

Curriculum Vitae

Terry N. Flynn, PhD

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Education

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

Research Hiatus

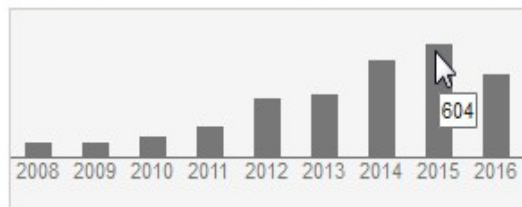
March 2014 – December 2014. Caring duties in UK.

Previous Employment

January – June 2015 Visiting Professor (Uppsala University, Uppsala, Sweden)
2009 – 2014: Senior Research Fellow (University of Technology Sydney and University of South Australia, Sydney, Australia)
2004 – 2009: Research Fellow in Health Economics, Department of Social Medicine, University of Bristol, Canynge Hall, 39 Whatley Road, Bristol BS8 2PS, UK.
2001 – 2004: Research Associate in Health Economics
MRC HSRC, Department of Social Medicine, University of Bristol, UK
1997 – 1998: Health Economist
Catalyst Health Economics Consultants Ltd. The Folly, Pinner Hill Rd, Pinner, Middlesex.
1994 – 1996: Actuarial Trainee, Bacon & Woodrow Actuaries and Consultants, St Olaf House, Tooley Street, London Bridge City, London SE1 2PE

Over the last 19 years Dr Flynn has developed a track record in strategies to ensure equitable, appropriate and accurate means of eliciting patient and consumer preferences. With training in health economics, the social sciences and wide exposure to the clinical, health, transport and marketing settings, Dr Flynn has extended the knowledge of his core discipline through using innovative techniques to assess individuals' 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 in public policy and allied fields. He is also a world expert in the scoring of quality of life and end-of-life instruments.

Citation indices	All	Since 2011
Citations	2881	2443
h-index	30	28
i10-index	46	44



These statistics (google scholar profile, July 2016), from only around 60 peer-reviewed publications/book chapters, show the trajectory of Dr Flynn's research career: most of his research is cutting edge and his citation indices exceed those of many professors of health economics. This reflects his conscious decisions to eschew repeat applications of existing models and to invest resources into new methods that might have low short-term benefit but considerable long-term influence in research and policy. Dr Flynn has published in top journals across health, mathematical psychology and academic marketing, showing his ability to use insights outside of health to advance the field.

Dr Flynn's potential for further career development in public policy, health and medical research is considerable. He has been extremely successful in obtaining competitive peer review funding for large projects in the field. Three GBP400k+ projects from national funding bodies in the UK, a EUR900k+ project from the EU, a CSIRO Flagship Project (\$281k) and an NHMRC Project Grant (\$174k) in Australia were successful/secured on the basis of his unique skills in choice modelling.

Dr Flynn's methodological research has not only been cutting edge in developing the science of consumer behaviour, but has provided solutions to important applied problems in health. He proposed the discrete choice experiment plus time trade-off hybrid models used in health valuation studies. His work on individual level preferences allows patient reported outcomes to be compared meaningfully. His work on synthesising choice experiment data allows the problems of response shift and adaptation to impaired health states finally to be quantified. Dr Flynn's research into choice consistency will offer insights into respondent certainty of their preferences. He is also active in research to better understand how to communicate risk to respondents. Finally, he is already investing in new collaborations to draw upon response time and other physiological data to further understand cognitive processes.

Dr Flynn has achieved substantial influence on policy: his work on best-worst scaling was specifically cited by one of the two main UK health funding bodies and led to him being a CI on two successful GBP400,000+ grants. He has also led numerous contract research projects with industry/public partners including investigations of communication with health workforces, transport in Sydney, housing in Sydney and Melbourne, the demand for new optometrists, and employee assistance programmes.

AREAS OF EXPERTISE

Dr Flynn headed the Social Policy and Economic Valuation stream at CenSoC and the Institute for Choice. His research and policy work focuses 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 patients and other decision-makers derive from features of care, goods or services 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.
- (2) How particular types of 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.
- (6) The communication of risk to respondents in order that the benefits and side effects of treatments can be properly understood and experimentally varied.

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.

http://scholar.google.com.au/citations?hl=en&user=8S4HqYoAAAAJ&view_op=list_works&pagesize=100 gives his google scholar profile. More detail on selected areas of expertise:

Methodological area of expertise: issues in the use of best-worst scaling (BWS).

Dr Flynn, together with the inventor of best-worst scaling (Jordan Louviere) and the third global expert (Tony Marley) recently published the definitive guide to it (Cambridge University Press). He has authored two commissioned peer-reviewed papers and co-authored (with Marley) two commissioned book chapters. Dr Flynn co-authored the key user guide to 'Case 2' best-worst scaling in health, a mathematical proof paper, and the first application of 'Case 1' in health. He was also brought in to co-author the user guide to Case 1 in marketing (IJRM),

given his proven ability to successfully disseminate the method and the cross-disciplinary citations he has received for his health papers.

Empirical area of expertise: views on end-of-life and palliative care.

Dr Flynn was a CI on a EUR 900K EU funded UK project to develop ICECAP-SCM, an end-of-life outcome instrument. He had responsibility for quantitative valuation of the instrument: a major component of the programme. Dr Flynn was a CIA on a contract research project for the Victoria State Department of Health to quantify attitudes towards and preferences for end-of-life care in Australia. That project is the first to value attitudes in a choice-based framework, avoiding the proven problems with Likert (rating) scales. He was also brought onto a Singaporean NMRC study to elicit willingness to pay for end-of-life care social insurance plans. Finally Dr Flynn, with top Australian clinical colleagues working in end-of-life/palliative care, was awarded funding by CSIRO to investigate the use of technology to better address patient preferences at end-of-life.

