Some items influenced by DIS might be another potential problem. Further studies on item effects are needed in reporting quality of life.

PRM201

EMPIRICAL EVIDENCE FOR IDENTIFYING BEST PRACTICES IN TRANSLATABILITY ASSESSMENT AS A PROACTIVE TOOL FOR ENHANCING THE QUALITY OF PRO AND HRQoL TRANSLATION AND LINGUISTIC VALIDATION

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OBJECTIVES: The essence of translatability assessment (TA) is to identify potential translation problems before the linguistic validation process of PRO and HRQoL measures begins; this means that any issues can be resolved prior to the beginning of the translation which will improve the quality of the translation, the harmonisation between language versions and the cultural validity of the measure. It is an important step in the development of new measures but there is a lack of guidance on the methodology. The aim of this study is to identify the potential quality problems that arise when translating experience levels of linguists and that need to be involved in the TA itself. The objective of the present study was to establish the optimal number of linguists required in a TA process and to qualitatively explore any differences based on experience levels.

METHODS: A structured survey was developed for the three translators. For the full questionnaire to be used, translators were asked to respond to 10 questions and comment on their译. RESULTS: The results show extreme variation in the number and nature of problems identified between translators. For example, some translators made 2 comments for the total of 40 items presented for assessment, whereas others made over 15 comments. An examination of the nature of the comments in relation to the experience of the translators suggests that those translators with more experience were able to provide more detail around their concerns. This provides strong evidence for the claim that differences in TA may be caused not by actual linguistic issues but by idiomsyncrasy of individual translators.

CONCLUSIONS: Based on the results, it is suggested to involve at least two translators per given language for TA.

PRM202

SMITHING OLD, SOMETHING BORROWED, SOMETHING NEW: A DIRECT COMPARISON OF THREE QUALITATIVE Elicitation METHODS

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OBJECTIVES: Innovative approaches in patient-reported outcomes (PRO) research are widely sought. Yet no published research has prospectively compared traditional methods for generating patient insight with novel methods. In this ground-breaking study, aimed at identifying patient-reported symptoms of Ankylosing Spondylitis (AS), we explored the value of traditional interview methods against social media methods using Concept Mapping (CM).

METHODS: Two groups of AS patients were utilized: 1. Open-ended interviews; 2. online AS patient forums; 3. GCM. Participants with AS were recruited from National Ankylosing Spondylitis Society (NASS). Interviews and social media data were analysed using ATLAS.ti. GCM was conducted on Concept Systems Global MAX software, utilizing multivariate and cluster analysis. Analysis for each methodology was performed by an independent researcher to ensure impartiality. Three conceptual models of AS symptoms were developed based on data from each methodology.

RESULTS: Participants completed interviews (n=12) or a GCM exercise (n=20). Of 14 social media sources identified, two met pre-defined criteria: 100 posts were analysed. From a scientific perspective, the conceptual model from the interviews is most consistent with available data for patients with AS, especially supporting the use of novel approaches (in addition to traditional methods) to generate patient insights – variations in the conceptual models (and the reasons why) will be presented. From a practical perspective, time and cost are substantive variables which are significant with social media data or GCM. Furthermore, the ability to perform robust quantitative analysis in GCM is particularly advantageous.

CONCLUSIONS: Methodological advancement is key to progressing in our understanding of patients’ health to 40 years. In this study, we were unable to develop a field as a scientific inquiry. Typically, researchers intimate the relative benefits of one method over another. However, in this first study to prospectively compare novel with traditional PRO methods, we demonstrated the added value of two new approaches and laid bare the scientific and practical considerations for qualitative PRO research design.

PRM203

ANCHORING BIAS IN TTO VALUATIONS

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OBJECTIVES: Time trade-off (TTO) is one of the main methodologies for eliciting health-state utilities in or out of the TTO iteration procedure induces anchoring. Anchoring is a cognitive bias that arises between criteria and programs as an input for follow-up studies which further improve the performance of telephone interviews.

METHODS: This study provides clinical researchers with guidance for determining the appropriateness of telephone versus face-to-face (F2F) interview methods when conducting patient-centered qualitative research to inform instrument development for use in regulated clinical trials. METHODS: The benefits and limitations of telephone versus F2F interviews were identified from the peer-reviewed literature (N=15 studies) and discussed in the context of our own experiences conducting research with approximately 90 patient interviews over the last five years. RESULTS: Evidence suggests a variety of convenience benefits associated with telephone interviews (e.g., cost, access to patients) and that, overall, while some qualitative research data are lost during the telephone interview, little to no data quality is lost when conducting interviews via telephone versus in-person. However, experience suggests instances in which data quality between telephone and F2F interviews can vary dependent on purpose of interview and target patient population. With respect to the purpose of the interview, telephone methods lend themselves best for concept elicitation, while in-person methods may be more suitable for cognitive debriefing, mode of administration equivalency, and usability testing. With regard to patient target population, telephone methods may be appropriate for less vulnerable patient populations and/or well-defined disease areas, but less so for extremely sick or physically or emotionally compromised patients.

CONCLUSIONS: Researchers developing instruments for use in regulated trials can consider telephone interviews viable for capturing qualitative patient data, however, the method’s suitability varies depending on the purpose of the interviews and the target patient population. Additionally, some of the perceived “convenience” benefits of telephone interviews may not be fully realized when weighed against some surprisingly inherent challenges inherent to the interview itself. External validity is discussed in the context of a future study using TTO to elicit patient preferences and data from a larger sample.

RESEARCH ON METHODS – Statistical Methods

PRM205

INTERPRETING RESULTS FROM BAYESIAN NETWORK META-ANALYSES (NMA): A GUIDE FOR NON-STATISTICIANS

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OBJECTIVES: Bayesian NMA enables us to report results based on probabilities, treatment ranking and predictions and are increasingly used to support decision-making in HTAs. However, there is a lack of guidance on how to report and interpret results from Bayesian Group of Methodologists for NMA. In this study, the type of analyses makes these findings difficult to understand by analysts not trained in Bayesian statistics. We aim to define in simple terms the key concepts behind model methodology and present a guide to help non-statisticians understand and interpret findings from Bayesian NMA. METHODS: Major guidelines (incl. so