



# Medicines helplines should prioritise seven-day opening for extended hours with queries answered the same day

## A discrete choice experiment to identify patient preferences for the provision of NHS medicines helpline services

### Background

Medicines helplines for patients discharged from hospital can prevent medicines-related harm. They are **underused**, which is partially attributed to **under-resourcing** & consequent **inability to meet NHS standards**. There is no evidence to inform standards that should be **prioritised to increase patient access**.

**Aim:** To measure **patient preferences** for different **attributes** of the provision of medicines helpline services using a **discrete choice experiment**.

### Methods

#### Attributes and levels

Seven key helpline attributes each with 2 to 4 associated levels selected from recent research & consultation with helpline managers

#### Experimental design

D-efficient experimental design produces 2 blocks of 10 choice pairs of helplines described by differing levels of the 7 attributes

#### Data collection

460 participants complete pre-tested online survey containing one of the two blocks of 10 choice pairs

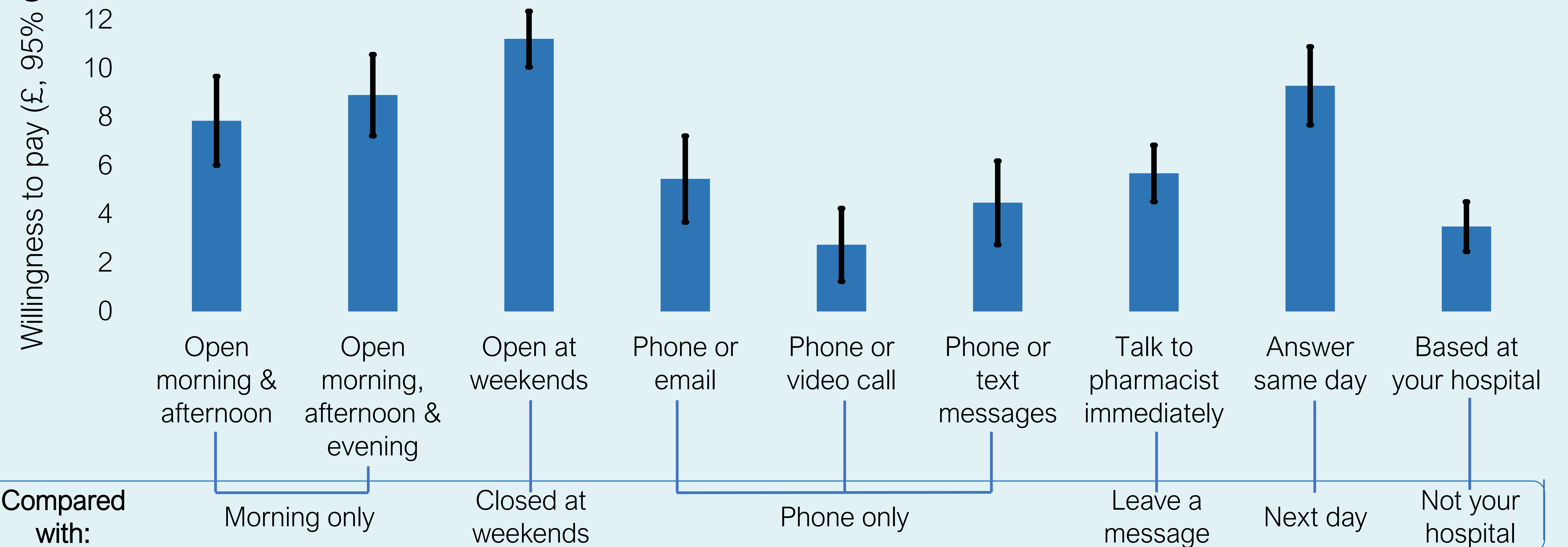
#### Inclusion criteria

Adult members of the NHS 'Research for the Future' database who regularly take  $\geq 1$  prescribed medicine

#### Statistical analysis

Preferences for each attribute level obtained using conditional logit regression & expressed as willingness for the NHS to pay

## Greater willingness to pay = attribute valued more highly



### Participant characteristics

53% female, aged 20-91 years, 95% white ethnicity, 56% university educated, 52% retired, mean number of medicines: 6.0 (SD = 4.8)



@MatthewJonesUoB M.D.Jones@bath.ac.uk

Presenter  
Ben Ashby, **Matthew Jones**



UNIVERSITY OF  
**BATH**