Empirical area of expertise: valuing quality of life.

Dr Flynn was a co-developer of new utility-based classification instruments. The instruments – the ICEpop CAPability instruments, or ICECAP (-O for older people, -A for adults of any age and -SCM for people preparing for the end-of-life) – are to be completed by individuals participating in surveys and clinical trials evaluating health and social care programmes. It asks the respondent, for each of five/seven attributes, to indicate which of four levels describes their quality of life. The work has been repeated among adults of any age in Australia and papers are in preparation. The Capabilities Approach won Amartya Sen the Nobel Prize for Economics and Dr Flynn, therefore, is responsible for the synthesis of research from two such winners.

ICECAP has been administered in a large survey of citizens of Bristol, UK, in surveys of Australians and in numerous trials. Several papers demonstrating the sensitivity of the instrument are published or in preparation. It has also generated considerable interest internationally: researchers in Canada, Denmark and the Netherlands have expressed interest in conducting valuation exercises to obtain country-specific ICECAP scores. Future work will also explore the properties of experienced utility measures (such as self-rated happiness scores) that have been proposed by economists.

Other empirical areas of expertise in choice modelling.

Whilst living in Australia (2009-2015) Dr Flynn worked on various projects including those in the areas of public transport in Sydney, employee assistance programmes, housing demand in Melbourne and Sydney and communication among workforces in health. He has also supervised PhD students who valued preferences for drug and exercise treatments for depression, and well-being among carers of older people.

PROFESSIONAL EXPERIENCE:

Summary of Recent Teaching Portfolio

Dr Flynn teaches executive education courses (for which he has considerable expertise) that are short (1-2 weeks), but comprise up to a semester's material. Specific examples include teaching:

- One-day course on BWS as part of wider DCE course at CenSoC (Sydney, October 2013).
- 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).
- 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
- 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).
- International course in Frankfurt, Germany (June 2010) on the design and analysis of discrete choice experiments (DCEs).

He consistently receives high attendee evaluation scores, for example obtaining the highest score in the Padua course of all the teachers.

Postgraduate/Staff teaching

Dr Flynn has supervised two PhD students, Hareth Al-Janabi (awarded PhD June 2009), whose thesis investigated the use of DCEs in valuing preferences for informal care and Jane Vosper (awarded PhD September 2011), who investigated DCEs in valuing preferences for depression treatments. I co-organised a two-week

course on discrete choice experiments in Padua, Italy, in August/September 2011. He has run numerous short courses and workshops on best-worst scaling and DCEs alongside international conferences.

Previous undergraduate teaching

Dr Flynn has contributed to the health economics module in Year 4 of the Community Oriented Medical Practice course (Bristol MB Medicine) on several occasions. His contribution involved lecturing to groups of approximately 15 students and provided an introduction to health economics. On a scale of 0 (“very poor”) to 5 (“excellent”), participants in the course that was most recently evaluated gave my lecturing no scores below 3 and an overall mean score of 4.3.

Summary of Research Portfolio

Completed contract research:

Victoria Department of Education and Training project
Preferences of stakeholder groups for teaching reforms

Flynn TN

(client confidential)

Women & Children’s Research Institute, Adelaide
The Diet and Supplement Study

Flynn TN

AUD 65,975

Victoria Department of Health project
Measuring attitudes towards, and choices about, treatment in advance care planning

Flynn, Louviere JJ, Corke C.

AUD 60,000

Grattan Institute study
Project to estimate demand for housing in three Australian cities

Flynn, Louviere JJ.

AUD 51,871

LendLease project
Project to Understand Drivers of Retirement Living

Flynn, Louviere JJ.

AUD 114,708

Pharmaceutical treatment study
Project to understand demand for a treatment for Multiple Sclerosis

Flynn TN

(client confidential)

Employee Assistance Program study
Project to understand demand for current and future products

Flynn TN, Louviere JJ.

(client confidential)

Barwon health study
Understanding patient preferences for test results

Flynn TN.

AUD 21,013

Sydney Morning Herald Independent Transport study
Project to elicit demand for improvements to Sydney transport systems

Louviere JJ, **Flynn TN**, Geweke J.

AUD 79,000

NSW Health study
Project to understand how better to communicate with health workforce

Louviere JJ, **Flynn TN.**

(confidential)

ODMA Demand for Optometrists study
To Better Understand and Improve the Recruitment of Optometry Students and their subsequent Professional Career Paths

Flynn TN

AUD 19,997

External Funding

Current competitive funded grants:

Version: July 2016

EuroQoL Research Foundation

Project to investigate the use of Case 2 BWS and DCEs to estimate an ED-5D-5L tariff.

Arons S, Groothuis-Oudshoorn KGM, **Flynn TN**.

(confidential)

UK NiHR Programme Grant

Infection after total joint replacement

Blom A, Toms A, Smith A, Noble S, Montgomery A, Burston A, Gooberman-Hill R, Beswick A, Jones S, **Flynn TN**,

MacGowan A, Stockley I, Bannister G, Dieppe P.

GBP 1,972,590

Commonwealth Scientific and Industrial Research Organisation (CSIRO) Flagship Project

Advance care planning in the emergency department: identification of barriers, facilitators and technological solutions (ACP-ED)

Davidson P, **Flynn TN**, et al

AUD 281, 051

NHMRC Centre of Research Excellence

Centre for Informing Policy in Health with Evidence from Research (CIPHER)

Redman S, et al. (Als: **Flynn TN** et al)

AUD 2,496,375

Completed competitive funded grants:

EU ERC Starting Grant

The Economic Evaluation of End of Life Care

Coast, J, Al-Janabi H, Holman A, **Flynn TN**.

