

# TERRY NICHOLAS FLYNN PhD – TF Choices Ltd

[www.terryflynn.net/](http://www.terryflynn.net/) & [www.tfchoices.com.au/](http://www.tfchoices.com.au/)

Nottingham UK

tw:[@tflynnhealth](https://twitter.com/tflynnhealth) & [@TFChoices](https://twitter.com/TFChoices)

## Objectives

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- To disseminate psychological, consumer behavioural and behavioural economics techniques so as to help companies and other institutions better serve clients/stakeholders through the use of survey, particularly choice-based, techniques
- To maximise key outcomes for such stakeholders via the use instruments that are appropriate to the framework of analysis

## Key Skills

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- Ability to communicate effectively with senior figures in companies (ongoing professional relationship with CEO of large Australian online survey company) and government (UK Department of Health and National Institute for Health and Clinical Excellence – NICE) and thereby lead to changes in national policy in how public policy generally, and health and social care specifically, is evaluated – new behavioural economic techniques Dr Flynn co-developed were specifically requested
- Strong communication and marketing skills – five national media interviews and a number of invited presentations/seminars at top centres including both Duke and Johns Hopkins Hospitals and excellent attendee feedback scores at executive education courses (both invited and self-organised) in choice modelling and behavioural economics
- Considerable experience in leading both contract research (short turnaround) and grant funded (longer term) research
- World beating experience in survey design, having worked with experts from the two leading choice modelling centres in the world
- One of three experts in “best-worst scaling” choice modelling technique, completing the definitive textbook for Cambridge University Press in 2015 – the technique is used (privately) by a top Australian financial company already in recruitment (at the very least)
- Excellent computer skills including use of Latent Gold to estimate latent class and clustering models of consumer choice
- Exceptional skills in influencing practice via a publication record that exceeds that of most professors of health economics (according to google scholar h-index of 25, 2024 citations over the 14 years since PhD completion)
- Excellent methodological skills – bibliometric statistics above – from only 50 peer-reviewed journal articles and book chapters but across multiple fields – demonstrate strength in depth and an innovative rather than “me too” pattern of studies and publications

## Work Experience

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- 5 years leading contract research projects (AUD500,000 in total) in various public/private policy areas including
  - Treatment for multiple sclerosis
  - Demand for housing
  - Demand for transport in short- and long-term in major Australian city
  - Advance Care Planning – elicitation of attitudes and preferences
  - Employee Assistance Programs
  - Consumer demand for their medical test results
  - Demand for how to communicate with health workforce
  - Demand for optometrists
  - Preferences for principles put forward to guide reform of health care in Australia
- 9 years of leading the choice modelling/overall quantitative elements of and grant-funded projects (approx AUD 9million total)
- 9 years managing junior staff, including two PhD students and post-doctoral research fellows
- 18 years presenting results of research project to clients, including pharmaceutical and other private companies internationally, regulatory bodies, academic audiences at conferences and seminars
- Worked closely with more senior staff to ensure timely delivery of projects over 18 year period, particularly since 2009
- PhD in the issues surrounding economic data from cluster randomised controlled trials (1998-2001)

- Postdoctoral positions that involved two literature reviews, one of qualitative work on well-being and a second on quantitative work in choice modelling, design and analysis of choice experiments to score quality of life instruments (ICECAP-O, ICECAP-A, CES, OSCA)
- PhD supervision giving me in-depth knowledge of issues surrounding care in fields of depression and informal (unpaid) care to patients

### **Statement of track record and areas of expertise**

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Over the last 18 years Dr Flynn has developed a track record in strategies to ensure appropriate and efficient means of consumer good and public policy delivery. With training in health economics, the social sciences and wide exposure to non-health goods (housing, transport, employee assistance programs), Dr Flynn has extended the knowledge of his core discipline through using innovative techniques to better understand and satisfy consumer goals. This work was leveraged with an appointment to the Centre for the Study of Choice (CenSoC) at UTS and then the Institute for Choice at UniSA. Dr Flynn is globally renowned in the use of discrete choice experiments and best-worst scaling. He is also a world expert in scoring quality of life and end-of-life instruments. The former has elicited interest from insurance companies in better segmenting their markets.

Dr Flynn headed the Social Policy and Economic Valuation stream at CenSoC and the Institute for Choice. His research and policy work focused on promoting equitable, appropriate and efficient allocation of resources through the use of stated preference methods, capturing the values and wishes of individual people. Specifically, the conceptual framework within assumes that the value decision-makers derive from features of goods and care can be inferred from the choices they make between competing options. The efficacy of this approach is well established and won Dan McFadden the 2000 Economics Nobel Prize. Dr Flynn has considerable experience in specific methods: discrete choice experiments and best-worst scaling, in which he is one of three world experts.

His methodological areas of expertise include:

- (1) How the certainty of a person's views varies within surveys and across people – this is of crucial importance in ensuring companies do not roll out products prematurely based on “one shot” surveys
- (2) How particular types of the behavioural model known as best-worst scaling can elicit preferences robustly among vulnerable groups, such as older and younger respondents, and those with cognitive impairment.
- (3) How knowledge of unattractive outcomes can provide more robust quantification of preferences at the individual level.
- (4) Illustrating construct validity of new outcome instruments (the ICECAP-O for older people in UK and Australia, the CHU-9D, ICECAP-A, and OSCA instruments).
- (5) The use of various forms of qualitative research to provide descriptions of individuals' views and inform choice experiments, including personal interviews, meta-ethnography and focus groups.

