

# Curriculum Vitae

Terry Nicholas Flynn, PhD

Internet: <http://www.terryflynn.net/>

## 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.

## Employment

June 2015 –	Director – TF Choices LTD
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 22 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 whilst in Australia. 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.



These statistics (google scholar profile, 2020), show Dr Flynn's successful research and policy 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.

His potential for further career development in public policy 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 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.

His most significant presentation in terms of UK government agencies was: **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**

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 ASCOT social care 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.

## ***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*

***(client confidential)***

<p><b>Flynn TN</b>, Louviere JJ. Barwon health study <i>Understanding patient preferences for test results</i> <b>Flynn TN.</b></p>	<b>AUD 21,013</b>
<p>Sydney Morning Herald Independent Transport study <i>Project to elicit demand for improvements to Sydney transport systems</i> Louviere JJ, <b>Flynn TN</b>, Geweke J.</p>	<b>AUD 79,000</b>
<p>NSW Health study <i>Project to understand how better to communicate with health workforce</i> Louviere JJ, <b>Flynn TN.</b></p>	<b>(confidential)</b>
<p>ODMA Demand for Optometrists study <i>To Better Understand and Improve the Recruitment of Optometry Students and their subsequent Professional Career Paths</i> <b>Flynn TN</b></p>	<b>AUD 19,997</b>

## ***External Funding***

<p><b>EuroQoL Research Foundation</b> Project to investigate the use of Case 2 BWS and DCEs to estimate an ED-5D-5L tariff. Arons S, Groothuis-Oudshoorn KGM, <b>Flynn TN.</b></p>	<b>(confidential)</b>
<p><b>UK NiHR Programme Grant</b> Infection after total joint replacement Blom A, Toms A, Smith A, Noble S, Montgomery A, Burston A, Gooberman-Hill R, Beswick A, Jones S, <b>Flynn TN</b>, MacGowan A, Stockley I, Bannister G, Dieppe P.</p>	<b>GBP 1,972,590</b>
<p><b>Commonwealth Scientific and Industrial Research Organisation (CSIRO) Flagship Project</b> <i>Advance care planning in the emergency department: identification of barriers, facilitators and technological solutions (ACP-ED)</i> Davidson P, <b>Flynn TN</b>, et al</p>	<b>AUD 281, 051</b>
<p><b>NHMRC Centre of Research Excellence</b> Centre for Informing Policy in Health with Evidence from Research (CIPHER) Redman S, et al. (Als: <b>Flynn TN</b> et al)</p>	<b>AUD 2,496,375</b>
<p><b>EU ERC Starting Grant</b> <i>The Economic Evaluation of End of Life Care</i> Coast, J, Al-Janabi H, Holman A, <b>Flynn TN.</b></p>	<b>EUR 981,055</b>
<p><b>NHMRC Project Grant</b> Adolescent population health: application of Best-Worst Scaling Discrete Choice Experiments to value health states for use in economic evaluation Ratcliffe J, Sawyer M, <b>Flynn TN</b>, Brazier J, Stevens K.</p>	<b>AUD 174,312</b>
<p><b>Flinders pilot Grant</b> Adolescent population health: application of Best-Worst Scaling Discrete Choice Experiments to value health states for use in economic evaluation Ratcliffe J, Sawyer M, <b>Flynn TN</b>, Brazier J, Stevens K.</p>	<b>AUD 20,000</b>
<p><b>UTS Partnership Grant</b> <i>Pilot study to estimate Australian scoring for the ICECAP quality of life instrument</i> <b>Flynn TN</b>, Louviere JJ; Industry partner: pureprofile.</p>	<b>AUD 54,000</b>

### **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**

## ***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.

## ***Key Globally Relevant Public Policy Publication***

Louviere JJ, **Flynn TN**, Marley AAJ. Best-worst scaling: theory, methods and applications. Cambridge University Press. 2015

Other publication and full history available on request.