EUR 981,055

NHMRC Project Grant

Adolescent population health: application of Best-Worst Scaling Discrete Choice Experiments to value health states for use in economic evaluation

Ratcliffe J, Sawyer M, **Flynn TN**, Brazier J, Stevens K.

AUD 174,312

Flinders pilot Grant

Adolescent population health: application of Best-Worst Scaling Discrete Choice Experiments to value health states for use in economic evaluation

Ratcliffe J, Sawyer M, **Flynn TN**, Brazier J, Stevens K.

AUD 20,000

UTS Partnership Grant

Pilot study to estimate Australian scoring for the ICECAP quality of life instrument

Flynn TN, Louviere JJ; Industry partner: pureprofile.

AUD 54,000

UK HTA/NIHR Research Grant

Outcomes of Social Care for Adults: Developing a Preference Weighted measure

Netten A, Forder J, Malley J, Burge P, Brazier J, **Flynn TN**

GBP 436,884

UK MRC Research Grant

Developing a broader measure for economic evaluation

Coast J, Brazier J, Bryan S, Clemens S, **Flynn TN**, Peters TJ.

GBP 396,601

UK MRC Research Initiation Grant

Working group to investigate potential for object based scaling to estimate equity and efficiency weights in priority setting (2006 – 2009)

Flynn TN, Louviere JJ, Coast J, Peters TJ, Sugden R, Donaldson C, Lancsar E, McIntosh E.

GBP 6,000

Summary of Service to the University and Community

Editorial board membership and refereeing duties

Former 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).

Former 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)

Former 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

Examined PhD thesis in Denmark (August 2007) and Sydney (2012) and have been member of internal PhD review panel at UTS (July 2013).

Former member of the scientific committee of Third Conjoint Analysis in Health conference (Newport Beach, California, October 2010)

2006 call for proposals by UK National Institute for Health Research (NIHR) required consideration of best-worst scaling as a method of valuing social-care related quality of life, citing my work.

Awards

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.

Publications

(A) Books and Book Chapters

In Press

(A1) Marley AAJ, **Flynn TN**. Best-Worst Scaling: Theory and Practice. *International Encyclopedia of the Social and Behavioral Sciences* (forthcoming).

2016

(A2) **Flynn TN**, Corke C, Huynh E. Preference Elicitation at the End of Life. *Care at the End of Life: An Economic Perspective* (Round J ed). 2016;63-72 Springer.

2015

(A3) Louviere JJ, **Flynn TN**, Marley AAJ. Best-worst scaling: theory, methods and applications. Cambridge University Press.

2014

(A4) **Flynn TN**, Marley AAJ. Best-Worst Scaling: Theory and Methods. *Handbook of Choice Modelling* (Hess S & Daly A eds). 2014;178-201 Edward Elgar.

2013

(A5) Sheldon R, Dix M, **Flynn TN**, Metcalfe P. Good data is key to the development of good models so how is innovation in collection keeping apace? *Choice modelling: the state of the art and the state of practice: Selected papers from the International Choice Modelling Conference 2011* (Hess S & Daly A eds). 2013; 125-143 Edward Elgar.

2009

(A6) Coast J, **Flynn TN**, Grewal I, Lewis J, Natarajan L, Sproston K, Peters TJ (2009). Developing an index of capability for older people: a new form of measure for public health interventions? *Future public health: burdens, challenges and opportunities*. Palgrave Macmillan, Chippenham and Eastbourne.

(B) Refereed Journal Articles

2016

(B1) Ratcliffe J, Huynh E, Chen G, Stevens K, Swait J, Brazier J, Sawyer M, Roberts R, **Flynn TN**. Valuing the Child Health Utility 9D: Using profile case best worst scaling methods to develop a new adolescent specific scoring algorithm. *Social Science and Medicine* 2016;157:48-59.

(B2) Ratcliffe J, Huynh E, Stevens K, Brazier J, Sawyer M, **Flynn TN**. Nothing about us without us. A comparison of adolescent and adult health state values for the Child Health Utility-9D using profile case best worst scaling. *Health Economics* 2016;25(4):486-496

(B3) Coast J, Huynh E, Kinghorn P, **Flynn TN**. Complex valuation: Applying ideas from the complex intervention framework to valuation of a new measure for end-of-life care. *Pharmacoeconomics* 2016;34(5):499-508.

(B4) **Flynn TN**, Bilger M, Malhotra C, Finkelstein EA. Are Efficient Designs Used In Discrete Choice Experiments Too Difficult For Some Respondents? A Case Study Eliciting Preferences for End-Of-Life care. *Pharmacoeconomics* 2016;34(3);273-284.

2015

(B5) Finkelstein EA, Bilger M, **Flynn TN**, Malhotra C. Preferences for end-of-life care among community-dwelling older adults and patients with advanced cancer: a discrete choice experiment. *Health Policy*119 (11), 1482-1489.

