needed  
**Time to Recovery** 12 weeks recovery  
**Copay Cost to You** You pay \$10,000.00

Open reconstruction (1 hospital night stay)  
 85% success rate  
 1 future procedure  
 Catheter for 3 weeks  
 6 weeks recovery  
 You pay \$0 (nothing)

0% 100%

If these were your only options, which would you choose?  
 Choose by clicking one of the buttons below:

**Extent of Procedure** Open reconstruction (1 hospital night stay)  
**Long-Term Success** 25% success rate  
**Possible Future Procedures** 1 future procedure  
**Catheter Duration** Catheter for 3 weeks  
**Time to Recovery** Immediate  
**Copay Cost to You** You pay \$1,000

Endoscopic incision (same-day surgery)  
 50% success rate  
 5 future procedures  
 Catheter for 3 weeks  
 12 weeks recovery  
 You pay \$0 (nothing)

0% 100%

Windows Internet Explorer

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Choose by clicking one of the buttons below:

<b>Extent of Procedure</b>	Endoscopic incision (same-day surgery)	Open reconstruction (1 hospital night stay)
<b>Long-Term Success</b>	50% success rate	85% success rate
<b>Possible Future Procedures</b>	5 future procedures	0 future procedures
<b>Catheter Duration</b>	No catheter needed	Catheter for 1 week or less
<b>Time to Recovery</b>	6 weeks recovery	2 weeks recovery
<b>Copy Cost to You</b>	You pay \$1,000	You pay \$10,000.00

0% 100%

Windows taskbar showing Start button, taskbar icons for UrethraStructure, Web Help, Documents and Settings, and My Computer. System tray shows search, network, volume, and time (12:45 PM).

Windows Internet Explorer browser window showing the URL: C:\Documents and Settings\Wilson\My Documents\Sawtooth Software\SSI WebStudies\UrethraStricte\Temp\Web16.html. The browser interface includes the address bar, menu bar, and toolbar.

If these were your only options, which would you choose?  
Choose by clicking one of the buttons below:

<b>Extent of Procedure</b>	Endoscopic incision (same-day surgery)	Open reconstruction (1 hospital night stay)
<b>Long-Term Success</b>	85% success rate	50% success rate
<b>Possible Future Procedures</b>	0 future procedures	1 future procedure
<b>Catheter Duration</b>	No catheter needed	Catheter for 3 weeks
<b>Time to Recovery</b>	6 weeks recovery	Immediate
<b>Copy Cost to You</b>	You pay \$100	You pay \$10,000.00

0% 100%

Windows taskbar showing Start button, taskbar icons for UrethraStructure, Web Help, Documents and Settings, and My Computer. System tray shows search, network, volume, and time (12:46 PM).

Windows Internet Explorer browser window showing the URL: C:\Documents and Settings\Wilson\My Documents\Sawtooth Software\SSI WebStudies\UrethraStricte\Temp\Web17.html. The browser interface includes the address bar, menu bar, and toolbar.