Dr Flynn's empirical areas of expertise in health include:

- (1) End-of-life and palliative care, with emphasis on quantifying attitudes towards, preferences for, and outcomes of it.
- (2) Quality of life among older people, especially with the aim of quantifying need, defined broadly.
- (3) Well-being of carers, specifically those providing unpaid care to older people.
- (4) Public policy issues generally
- (5) Social-care related quality of life.
- (6) General adolescent health.
- (7) Mental health, focusing on drug and exercise treatment preferences for depression.

### **Public Links Relating to Experience / Career**

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[http://scholar.google.com.au/citations?hl=en&user=8S4HqYoAAAAA&view\\_op=list\\_works&pagesize=100](http://scholar.google.com.au/citations?hl=en&user=8S4HqYoAAAAA&view_op=list_works&pagesize=100)  
<http://lnkd.in/uDSQ6t>  
<http://www.terryflynn.net/>  
<http://www.twitter.com/tflynnhealth>  
<http://www.TFChoices.com>

## Education

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B.A. Economics, University of Cambridge, 1994  
M.Sc. Health Economics, University of York, 1997  
Ph.D. Social Medicine (Health Economics), University of Bristol, 2002

## Awards

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**Flynn TN.** Vice-Chancellor's Partnership with Industry Award sponsored University of Technology, Sydney. 2012.  
**Flynn TN.** Vice-Chancellor's Partnership with Industry Award sponsored University of Technology, Sydney. 2010.  
**Flynn TN.** Student Travel Award sponsored by the Biometrics Section of the American Statistical Association for above paper presented at *Statistics in Health* conference, Edmonton, Canada. June 2000.

## Summary of Recent Teaching Portfolio

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Taught one-day course on BWS as part of wider DCE course at CenSoC (Sydney, October 2013).

Invited to present at 4<sup>th</sup> International Society of Advance Care Planning & End of Life Care Conference (Melbourne, Australia, May 2013)

Taught one-day course on preference elicitation in the field of end-of-life care and presented work at Inaugural Lien Centre Conference on Palliative Care (Singapore, October 2012).

Taught in two-week course "Advances in Discrete Choice Models and Experimental Design for Stated Choice Data in Energy and Environmental Resources" in Padua, Italy (August/September 2011) with other world experts, a course on the use of latent class analysis in characterising heterogeneity in DCEs in Boston, USA and courses in Best-Worst Scaling at the AERE conference in Seattle, US (June 2011), and at the Conjoint Analysis in Health-Care Conference in Newport Beach, USA (October 2010). He consistently receives high attendee evaluation scores, for example obtaining the highest score in the Padua course of all the teachers.

Taught international courses in Frankfurt, Germany (June 2010) on the design and analysis of discrete choice experiments (DCEs).

## Summary of Service to the University and Community

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### Editorial board membership and refereeing duties

Member of the ISPOR *Award for Excellence in Methodology in Pharmacoeconomics and Health Outcomes Research* committee.

Member of the editorial board of the journal *The Patient – Patient Centered Outcomes Research*.

Refereeing of project proposals for the Australian NHMRC, the UK NHS R&D Methodology programme, the UK MRC Methodology board, the UK Economic and Social Research Council, the Netherlands Organisation for Health Research and Development (Health Technology Assessment methodology programme).

Recent refereeing duties for *Journal of Econometrics*, *American Economic Review*, *The Journal of Choice Modelling*, *Age and Ageing*, *Value in Health*, *Journal of Health Economics*, *Health Economics*, *European Journal of Health Economics*, *Social Science and Medicine*, BioMed Central Health Services Research, *Quality of Life Research*, *International Journal of Pharmacy Practice* and *Ecological Economics*

Member of the scientific committee of International Choice Modelling Conference (Sydney, Australia, 2013)

Member of the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) taskforce on the use of conjoint analysis and discrete choice tasks in health care

## Media

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(2013) Dr Flynn wrote an opinion piece for the Sydney Morning Herald to discuss the potential for using choice experiments to elicit the needs of potential users of the National Disability Insurance Scheme:

<http://www.smh.com.au/comment/ndis-policymakers-must-look-closer-at-what-users-want-20130317-2g8n7.html>

(2010) Dr Flynn's work on a major transport economics project has been heavily publicised in the Sydney Morning Herald (coverage from 13 February 2010 onwards)

<http://www.smh.com.au/national/public-demands-improved-transport-20100211-nv78.html> for first story.

(2010) Interviewed about the Australian quality of life project on the ABC James Valentine afternoon radio show, broadcast on 25 August and the Fiona Wyllie afternoon show, broadcast on 26 August.

(2008) Results from the Australian quality of life survey were carried by the Sydney Morning Herald in November 2008 <http://news.smh.com.au/national/love-wins-over-money-in-the-midlife-20081123-6eld.html> and The Age in August 2010 <http://www.theage.com.au/national/life-is-better-with-kids-in-melbourne-20100821-13a1q.html>

(2004) Interviewed about the UK quality of life project on the 'Life Matters' show on ABC National radio in Australia, broadcast on 17 March 2004.