(B6) Chen G, **Flynn TN**, Stevens K, Brazier J, Huynh E, Sawyer M, Roberts R, Ratcliffe J. Assessing the health-related quality of life of Australian adolescents: an empirical comparison of the CHU9D and EQ-5D-Y instruments. *Value in Health* 2015;18(4);432-438

(B7) Yu T, Holbrook JT, Thorne JE, **Flynn TN**, Van Natta ML, Puhan MA. Outcome Preferences in Patients With Noninfectious Uveitis: Results of a Best–Worst Scaling Study Patient Outcome Preferences in Noninfectious Uveitis. *Investigative Ophthalmology & Visual Science* 2015;56(11):6864-6872

(B8) Ratcliffe J, Chen G, Stevens K, Bradley S, Couzner L, Brazier J, Sawyer M, Roberts R, Huynh E, **Flynn T**. Valuing Child Health Utility 9D Health States with Young Adults: Insights from a Time Trade Off Study. *Applied health economics and health policy* 2015;13(5):485-492

(B9) Al-Janabi H, **Flynn TN**, Peters TJ, Bryan S, Coast J. Test-retest reliability of capability measurement in the UK general population. *Health Economics* 2015;24(5):625-630

(B10) **Flynn TN**, Huynh E, Peters TJ, Al-Janabi H, Clemens S, Moody A, Coast J. Scoring the ICECAP-A capability instrument. Estimation of a UK general population tariff. *Health Economics* 2015;24(3):258-269

2014

(B11) Harrison M, Rigby D, **Flynn TN**, Louviere JJ, Payne K. Risk as an attribute in discrete choice experiments: a critical review, *The Patient: Patient-Centered Outcomes Research* 2014;7(2):151-170.

(B12) Hawkins , Marley AAJ, Heathcote A, **Flynn TN**, Louviere JJ, Brown SD. The best of times and the worst of times are interchangeable. *Decision* 2014;1(3):192-214.

(B13) Hawkins GE, Marley AAJ, Heathcote A, **Flynn TN**, Louviere JJ, Brown SD. Integrating cognitive process and descriptive models of attitudes and preferences. *Cognitive Science* 2014;38(4):701-735.

2013

(B14) Al-Janabi H, Peters TJ, Brazier J, Bryan S, **Flynn TN**, Clemens S, Moody A, Coast J. An investigation of the construct validity of the ICECAP-A capability measure. *Quality of Life Research* 2013;22:1831-1840.

(B15) Carroll F, Al-Janabi H, **Flynn TN**, Montgomery A. Women and their partners' preferences for Down's syndrome screening tests: a discrete choice experiment. *Prenatal Diagnosis* 2013;33(5):449-456.

(B16) **Flynn TN**, Peters TJ, Coast J. Quantifying response shift or adaptation effects in quality of life by synthesising best-worst scaling and discrete choice data. *Journal of Choice Modelling* 2013;6:34-43.

(B17) Louviere JJ, Lings I, Islam T, Gudergan S, **Flynn TN**. An Introduction to the Application of (case 1) Best-Worst Scaling in Marketing Research. *International Journal of Research in Marketing* 2013;30(3):292-303.

(B18) Couzner L, Ratcliffe J, Lester L, **Flynn T**, Crotty M. Measuring and valuing quality of life for public health research: application of the ICECAP-O capability index in the Australian general population. *International Journal of Public Health* 2013;58(3):367-376.

2012

(B19) Ratcliffe J, Stevens K, **Flynn TN**, Brazier J, Sawyer MG. Whose values in health? An empirical comparison of the application of adolescent and adult values for the CHU9D and AQOL-6D in the Australian adolescent general population. *Value in Health* 2012;15(5):730-736.

(B20) Gallego G, Bridges JFP, **Flynn TN**, Blauvelt BM, Niessen LW. Using best-worst scaling in horizon scanning for hepatocellular carcinoma technologies. *International Journal of Technology Assessment in Health Care* 2012;28(3):339-346.

(B21) Ratcliffe J, **Flynn TN**, Terlich F, Stevens K, Brazier J, Sawyer M. Developing adolescent specific health state values for economic evaluation: an application of profile case best worst scaling to the Child Health Utility-9D. *Pharmacoeconomics* 2012;30(8):713-727.

(B22) Ratcliffe J, Stevens K, **Flynn TN**, Brazier J, Sawyer M. An assessment of the construct validity of the CHU9D in an adolescent general population sample. *Quality of Life Research* 2012;21(4):717-725.

(B23) Coast J, Al-Janabi H, Sutton E, Horrocks S, Vosper J, Swancutt D, **Flynn TN**. Using qualitative methods for attribute development for discrete choice experiments: issues and recommendations. *Health Economics* 2012;21(6):730-741.

(B24) Al-Janabi H, **Flynn TN**, Coast J. QALYs and Carers. *Pharmacoeconomics* 2011;29(12):1015-1023.

(B25) Malley J, Towers A, Netten A, Brazier J, Forder J, **Flynn TN**, Wall B. An Assessment of the Construct Validity of the ASCOT Measure of Social Care-Related Quality of Life With Older People. *Health and Quality of Life Outcomes* 2012;10:21.

(B26) Al-Janabi H, **Flynn TN**, Coast J. Development of a self-report measure of capability wellbeing for adults: the ICECAP-A . *Quality of Life Research* 2012;21(1):167-176.

2011

(B27) **Flynn TN**, Chan P, Peters TJ, Coast J. Assessing quality of life among British older people using the ICECAP-O capability measure. *Applied Health Economics and Health Policy* 2011;9(5):317-329.

(B28) Potoglou D, Burge P, **Flynn TN**, Netten A, Malley J, Forder J, Wall B, Brazier J. Best-worst Scaling vs. Discrete Choice Experiments: An Empirical Comparison using Social Care Data. *Social Science and Medicine* 2011;72(10):1717-1727.

(B29) Al-Janabi H, **Flynn TN**, Coast J. Estimation of a preference-based Carer Experience Scale. *Medical Decision Making* 2011;31(3):458-468.

