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3 Health utility bias: A meta-analytic evaluation

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26 Abstract

27 BACKGROUND: A common assertion is that rating scale (RS) values are lower than both
28 standard gamble (SG) and time tradeoff (TTO) values. However, differences among these
29 methods may be due to method specific bias. While SG and TTO suffer systematic bias, RS
30 responses are known to depend on the range and frequency of other health states being evaluated.
31 Over many diverse studies this effect is predicted to diminish. Thus, a systematic review and data
32 synthesis of RS-TTO and RS-SG difference scores may better reveal persistent dissimilarities.

33 PURPOSE: To establish through systematic review and meta-analysis the net effect of biases that
34 endure over many studies of utilities.

35 PARTICIPANTS: 2,206 RS and TTO and 1,318 RS and SG respondents in 27 studies of utilities.

36 DATA SOURCE: MEDLINE search from 1976 to 2004, complemented by a hand search of full
37 length articles and conference abstracts for nine journals known to publish utility studies, as well
38 as review of results and additional recommendations by five outside experts in the field.

39 DATA EXTRACTION: Two investigators abstracted the articles. We contacted the
40 investigators of the original if required information was not available.

41 DATA SYNTHESIS: No significant effect for RS and TTO difference scores was observed:
42 effect size (95% C.I.) = 0.04 (-0.02, 0.09). In contrast, RS scores were significantly lower than
43 SG scores: Effect size (95% C.I.) = -0.23 (-.28, -0.19). Correcting SG scores for three known
44 biases (loss aversion, framing and probability weighting) eliminated differences between RS and
45 SG scores (effect size (95% C.I.) = 0.01 (-0.03, 0.05).

46 LIMITATIONS: Systematic bias in the RS method may exist but be heretofore unknown. Bias
47 correction formulas were applied to mean not individual utilities.

48 CONCLUSIONS: The results of this paper do not support the common view that RS values are
49 lower than TTO values, may suggest that TTO biases largely cancel, and support the validity of
50 formulas for correcting standard gamble bias.

51 Introduction

52 The purpose of this paper is to establish through systematic review and meta-analysis the
53 net effect of health utility biases that occur under different elicitation methods. Health utilities
54 play an important role in cost-effectiveness analysis. Through health utility assessment, to each
55 health state in the analysis a presumably unique quality weight is assigned. The standard gamble
56 (SG), time tradeoff (TTO) and rating scale (RS) are the most common preference assessment
57 methods for assigning such weights. However, when more than one elicitation method is
58 employed it is often the case that more than one quality weight may be assigned to any particular
59 health state [1, 2]. One negative implication of this is that treatment recommendations may be
60 sensitive to the method of preference assessment [3]. Differences among health state valuation
61 methods may be due to biases that lead to errors in measurement and result in health state utilities
62 that are too high or too low. By seeking to understand the net effect of bias we may be in a better
63 position to recommend certain methods that minimize the occurrence of errors.

64 Errors that affect measurement may be divided into two classes: 1) *systematic error* -
65 misestimation of a measurement value that is persistent both in direction and magnitude, and, 2)
66 *nonsystematic error* – misestimation of a measurement value that is variable in magnitude and
67 direction. Over many observations, systematic error endures and nonsystematic error abates. We
68 capitalize on this fact, to study within a met-analytic framework the net effect of health utility
69 bias. As we will explain next, the TTO and the SG are affected by systematic biases and the RS
70 by nonsystematic biases. Consequently, over many studies the bias in the RS may decrease
71 whereas the bias in the TTO and the SG remains. By pooling the results from many studies the
72 comparison of the TTO and the SG with the RS can, therefore, give insight in the direction of the
73 bias in the TTO and the SG. It is important to emphasize that we do not claim that the RS is the
74 gold standard in health utility measurement. Any single RS measurement will be affected by

75 biases. Our point is that over many studies these biases will be reduced and this property provides
76 a benchmark with which to compare the TTO and the SG.

77 *Systematic Error in Health State Valuations*

78 The TTO and SG methods are susceptible to several known effects that lead to persistent, or
79 systematic, errors. These effects are: Loss aversion, scale compatibility, utility curvature over
80 life duration and probability weighting. A review of these effects is beyond the scope of this
81 paper and can be found elsewhere (see Bleichrodt [4] for review). These biases alter scores such
82 that they deviate from a value that best characterizes preference for a health state, thus making
83 scores too high or too low. They generally increase SG scores, have both upward and downward
84 effects on TTO scores and are predicted to have no effect on RS scores. Table 1 provides a
85 summary of the aforementioned known predominantly upward (+) and downward (-) causes of
86 systematic error in SG, TTO and RS values.