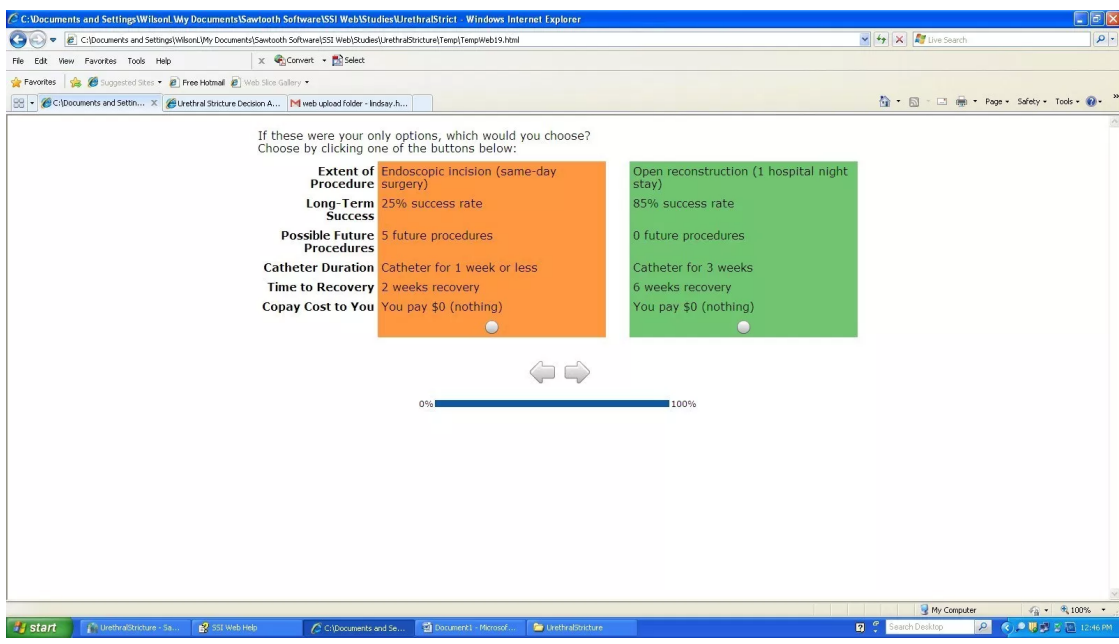
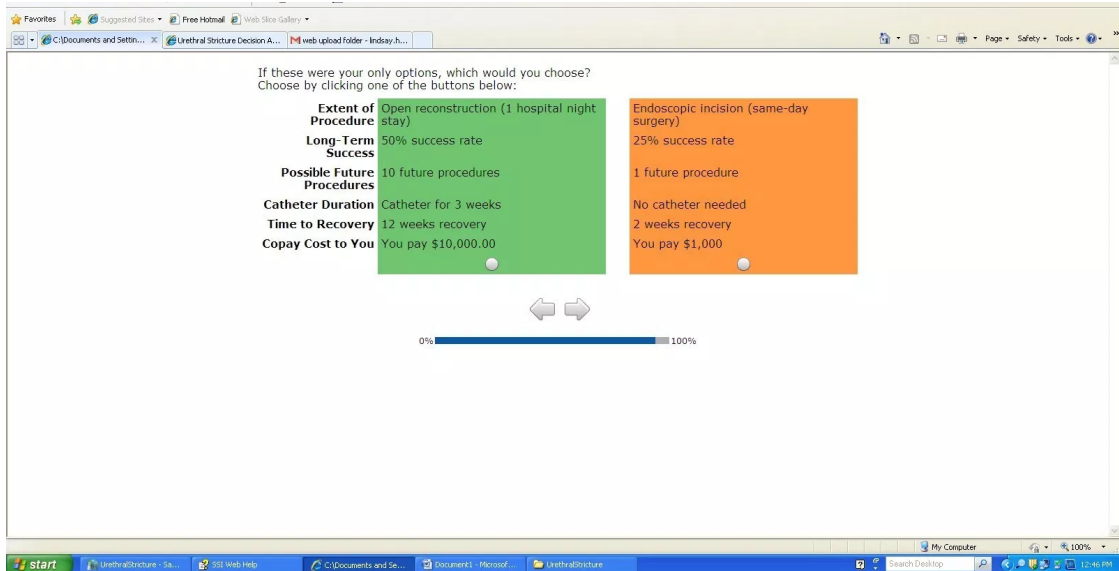
If these were your only options, which would you choose?  
Choose by clicking one of the buttons below:

<b>Extent of Procedure</b>	Endoscopic incision (same-day surgery)	Open reconstruction (1 hospital night stay)
<b>Long-Term Success</b>	85% success rate	50% success rate
<b>Possible Future Procedures</b>	5 future procedures	10 future procedures
<b>Catheter Duration</b>	Catheter for 1 week or less	Catheter for 3 weeks
<b>Time to Recovery</b>	Immediate	2 weeks recovery
<b>Copy Cost to You</b>	You pay \$100	You pay \$0 (nothing)

0% 100%

Windows taskbar showing Start button, taskbar icons for UrethraStructure, Web Help, Documents and Settings, and My Computer. System tray shows search, network, volume, and time (12:46 PM).