(B30) Ratcliffe J, **Flynn TN**, Couzner L, Sawyer M, Stevens K, Brazier J, Burgess L. Valuing Child Health Utility 9D health states with a young adolescent sample: a feasibility study to compare best worst discrete choice, standard gamble and time trade off methods. *Applied Health Economics and Health Policy* 2011;9(1):15-27.

2010

(B31) Louviere JJ, **Flynn TN**, Carson R. Discrete choice experiments are not conjoint analysis. *The Journal of Choice Modelling* 2010;3(3):57-72.

(B32) Louviere JJ, **Flynn TN**. Using Best-Worst Scaling Choice Experiments To Measure Public Perceptions and Preferences for Healthcare Reform in Australia. *The Patient: Patient-Centered Outcomes Research* 2010;3(4):275-283.

(B33) **Flynn TN**. Using conjoint analysis and choice experiments to QALY values: issues to consider. *Pharmacoeconomics* 2010;28(9):711-722.

(B34) **Flynn TN**. Valuing citizen and patient preferences in health: recent developments in three types of best-worst scaling. *Expert Review of Pharmacoeconomics & Outcomes Research* 2010; 10(3):259-267.

(B35) **Flynn TN**, Louviere JJ, Peters TJ, Coast J. Using discrete choice experiments to investigate heterogeneity in preferences for quality of life. Variance scale heterogeneity matters. *Social Science and Medicine* 2010; 70:1957-1965.

2008

(B36) **Flynn TN**, Louviere JJ, Peters TJ, Coast J. Estimating preferences for a dermatology consultation using Best-Worst Scaling: Comparison of various methods of analysis. *BMC Medical Research Methodology* 2008; 8:76.

(B37) **Flynn TN**, Marley AAJ, Louviere JJ, Peters TJ, Coast J. Rescaling quality of life tariffs from discrete choice experiments for use as QALYs: a cautionary tale. *Population Health Metrics* 2008; 6:6.

(B38) Marley AAJ, **Flynn TN**, Louviere JJ. Probabilistic Models of Set-Dependent and Attribute-Level Best-Worst Choice. *Journal of Mathematical Psychology* 2008; 52:281-296.

(B39) Coast J, **Flynn TN**, Sutton E, Al-Janabi H, Vosper J, Lavender S, Louviere JJ, Peters TJ. Investigating Choice Experiments for Preferences of Older People (ICEPOP): evaluative spaces in health economics. *Journal of Health Services Research and Policy* 2008;13(suppl 3):31-37.

(B40) Coast J, Peters TJ, Natarajan L, Sproston K, **Flynn TN**. An assessment of the construct validity of the descriptive system for the ICECAP capability measure for older people. *Quality of Life Research* 2008; 17:967-976.

(B41) Coast J, **Flynn TN**, Natarajan L, Sproston K, Lewis J, Louviere JJ, Peters TJ. Valuing the ICECAP capability index for older people – *Social Science and Medicine* 2008; 67:874-882.

(B42) Al-Janabi H, Coast J, **Flynn TN**. What do people value when they provide unpaid care? A meta-ethnography with interview follow-up – *Social Science and Medicine* 2008;67(1):111-121.

2007

(B43) **Flynn TN**, Louviere JJ, Peters TJ, Coast J. Best-Worst Scaling: What it can do for health care research and how to do it. *Journal of Health Economics* 2007;26(1):171-89.

(B44) Lancsar E, Louviere JJ, **Flynn TN**. Several methods to estimate relative attribute impact in stated preference experiments. *Social Science and Medicine*, 2007;64:1738-1753.

2006

(B45) Coast J, **Flynn TN**, Salisbury C, Louviere JJ, Peters TJ. Maximising responses to discrete choice experiments: a randomised trial. *Applied Health Economics and Health Policy*, 2006;5(4):249-260.

(B46) Coast J, Salisbury C, de Berker D, Noble A, Horrocks S, Peters TJ, **Flynn TN**. Preferences for aspects of a dermatology consultation. *British Journal of Dermatology* 2006;155:387-392.

(B47) Araya R, **Flynn TN**, Rojas G, Fritsch R, Simon G. Cost-effectiveness of a treatment program for depression among low-income women in primary care: Santiago, Chile. *American Journal of Psychiatry* 2006;163:1379-1387.

(B48) I, Lewis J, **Flynn TN**, Brown J, Bond J, Coast J. Developing attributes for a generic quality of life measure for older people: preferences or capabilities? *Social Science and Medicine* 2006;62: 1891-1901.

2005

(B49) **Flynn TN**, Peters TJ. Cluster randomised trials: Another problem for cost-effectiveness ratios. *International Journal of Technology Assessment in Health Care* 2005;21(3): 403-409.

(B50) **Flynn TN**, Peters TJ. Conceptual issues in the analysis of economic data from cluster randomised trials. *Journal of Health Services Research and Policy* 2005;10:97-102.

2004

(B51) **Flynn TN**, Peters TJ. Use of the bootstrap in analysing cost data from cluster randomised trials: some simulation results. *BMC Health Services Research* 2004; 4(33): 1-11.

2002

(B52) **Flynn TN**, Whitley E, Peters TJ. Recruitment strategies in a cluster randomized trial – cost implications. *Statistics in Medicine* 2002;21:397-405.

1999

(B53) **Flynn TN**, Kelsey SM, Hazel DL, Guest JF. Cost effectiveness of amphotericin B plus G-CSF compared with amphotericin B monotherapy. *Pharmacoeconomics* 1999;16 (5 Pt2):543-550.