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INSERT TABLE 1

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91 *Nonsystematic Error in Health State Valuation*

92 While the RS method is not susceptible to known systematic biases, individual
93 observations are well-known to be influenced by nonsystematic error resulting from contextual
94 bias. With the RS method, the respondent's task is to assign categories (typically integer
95 numbers) to health state stimuli such that succeeding categories represent equal steps in value.
96 However, empirical research has demonstrated that characteristics of an RS response depend on
97 the range and frequency of other health states being rated [5, 6, 7]. Figure 1 illustrates range and
98 frequency effects for a health state with bias free health state value of 0.40.

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INSERT FIGURE 1

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In each panel the x-axis represents bias free value and the y-axis denotes observed value.

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In the left panel, labeled “Range Effect”, one group of respondents rated the health state in

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context (C_1) which includes a limited range of health state values (range = 0.30 to 0.70). Because

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of a desire to spread responses over the full range of the response scale, the observed rating

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differs in C_1 than for subjects whose ratings were made in context C_2 , a context with a broader

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range of health state values (0.0 – 1.0). In the right panel, labeled “Frequency Effect”, the health

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state is presented either amongst a set of health states where a preponderance have either low

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subjective value (C_3), or, high subjective value (C_4). By the frequency effect, observed rating

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response is more sensitive to changes in value when most stimuli are of similar value to the state

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being evaluated. An important point is that range and frequency effects produce error magnitude

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and direction that is specific to context; hence error is not systematic but changes with context.

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Schwartz [8] applied range-frequency theory to explain with great precision contextual bias in RS

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scores reported elsewhere [5]. Robinson et al. [6] confirmed this finding in a separate

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experiment. Pollack [9, 10] demonstrated convincingly that rating scales could be unbiased when

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contextual factors were varied iteratively over many experiments i.e., Pollack [9, 10] identified

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and subsequently manipulated bias effects to neutralize bias. The nonsystematic nature of rating

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scale context bias suggests that over many naturally occurring studies rating scale bias may

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decrease in size.

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Whether or not SG or TTO values are influenced by nonsystematic factors like context

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has received much less attention. Robinson et al. [6] found in a context manipulation experiment

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that SG values were much less susceptible to context effects than were RS values. We are

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unaware of any studies examining context effects and TTO responses.

125

Comparing RS, TTO and SG Values

126 Empirically, RS, TTO and SG values do not appear to agree. A common assertion is that
127 RS values are lower than TTO and SG values [1, 2]. However, given that the RS is subject to a
128 context bias, one may not conclude from any single study, that RS values are lower or higher than
129 TTO or SG values. This caveat applies even when no explicit context is given, in particular,
130 when respondents rate only their current health. Birnbaum [11] has shown that when not given
131 an explicit context, respondents choose their own contexts and choose different ones for different
132 stimuli. He was in fact able to show through a between-subjects experiment that the number “9”
133 achieved a higher largeness rating than the number “221”. Presumably, “9” is large in the context
134 of one digit numbers and “221” is small in the context of three digit numbers. Such an effect
135 appears not easily alleviated by explicit use of anchors at points along the rating scale [11,12].
136 Hence, conclusions about relative value differences between TTO (or SG) and RS drawn from
137 data collected within any single study where not every respondent rated the same health states are
138 also not likely trustworthy. Only by comparing RS values against TTO (or SG) values in explicit
139 contexts, across many studies and administered within-subject is it likely that context effects will
140 diminish. In this paper, using a meta-analytic approach, we address the question of the overall
141 effect of bias on TTO and SG scores. We capitalize on the fact that while the TTO and SG are
142 susceptible to biases that result in systematic error in health state value, another method, the
143 rating scale (RS) is susceptible to contextual effects that are nonsystematic across studies. Hence,
144 while nonsystematic error diminishes when rating scale data are aggregated over many studies,
145 systematic TTO and SG method error should persist.

146 Methods

147 *Search Strategy and Inclusion Criteria*

148 We searched (with no language restrictions) for all reports where RS and the TTO measures, or,
149 SG and TTO measures were given to the same subjects evaluating the same health state at any
150 one measurement interval. We performed a MEDLINE search using the following queries in all

151 fields: 1) (rating scale OR category scale OR visual analogue scale
152 OR visual analog scale) AND (time tradeoff OR time trade-off), and
153 2) (category scale OR rating scale OR visual analogue scale OR
154 visual analog scale) AND standard gamble. These searches were thought to be
155 general enough to contain, as a smaller subset, as many studies as possible within our inclusion
156 criteria (listed below). The search period was January 1st of 1976 through December 31st of 2004.
157 We also completed a second manual search of 9 journals that are well-known to publish health
158 utility data (see Table 2).