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### Appendix B: Reference Guide

ATTRIBUTE	DESCRIPTION	OPTIONS	DESCRIPTION
Extent of Procedure	Describes the surgical approach of the operation and if a hospital stay is required after surgery	Endoscopic incision (come-and-go)	<ul style="list-style-type: none"> <li>In this procedure, the surgeon will place a cystoscope in through your penis to cut open the scar tissue from the inside of the urethra.</li> <li>This procedure is come-and-go (does not require a hospital stay).</li> </ul>
		Open reconstruction (1 hospital night)	<ul style="list-style-type: none"> <li>In this procedure, the surgeon will make a skin incision under the scrotum and will cut open the urethra to repair the scar tissue.</li> <li>This procedure requires a 1-night hospital stay.</li> </ul>
Long-term success	The chance you will have long-term success after the procedure. Success means that you will be able to urinate without obstruction in the long-term.	85% success rate	85% (or 85 out of 100 people) will be able to urinate without obstruction after this procedure
		50% success rate	50% (or 50 out of 100 people) will be able to urinate without obstruction after this procedure
		25% success rate	25% (or 25 out of 100 people) will be able to urinate without obstruction after this procedure
Possible Future Procedures	Describes the number of endoscopic procedures you may need to undergo in the future to continue to urinate without obstruction in the long-term	0 future procedures	No procedures needed in the future to allow you to continue to urinate without obstruction
		1 future procedure	One procedure may be needed in the future to allow you to continue to urinate without obstruction
		5 future procedures	Five procedures may be needed in the future to allow you to continue to urinate without obstruction
		10 future procedures	Ten procedures may be needed in the future to allow you to continue to urinate without obstruction

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	procedure		
Time to Recovery	Amount of time until you are able to return to <i>all</i> of your normal activities without restriction. This includes heavy lifting, exercise, and sexual activity.	No recovery	You can resume all of your normal activities right away
		2 weeks recovery	You will have to wait 2 weeks until you can resume your normal activities without restrictions
		6 weeks recovery	You will have to wait 6 weeks until you can resume your normal activities without restrictions
		12 weeks recovery	You will have to wait 12 weeks until you can resume your normal activities without restrictions
Copay Cost to You	When you are insured, the total amount of money <i>you</i> would have to pay. This includes all costs related to the procedure, including clinic visits, diagnostic evaluation, the surgery and hospital stay, & medications.	You pay \$0 (nothing)	Your insurance would pay for everything
		You pay \$500	You would have to pay \$500 of your own money in addition to what your insurance pays
		You pay \$1,000	You would have to pay \$1,000 of your own money in addition to what your insurance pays
		You pay \$10,000	You would have to pay \$10,000 of your own money in addition to what your insurance pays

## Appendix C: Determination of Attributes and Levels

The experimental design of this study employs a series of tradeoff questions to generate preference information. The attributes and levels included in the tradeoff questions are determined through a three-step process, including first a review of the literature on risks and benefits of the urethral treatments; second, discussions with and evaluations of the initial attributes with clinicians who provide urethral treatments and a few patients; and third, a qualitative interview process with patients with urethral stricture disease.

During the qualitative interviews, we asked patients what the most important factors to them are when they are deciding on a treatment. Once the results from the qualitative interviews begin to plateau and there was a clear pattern of important factors, we evaluated the top five factors highlighted by patients as the attributes for this study. We included the copayment amount in order to analyze patients' willingness to pay. The specific attributes and the number of attributes are selected to generate as much preference information regarding open reconstruction and endoscopic incision procedures, while limiting the cognitive burden placed on patients.

The levels within each attributes were selected to reflect the realistic outcome of the two treatment options this study examines. Open reconstruction procedure has an 85% success rate, is more likely to require zero future procedures, 3 weeks of catheter, and 6 weeks recovery time. On the other hand, endoscopic incision procedure has a 25% success rate and is more likely to require more future procedures, catheter for 1 week or less, and 2 weeks recovery time. Clinicians also discussed with patients the most desirable and least desirable outcomes within each factor they are concerned with. The desirable outcomes highlighted by patients were then used to supplement the determination of levels within each attributes. Taking the realistic outcomes and patients' concerns, we set the levels at values which allow

meaningful results.

The final attributes and levels were then used to formulate survey profiles. We piloted the survey with eight patients and had no issues. The survey was then finalized and administered to the patient sample in our study.

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