(B54) **Flynn TN**, Guest JF. Cost of managing constipation among terminally ill cancer patients treated with transdermal fentanyl and 12 hour sustained-release morphine in Canada. *Journal of Medical Economics* 1999;2:15-32.

(C) Other Peer-Reviewed Papers and Official Reports

2012

(C1) B. (2012). Outcomes of social care for adults: developing a preference-weighted measure. *Health technology assessment* 16(16): 1366-5278.

2004

(C2) Brown J, Bowling A, **Flynn TN**. (2004). Models of quality of life: A taxonomy and systematic review of the literature. Report commissioned by European Forum on Population Ageing Research/Quality of Life, University of *Sheffield* (Prof. Alan Walker).

(D) Letters

(D1) Beattie JM, **Flynn TN**, Clark AM. Patient Preferences for Deactivation of Implantable Cardioverter-Defibrillators. *JAMA Internal Medicine* 2013;173(16):1556-1557 .

(E) Book reviews

2006

(E1) **Flynn TN**. The Elgar companion to health economics by Jones A (ed). *International Journal of Epidemiology* 2006;35:1366-1367.

(E2) **Flynn TN**. The dictionary of health economics by Culyer A. *International Journal of Epidemiology* 2006;35:806.

2003

(E3) **Flynn TN**. Distributing Health Care. Economic and Ethical Issues by Dolan P and Olsen JA. *International Journal of Epidemiology* 2003;32(2).

2001

(E4) **Flynn TN**. Design and analysis of cluster randomization trials in health research by Donner A and Klar N. *International Journal of Epidemiology* 2001;30(2).

Working Papers not published elsewhere

Flynn TN, Huynh E, Dieppe P, Coast J, Pollard B. Change in capability-related quality of life resulting from hip or knee replacement: results from a cohort study using the ICECAP-O instrument – CenSoC Working Paper number 13.003

Presentations – horizontal line indicates an international move

Invited Keynote Presentations/Lectures/Seminars – International

Flynn TN. What kind of person are you when the treatment choices include one that is generally better but risks disfiguring or killing you? Using discrete choice experiments to properly segment people according to their health attitudes and treatment preferences. Uppsala University, Sweden, November 2014.

Flynn TN. Augmenting best-worst scaling attitudinal data with response time data – identifying ‘fast’ and ‘slow’ decision making to aid elicitation of advance care plans. University of Twente, the Netherlands, September 2014.

Flynn TN. Using Best-Worst Scaling to elicit patient and citizen preferences for health and health care. University of Nottingham, UK, September 2014.

Flynn TN. The Future of Best-Worst Scaling – Quantifying Attitudes Towards Health Care and Giving Insights into How and, More Importantly, Why Patients Make The Choices They Do. Health Economics Research Centre, University of Oxford, UK, September 2014.

Flynn TN. Which is worst, divorce disenfranchisement or disease? Valuing quality of life using choice experiments. Johns Hopkins School of Public Health, USA, October 2010.

Flynn TN. Choice experiments in health - if you don't understand the theory statistics won't help you, but best-worst tasks can. University of Cardiff, Cardiff, UK, July 2009.

Flynn TN. Identifying subgroup preferences for quality of life – an application of best-worst scaling. Erasmus University, Rotterdam, The Netherlands, November 2007.

Flynn TN. Identifying subgroup preferences for quality of life – an application of best-worst scaling. School of Marketing Seminar, University of Technology, Sydney, Australia, September 2007.

Flynn TN. I'll tell you which patient is most bothered about waiting time: estimating individual-level preferences from a discrete choice experiment in health care. Centre for the Study of Choice, University of Technology, Sydney, Australia. December 2006.

Flynn TN. Constructing a new quality of life questionnaire. The use of SPDCM in utility elicitation. Centre for Health Economics Research and Evaluation, University of Technology, Sydney, Australia. March 2004.

Invited Lectures/Seminars – National

Flynn TN. Throwing the kitchen sink at end-of-life care: An inefficient use of health resources that most Australians don't want. *Committee for the Economic Development of Australia (CEDA)*, Sydney. June 2013.

Flynn TN. The 'science' of happiness. Is there an equation for quality of life? *Ultimo Science Festival*, Sydney. August 2010

Flynn TN. A quality life. Can understanding society's concerns ensure our future wellbeing? *UTSpeaks public lecture*, University of Technology Sydney, Sydney. May 2010

Flynn TN. Using ordinal data to score quality of life instruments – comparisons of life in Britain and Australia using the ICECAP measure. Centre for Health Economics, Monash University, Melbourne. July 2009

Flynn TN. Using capabilities and choice experiments to inform decision-making across sectors. *National Institute for Health and Clinical Excellence (seminar organised by Professor Peter Littlejohns, Clinical and Public Health Director)*, London, UK. 11 March 2009

Flynn TN, Coast J. Using capabilities to inform decision-making across sectors: possible or desirable? *Preference Elicitation Group*, London. February 2009

Flynn TN, Coast J, Peters TJ. From QALYs to capabilities. *Valuing Health workshop*. University of Newcastle. October 2008

Flynn TN. The QALY is dead: long live the QALY? *Department of Social Medicine, University of Bristol*. May 2008.

Flynn TN. Reconstructing the QALY: How best-worst scaling methods can open the quality of life black box. *Health Economics Research Centre, University of Oxford, Oxford*, November 2007.

Flynn TN. Population-level QALY tariffs - the middle class shall inherit the earth? Insights into individual-level preferences from the ICECAP quality of life measure. *University of Manchester, Manchester*, October 2007.