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163 This second search was conducted to: 1) identify articles possibly missed by the MEDLINE
164 search and, 2) extract results from abstracts published from conference proceedings printed in a
165 subset of the journals listed in Table 2. The latter was done to avoid publication bias. When
166 findings reported in an abstract were later published as a full-length article, only the data from the
167 full length article were used in the meta-analysis. We complemented our search by reviewing the
168 reference lists from original research and review articles. Finally, we circulated the list of studies
169 we found to five experts in the field to see whether they could come up with more studies.
170 Experts were included if they had been a lead or senior author on a paper found on the list
171 generated by our search methods. Four experts accepted and one declined on the grounds that she
172 had not worked in the area for some time. The expert who declined did recommend a well-
173 known replacement who agreed to serve as the fifth expert.

174 Inclusion criteria were: 1) studies that elicited, for the same set of subjects, multiple methods of
175 utility assessment, 2) multiple methods had to include the RS method along with either the SG or
176 TTO methods, 3) all subjects had to receive the same health state descriptions, 4) reported utility
177 scores had to be elicited, and could not be predicted from formulas or multi-attribute
178 questionnaires (e.g., EQ-5D, Health Utilities Index, or Quality of Well-Being Scale), and 5) for
179 TTO studies duration in current health had to exceed 5 years due to a documented unwillingness
180 to trade time over short durations [13]. After consultation with experts a fifth inclusion criteria
181 was added: Health states had to be evaluated by respondents as “better than death”. Studies that
182 did not meet the inclusion criteria were excluded. We note that by our third criterion, health state
183 descriptions had to be hypothetical and could not reflect an individual’s unique current health
184 description; nor could the health state choice set be manipulated in a between-subjects
185 experiment.

186 We contacted the investigators of the original studies if information was required to establish
187 inclusion criteria or information on utility for health state was not available in the published
188 reports. Missing data that could not be resolved by attempts to contact the authors were median
189 imputed. Two investigators abstracted the articles. They resolved disagreements by consensus.

190 *Statistical Analysis*

191 Using the rmeta package within the statistical computing language R [14], we conducted two
192 meta-analyses on effect size data over the aforementioned studies. The primary meta-analysis
193 compared within-subject effect sizes for RS and TTO score differences. A secondary meta-
194 analysis compared within-subject effect sizes for RS and SG score differences. A standard effect-
195 size (d) estimate for within-subject score differences was used [15]:

$$196 \quad d = \frac{M_{RS} - M_z}{S.D._{diff}}, \quad [1]$$

197 where M_{RS} is the mean RS score, M_z is the mean score for the competing method (either SG or
198 TTO) and $S.D._{diff}$ is the standard deviation of the difference scores between the RS and competing
199 method. In our case, the effect size estimates the average score difference (between two utility
200 elicitation methods) relative to the variability in task performance in the population. In order to
201 compute standard deviation of difference scores, an estimate of the population correlation
202 between RS and TTO and RS and SG ratings is needed [16]. While several correlation statistics
203 on these rating methods have been given in the early QALY literature (see [17-19]), Nickerson
204 [20] has differentiated among several types of correlations between utility elicitation methods and
205 recommends use of a mean within-respondent correlation in any analysis postulating that
206 psychological processes affect response (p.494). Such is the case with our current analysis which
207 considers that responses are affected by psychological biases. Two papers provide appropriate
208 (mean within-respondent) correlations for our meta-analytic purposes they are Kartman et al. [21]
209 and Krabbe et al. [22]. With respect to the mean within-respondent correlation, r , between RS
210 and TTO scores, Krabbe et al. [22] report this value as $r = 0.23$, whereas Kartman et al. [21]
211 report a value of $r = 0.25$. For this analysis, we report our results under the assumption of the
212 middle value between these two, $r = 0.24$. For the RS and SG difference score meta-analysis, we
213 report our results under the assumption that $r = 0.19$. This is half-way between the value reported
214 by Krabbe et al. [22] $r = 0.22$, and that of Kartman et al. [21], $r = 0.16$. For each analysis we also
215 ran meta-analyses under the range of standard error assumptions as given by the range of
216 published correlations between measures. This was done to determine the robustness of our
217 findings. Context bias associated with the rating scale depends on the specific study methods, but
218 is statistically independent across studies. Therefore, to preserve this independence assumption
219 an average effect size computed over utilities elicited for multiple health states *within* study
220 served as the dependent variable.

221 We chose to conduct random-effects (as opposed to fixed-effects) analyses of data
222 because rating scale context bias would naturally produce statistically heterogeneous effect sizes
223 across studies. The random-effects model incorporates a between study component of variance to
224 address heterogeneity, whereas a fixed-effects model does not. An effect size and confidence
225 interval plot as well is given for the primary analysis.

226 In addition to analysis on raw standard gambles, we conducted two meta-analyses on
227 corrected scores. A correction formula that adjusts for the effects of bias associated with prospect
228 theory [23] (loss aversion, framing and probability weighting) has been proposed [24] and applied
229 elsewhere [25]. The first formula we used corrected for only probability weighting [26, 27]. We
230 applied a one-parameter weighting function as given in Tversky & Kahneman [23] to standard
231 gamble scores (with the standard assumption that $\gamma = .61$ (see p. 309, Equation 6 [23]). This
232 gives a standard gamble utility corrected for probability weighting. The second analysis utilized
233 the following table [24]:

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235 INSERT TABLE 3
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238 In addition to correcting for probability weighting, this table of values corrects for loss
239 aversion and framing effects. This table has been used successfully to correct SG bias in other
240 work [24].

241 Finally, an evaluation of study quality was considered. We evaluated the extent to which
242 studies we examined adhered to reporting standards for studies of utilities. Each study received a
243 quality score based on adherence to ten components of reporting standards given in Table 1 of

244 Stalmeier et al. [28]. Quality score was computed as the weighted sum of these ten components
245 and scaled so that a score of 100 reflected complete adherence and a score of 0 reflected complete
246 non adherence. Component weightings were determined by mean expert importance ratings
247 reported in Stalmeier [28, Table 1 p.206]. We evaluated the correlation of study quality with
248 effect size, standard error and year of publication. We also employed quality scores as weights to
249 determine if this influenced meta-analytic findings.

250 Results

251 With regard to the RS and TTO meta-analysis, we identified 4 articles from systematic reviews,
252 the MEDLINE search yielded 139 results, of these 13 met the inclusion criteria and were not
253 already identified in the systematic review articles. An additional 2 studies (conference
254 presentations) were included from a hand search of the journals in Table 1 and known review
255 articles. Experts were not able to identify any additional RS and TTO studies that met our
256 criteria. A total of 19 studies were used for the RS and TTO meta-analysis. With respect to the
257 RS and SG meta-analysis, we identified 7 articles from systematic reviews, the MEDLINE search
258 yielded 150 results, of these 5 met the inclusion criteria and were not already identified in the
259 systematic review articles. An additional 3 studies (conference presentations) were included from
260 a hand search of the journals in Table 2. After circulating our list to experts, they were able to
261 identify one additional study that met our inclusion criteria and which was added. A total of 16
262 studies were used for RS – SG meta-analysis. We note that, as would be expected, studies
263 utilized in the RS-TTO and RS-SG meta-analyses were not mutually exclusive. A total of 27
264 studies were used as data. Of these studies, eleven collected only RS and TTO responses [29-39],
265 nine collected only RS and SG responses [40-48] and seven collected both RS, TTO and SG
266 responses [17, 19, 49-53].

267 Results indicate no significant effect for RS and TTO difference scores: effect size (95%
268 C.I.) = 0.04 (-0.02, 0.09). Figure 2 shows the plot of confidence intervals centered on effect size
269 (x-axis) for each study. The “X” indicates an overall effect, the line through it is the confidence
270 interval. While there is a small overall effect of 0.04, the confidence interval around this estimate
271 crosses 0.0. These results were robust over the range of reported correlations between RS and
272 TTO values.

273 -----
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277 As mentioned previously, a quality score was determined by the extent to which studies
278 adhered to published reporting criteria for studies of utility [28]. Adherence was weighted by
279 published expert ratings of importance [28] and normalized so that a score of 100 indicates total
280 adherence in reporting and a score of zero indicates total non adherence. Quality scores for RS-
281 TTO studies ranged between 21.0 and 95.7. The mean (\pm S.D.) importance weighted quality
282 score for RS-TTO studies was 64.7 (\pm 17.9). An evaluation of Pearson's product-moment
283 correlations indicated that quality score was not significantly correlated with effect size ($r = 0.23$,
284 $p = n.s.$), standard error ($r = -.28$, $p = n.s.$) or year of publication ($r = 0.0$, $p = n.s.$). Adding
285 quality weights did not significantly influence meta-analytic results in that the confidence interval
286 for RS–TTO effect size still crossed zero.

287 In contrast, the meta-analysis on RS and SG values indicated that RS scores were
288 significantly lower than SG scores: effect size (95% C.I.) = -0.23 (-.28, -0.19). These results
289 were robust to over the range of reported correlations between RS and SG values. Figure 3 shows

290 the plot of confidence intervals centered on effect size estimates (x-axis) for each of the 16
291 studies included in the analysis.