Flynn TN. Advantages and disadvantages of best-worst scaling in the field of health. *University of Sheffield, Sheffield*, September 2007.

Flynn TN, Peters TJ. Tailoring the consultation and treatment to suit the patient: how discrete choice experiments can tell us what individuals really value. *MRC Biostatistics Unit, Cambridge*. April 2006.

Flynn TN. Tailoring the consultation and treatment to suit the patient: how discrete choice experiments can tell us what individuals really value. *Department of Social Medicine, University of Bristol*. March 2006.

Flynn TN. Quality of life scores from the ICEPOP pilot study. *Institute of Health and Society, Newcastle University.* February 2006.

Flynn TN. The use of best-worst scaling in estimating patient preferences. *School of Health and Related Research, University of Sheffield.* April 2005.

Flynn TN. Discrete choice modelling and patient preferences in consultations. Consultations/Practitioner-Patient Relationships Seminar. *Department of Social Medicine, Bristol.* November 2004.

Flynn TN. *Best-Worst Scaling. A new type of discrete choice modelling.* Royal Statistical Society Primary Health Care Study Group, London. *October 2004.*

Flynn TN. *Constructing a new quality of life questionnaire. The use of SPDCM in utility elicitation.* UK Department of Health, London. *June 2004.*

Oral Contributions, refereed

Flynn TN, Ratcliffe R, Huynh E, Chen G, Stevens K, Brazier B, Sawyer M, Roberts R. Best-Worst Scaling Works with Virtually Everyone. Except Kids.. International Academy of Health Preference Research (IAHPR), *St Louis, USA.* *October 2015.*

Flynn TN, Corke C, Huynh E. Response time data & Case 1 BWS data: Separating “gut” attitudes from those that predict preferences. International Academy of Health Preference Research (IAHPR), *Amsterdam, The Netherlands.* *November 2014.*

Flynn TN, Corke C, Huynh E. Response time data & Case 1 BWS data: Best-Worst Scaling allows us to quantify attitudes as well as preferences: response times tell us which are “gut” attitudes with no predictive power. Society for Medical Decision Making (SMDM), *Miami, USA.* *October 2014.*

Flynn TN. Consumer choices in quasi-markets. Centre for Applied Disability Research (CADR) conference, *Sydney, Australia.* *May 2014.*

Flynn TN, Corke C, Huynh E. Why do we continue to aggressively intervene at the end of life? Most Australians don't want this. Health Services Research Association of Australia and New Zealand (HSRAANZ), *Wellington, New Zealand.* *December 2013.*

Flynn TN. Organised session on use of choice experiments in end-of-life care. International Choice Modelling Conference, *Sydney.* *July 2013.*

Flynn TN. Organised session on use of choice experiments in end-of-life care. International Health Economics Association Congress, *Sydney.* *July 2013.*

Flynn TN, Corke C, Huynh E, Louviere JJ. Do attitudes predict advance care planning preferences? Getting every Australian engaged with ACP to find out. International Advance Care Planning and End-of-Life Conference, *Melbourne, Australia.* *May 2013.*

Flynn TN, Terlich F, Huynh E, Louviere JJ. Use of the ICECAP instruments in Australian populations. International Health Economics Association world congress, *Toronto, Canada.* *July 2011.*

Huynh E, Flynn TN. Quantifying response shift or adaptation effects in quality of life by synthesising case 2 and discrete choice data. International Health Economics Association world congress, *Toronto, Canada.* *July 2011.*

Flynn TN, Huynh E, Terlich F, Souza F. Why value my life through the eyes of the average citizen? Quantifying the effects of experience and individual characteristics upon preferences for attributes of quality of life. International Health Economics Association world congress, *Toronto, Canada.* *July 2011.*

Flynn TN, Peters TJ, Coast J. Workshop: Quantifying response shift or adaptation effects in quality of life by synthesising BWS case 2 and discrete choice data. International Choice Modelling Conference, *Leeds, UK.* *June 2011.*

Flynn TN, Louviere JJ, Cong K. An Asian or US Approach to Public Transport? Population Preferences for Changes to Sydney's Public Transportation System(s). 1st Association of Environmental and Resource Economists conference, Seattle, Washington, USA. June 2011

Flynn TN, Bridges JFP, Poulos C. *Workshop: Practical experiences with the use of best-worst scaling in economic evaluation*. International Society for Pharmacoeconomic Outcomes Research, Baltimore, USA. May 2011.

Flynn TN. *Combining data from choice experiments and best-worst scaling studies. An illustration using quality of life data*. 3rd Conjoint Analysis in Health Care conference, Newport Beach, California, USA. October 2010.

Flynn TN, Louviere JJ, Marley AAJ, Coast J. *International valuation of health and quality of life using best-worst scaling techniques*. 2nd Valuing Health Workshop, Helsinki, Finland. July 2010.

Lorgelly P, Baker R, **Flynn TN**, Al-Janabi H, Coast J. *Culture and capabilities: how do capabilities differ across countries?* 2nd Valuing Health Workshop, Helsinki, Finland. July 2010.

Flynn TN, Louviere JJ. *Measuring and valuing capabilities among Australians using ICECAP-O*, *European Conference on Health Economics*, Helsinki, Finland. July 2010.

Al-Janabi H, **Flynn TN**, Clemens S, Peters TJ, Bryan S, Brazier J, Coast J. *Identifying capabilities for the ICECAP-A measure*. *UK Health Economists' Study Group conference*, LSE, London, UK. January 2010.