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296 Again, The “X” indicates an overall effect, the line through it is the confidence interval.
297 The effect is sizeable and the confidence interval around the estimate does not cross zero.

298 Quality scores for RS-SG studies also ranged between 21.0 and 95.7. The mean (\pm S.D.)
299 importance weighted quality score for RS-TTO studies was 59.4 (\pm 19.3). An evaluation of
300 Pearson's product-moment correlations indicated that quality score was not significantly
301 correlated with effect size ($r = 0.22$, $p = \text{n.s.}$), standard error ($r = -.20$, $p = \text{n.s.}$) or year of
302 publication ($r = -0.20$, $p = \text{n.s.}$). Adding quality weights did not significantly influence meta-
303 analytic results in that the confidence interval for RS-SG effect size did not overlap with 0.0 and
304 registered SG scores as consistently higher than RS scores.

305 The meta-analyses on corrected standard gamble scores revealed that the probability
306 weighting correction was effective in reducing SG and RS difference, but left a very small
307 measurable difference between SG and RS scores (effect size (95% C.I.) = -0.09 (-0.13 , -0.05)).
308 The correction adjusting for loss aversion, framing and probability weighting (see Table 1, p.
309 1505 in Bleichrodt et al. [24]) eliminated differences altogether, (effect size (95% C.I.) = 0.01 ($-$
310 0.03 , 0.05)).

311 Discussion

312 An early influential review of the health utility field suggested that TTO scores were
313 higher than RS scores [1]. This assertion was based on the best available data at the time and has
314 remained largely unchallenged. However, 15 years later we find that contrary to this notion that
315 RS scores are lower than TTO scores, RS and TTO scores are about equal when data are
316 examined systematically over many within-subject studies. This may indicate that when RS
317 context bias diminishes, value measurement becomes consistent and TTO and RS values agree.
318 Another interpretation of this result is that, competing systematic TTO biases may cancel out.
319 Hence, TTO scores may be relatively unbiased within a study. In either case, the discrepancy
320 between our result that TTO and RS agree and the previous result that TTO scores exceed RS
321 scores is likely due to diminishing RS context bias unique to the meta-analytic approach we used.
322 In contrast, and as expected, SG biases, which are generally upward, result in higher scores than
323 when the same individuals rate the same health states using the RS method. The disparity
324 between SG and RS disappears when SG scores are corrected for probability weighting, framing
325 and loss aversion.

326 There are a few caveats to our results that deserve discussion. First, it is important to
327 realize that our results do not suggest that RS and TTO scores are comparable or interchangeable
328 within a study. Hence, our study should not be interpreted as offering support for the use of the
329 RS in economic evaluations of health care. RS scores vary substantially within a study due to
330 context effects unique to the study. Our findings show that when evaluated systematically across
331 many studies, TTO scores do not appear to be higher than RS scores. We are inclined to interpret
332 this as evidence that the systematic biases in the TTO tend to cancel. Second, while no systematic
333 RS biases are known, it is possible that one or more do exist [54], which could threaten the
334 interpretation that TTO scores overall do not exhibit a directional bias. However, given our
335 current state of knowledge we can be confident that TTO directional bias is not large in
336 comparison to the directional bias exhibited by the SG method. Third, with respect to our

337 analysis of standard gamble corrections, the fundamental data element in our study is mean score
338 for health state; it is not guaranteed that a transformed mean score will equal a mean of
339 transformed scores. However, transformed mean scores will approach mean transformed scores
340 as standard errors approach zero. In most cases, standard errors were low in the studies we
341 evaluated. Fourth, other features of elicitation methodologies such as reliability, validity and
342 responsiveness to change are important but beyond the scope of this paper.

343 A large body of literature assumes that because the SG is rooted in the axioms of
344 expected utility theory and is the only scaling method that includes an element of risk inherent in
345 most medical decisions, the SG represents the reference standard and that other methods (e.g., the
346 RS) should be adjusted to match SG scores [54]. We do not agree with this point of view. There
347 is much evidence to suggest that expected utility is not the correct descriptive model (i.e., it may
348 not characterize observed preference behavior very well). When decision makers deviate from
349 expected utility, the SG method will generally yield biased utilities. For this reason, our method
350 of adjusting scores does not entrust the SG method with preeminence over other methods and
351 does not relate RS or TTO scores via mapping them to SG as is commonly done.

352 A basic assumption of this paper is that different methods should produce the same
353 utilities. A practical rationale for this assumption is that if differences occur then the outcome of
354 an economic evaluation will depend on the method used. In the absence of a gold standard for
355 health utility measurement this is undesirable. Such an assumption is not universally held. One
356 theory that became popular in the 1970s and 1980s, contends that risky utility (e.g., SG) and
357 riskless value (e.g., TTO and RS) may differ by an increasing nonlinear transformation when risk
358 aversion is considered [55]. In present day, this theory has become less popular for two reasons.
359 First, it does not permit violations of expected utility theory, which are widely observed [56].
360 Second, it leads to serious problems in reconciling attitudes toward risk of small and large stakes
361 losses [57]. For these reasons risk behavior is now primarily modeled, at its source, as attitude

362 toward chance (via nonlinear transformation of probabilities) and through the acknowledgement
363 that decision makers are averse to losses [23]. For an excellent discussion of how this modern
364 approach moves toward a unified notion of utility, one that has meaning prior to risk and not visa
365 versa, see Wakker [58]. Empirical studies have shown that when attitude toward chance and loss
366 aversion are considered, differences between riskless and risky utility tend not to prevail [59, 60,
367 61].

368 The findings of this study have implications for cost-effectiveness analysis. In cost-
369 effectiveness analysis, health utility assessment is carried out so that quality weights can be
370 assigned to health states in the analysis. As demonstrated here and elsewhere, methods and
371 procedures applied to the same health state often result in values that are inconsistent with respect
372 to each other. Inconsistencies mean that more than one quality weight can be assigned to any
373 particular health state. However, the valid application of CEA requires that one and only one
374 quality weight be assigned to any particular health state. The present study is part of a growing
375 number of studies suggesting that biases that lead to differences between measures can be
376 reduced or eliminated. Biases appear to distort preferences in lawful and thus correctable ways,
377 with corrections yielding greater consistency across methods. The findings of this paper suggest
378 that standard gambles may need to be corrected for probability weighting bias. Loss aversion and
379 framing effects may also be of concern with the standard gamble. In contrast, the findings of this
380 paper do not support a net directional systematic TTO bias and give further support to the use of
381 raw TTO values in cost-effectiveness analysis. Finally, while RS contextual bias may diminish
382 over many studies, unless contextual bias is manipulated and neutralized within an experiment it
383 is likely to adversely influence ratings in individual studies.

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599 Table 1. Known predominantly upward (+) and downward (-) causes of systematic error in SG,
 600 TTO and RS values
 601

Type of Effect	SG	TTO	RS
Loss Aversion	+	+	No Effect
Scale Compatibility	Ambiguous	+	No Effect
Utility Curvature	No Effect	-	No Effect
Probability weighting	+	No Effect	No Effect

602 Table 2. Journals searched by hand for full-length articles and or conference abstracts possibly
 603 missed by MEDLINE search
 604

Journal Title	Search Interval
<i>Health Economics</i>	1984 - 2002
<i>Health Policy</i>	1984 – 1989
<i>Health Policy in Amersterdam and Netherland</i>	1989 – 2000
<i>International Journal of Technology Assessment in Health Care</i>	1985 – Present
<i>Journal of Health Economics: Medical Care</i>	1984 – 2002
<i>Medical Care</i>	1978 – Present
<i>Medical Decision Making</i>	1981 – Present
<i>Quality of Life Research</i>	1993 – Present
<i>Pharmacoeconomics</i>	1992 – Present

605

606 Table 3. Corrected standard gamble utilities as proposed by Bleichrodt et al. [24] for standard gamble elicitations between 0.00 and 0.99. Row
 607 headings represent tenths, column headings hundredths of the uncorrected standard gamble score and table entries are corrected scores, e.g., the
 608 corrected utility for a standard gamble of 0.15 is 0.123 (underlined).