Flynn TN, Louviere JJ. *Recent Progress on Best-Worst Scaling: Case 2. Special Session*, ANZMAC Conference, Melbourne, Australia. November 2009

Flynn TN, Louviere JJ, McIntosh E. *Special session on best-worst scaling*. International Society for Pharmacoeconomic Outcomes Research, Paris, France. October 2009

Flynn TN, Chan P, Louviere JJ. *Happiness scores: not a good measure of quality of life*. International Society for Quality of Life Studies Conference, Florence, Italy. July 2009

Coast J, Al-Janabi H, Sutton E, Horrocks S, Vosper J, Swancutt D, **Flynn TN**. *Using qualitative methods for attribute development for discrete choice experiments: issues and recommendations*. *UK Health Economists' Study Group conference*, Sheffield, UK. July 2009.

Al-Janabi H, **Flynn TN**, Coast J. *QALYs and carers*. *UK Health Economists' Study Group conference*, Sheffield, UK. July 2009.

Coast J, Al-Janabi H, Sutton E, Horrocks S, Vosper J, Swancutt D, **Flynn TN**. *Using qualitative methods for attribute development for discrete choice experiments: issues and recommendations*. *UK Health Economists' Study Group conference*, Sheffield, UK. July 2009.

Ratcliffe J, Couzner L, **Flynn TN**, Sawyer M, Stevens K, Brazier J. 'Nothing about us without us!' A pilot study to assess the feasibility of applying best worst scaling discrete choice methods to value Child Health Utility 9D health states in a young adolescent sample. *UK Health Economists' Study Group conference*, Sheffield, UK. July 2009.

Flynn TN, Chan P, Louviere JJ. *Sen, McFadden and Kahneman: two out of three ain't bad*. *New Directions in Welfare Conference*, Oxford, UK. June 2009

Flynn TN, Louviere JJ. *Recent Progress on Best-Worst Scaling: Case 2. Special Session*, *Marketing Science Conference*, Ann Arbor, USA. June 2009

Flynn TN. *From QALYs to capabilities*. *Valuing Health Workshop*, Newcastle, UK. November 2008

Flynn TN, Chan P, Coast J, Peters TJ. *Valuing quality of life among older people in Bristol: use of the ICECAP capability index*. *British Society of Gerontology, Bristol, UK. September 2008*

Flynn TN, Al-Janabi H, van Exel J, Swancutt D. *The use of Best-Worst Scaling in economic evaluation*. Organised session, *European Conference on Health Economics*, Rome, Italy. July 2008.

Flynn TN, Louviere JJ, Peters TJ, Coast J. Was it NICE for you too? Estimating subgroup quality of life tariffs from conjoint analyses: results from a best-worst scaling study. International Society for Pharmaco-Outcomes Research world congress, Toronto, Canada. May 2008.

Flynn TN, Louviere JJ, Li S, Peters TJ, Coast J. I'll tell you which patient is most bothered about waiting time: estimating individual-level preferences from a discrete choice experiment in health care. Sixth International Health Economics Association Conference, Copenhagen, Denmark. July 2007.

Flynn TN, Louviere JJ, Li S, Peters TJ, Coast J. Estimating heterogeneity in patient preferences for a dermatology consultation: the use of Best-Worst Scaling. *European Conference on Health Economics*, Budapest, Hungary. July 2006.

Flynn TN, Louviere JJ, Peters TJ, Coast J. Estimating preferences for a dermatology consultation using Best-Worst Scaling: Comparison of three methods of analysis. *UK Health Economists' Study Group conference*, City University, London UK. January 2006.

Flynn TN: Estimating preferences for aspects of a dermatology consultation. *Workshop on Discrete Choice Experiments*, University of Las Palmas, Gran Canaria, Spain. July 2005.

Flynn TN, Louviere JJ, Peters TJ, Coast J. Best-Worst Scaling: What it can do for health care and how to do it. *UK Health Economists' Study Group conference*, Oxford, UK. January 2005.

Flynn TN. Problems with bootstrap confidence intervals around economic outcomes from cluster RCTs: the final nail in the coffin for cost-effectiveness ratios? *Cluster randomised trials methodology workshop*, Cambridge, UK. March 2004.

Flynn TN, Brown J, Peters TJ, Coast J. Issues in conceptualising and eliciting quality of life preferences from a discrete choice experiment. *2nd international conference on health economics and health management*. Kalamata, Greece. May 2003.

Flynn TN, Whitley E, Peters TJ. Bootstrapping economic data in a cluster RCT. *HESG conference*, London, UK. September 2001.

Poster Contributions, refereed

Flynn TN, Corke C, Huynh E, Louviere JJ. Discrete choice experiments: a way to elicit everybody's end-of-life health care attitudes and preferences. *9th Annual 45 and Up Study Collaborators' Meeting*, Sydney, Australia. October 2012.

Flynn TN, Louviere JJ, Peters TJ, Coast J. Best-Worst Scaling: sample size guidance from a simulation study. *Society for Social Medicine Conference*, Glasgow, UK. September 2005.

Flynn TN, Louviere JJ, Peters TJ, Coast J. Best-Worst Scaling: sample size guidance from a simulation study. *International Health Economics Association Conference*, Barcelona, Spain. July 2005.

Flynn TN, Whitley E, Peters TJ. Economic aspects of cluster randomised trials. *Statistics in Health*, Edmonton, Canada. June 2000.

Guest JF, **Flynn T.** Cost of managing constipation in cancer patients receiving oral morphine or transdermal fentanyl in Ontario, Canada. *15th International Conference on Pharmacoepidemiology*, Boston, MA, USA. August 1999. (See *Journal of Palliative Care* 1999;15(3)).

Media

(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.