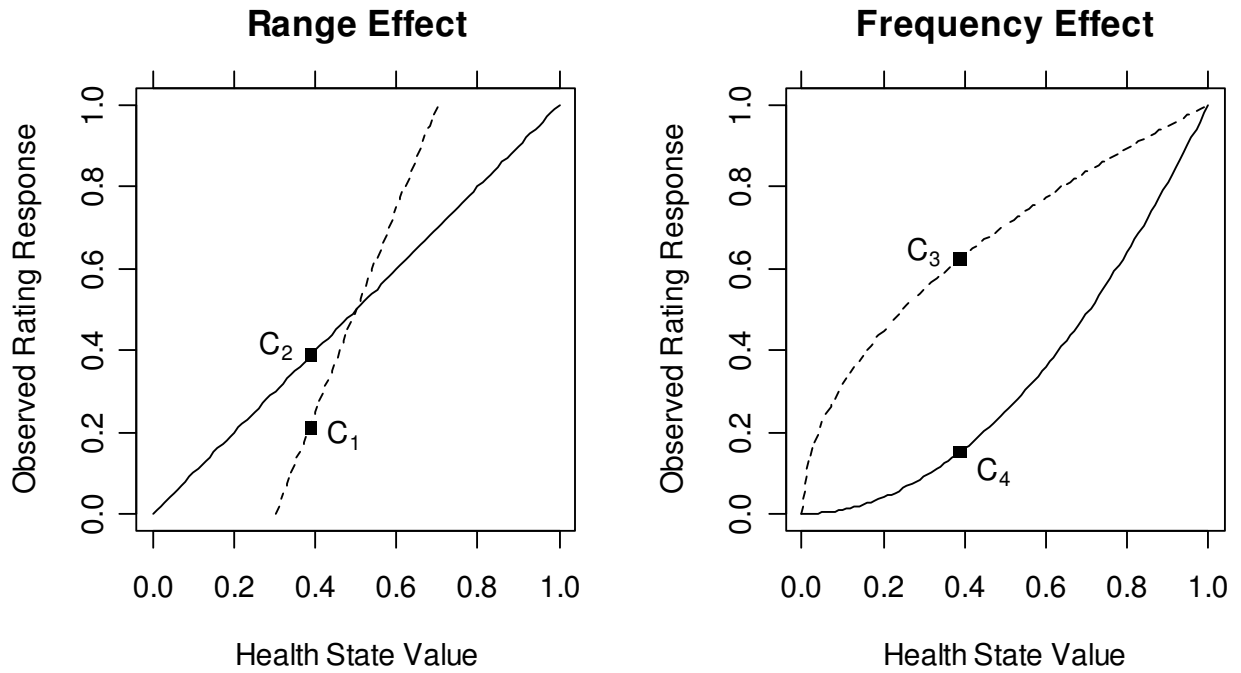
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611		0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
612	0.0	0.000	0.025	0.038	0.048	0.057	0.064	0.072	0.078	0.085	0.091
613	0.1	0.097	0.102	0.108	0.113	0.118	<u>0.123</u>	0.128	0.133	0.138	0.143
614	0.2	0.148	0.152	0.157	0.162	0.166	<u>0.171</u>	0.176	0.180	0.185	0.189
615	0.3	0.194	0.199	0.203	0.208	0.213	0.217	0.222	0.227	0.231	0.236
616	0.4	0.241	0.246	0.251	0.256	0.261	0.266	0.271	0.276	0.281	0.286
617	0.5	0.292	0.297	0.303	0.308	0.314	0.320	0.325	0.331	0.337	0.343
618	0.6	0.350	0.356	0.363	0.369	0.376	0.383	0.390	0.397	0.405	0.412
619	0.7	0.420	0.428	0.436	0.445	0.454	0.463	0.472	0.481	0.491	0.502
620	0.8	0.512	0.523	0.535	0.547	0.560	0.573	0.587	0.601	0.617	0.633
621	0.9	0.650	0.669	0.689	0.710	0.734	0.760	0.789	0.822	0.861	0.911

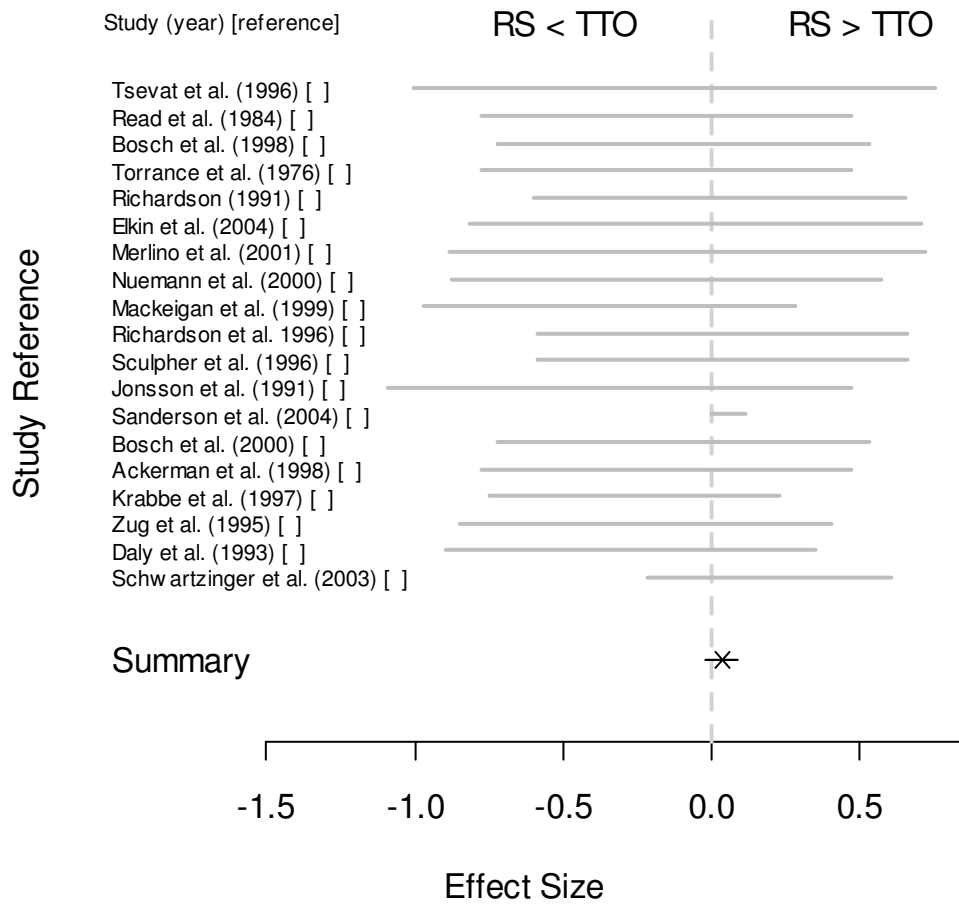
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623 Figure 1. Observed rating responses for a hypothetical health state with “context free” value of
624 0.40 presented in four between-subject contexts: Restricted stimulus range (C_1), broad stimulus
625 range (C_2), positively skewed stimulus set (C_3), and negatively skewed stimulus set (C_4). The left
626 panel shows a range effect on observed rating response (C_1 versus C_2), the right panel shows a
627 frequency effect on observed rating response (C_3 versus C_4).
628



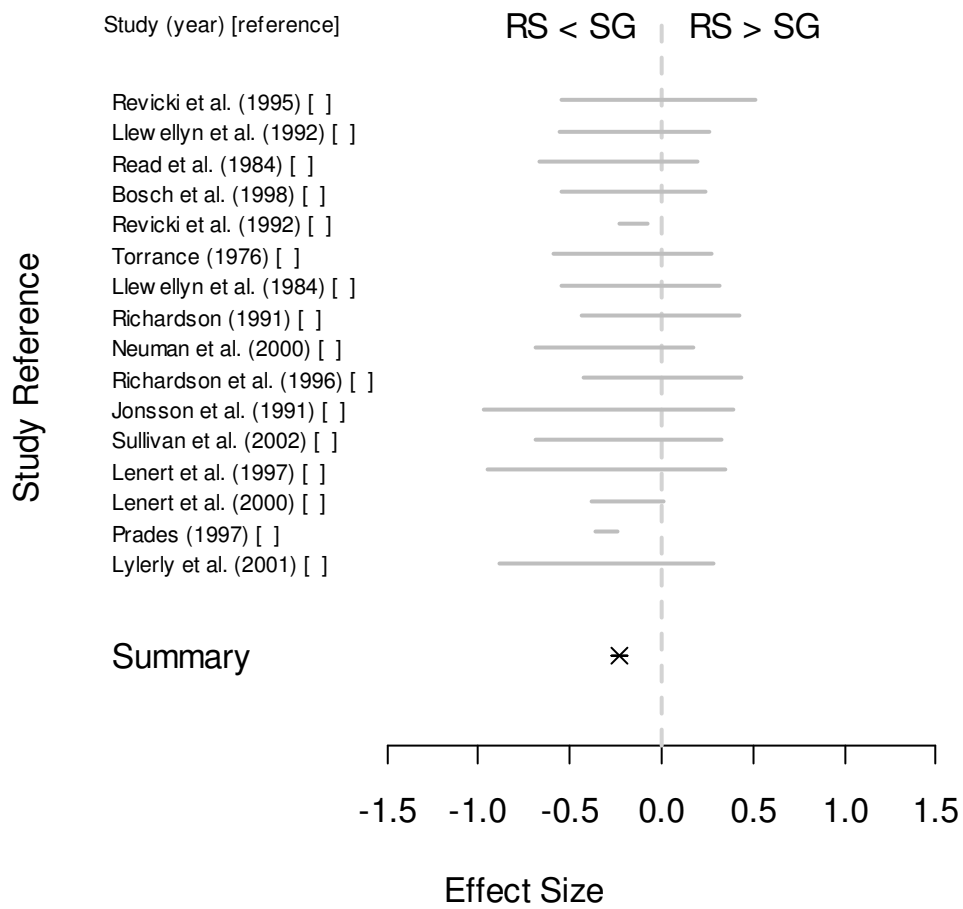
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630 Figure 2. Plot of RS and TTO difference score effect sizes and confidence intervals for 19
 631 studies.
 632



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634 Figure 2. Plot of RS and SG difference score effect sizes and confidence intervals for 16 studies.
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