from the DCE with and without out-out differed. Results suggest that including an opt-out reduces efficiency with respect to power.

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THE INFLUENCE OF CHOICE TASK LAYOUT ON THE OUTCOMES OF A DISCRETE CHOICE EXPERIMENT
Valerie Janssen, MSc4, Ilse van't Wijk2, Tanja Janssen3, Wouter Loomans1, Jeroen Loomans1,2, Jolanda van der Ploeg1,2,3

OBJECTIVES: To empirically test what extent the layout of choice tasks (i.e., display order of attributes) in a Discrete Choice Experiment (DCE) influences study outcomes. Besides extensive pilot testing to ensure the choice tasks are understood and interpreted as intended, it might be significant attribute estimates (P<.05). However, the relative importance of these attributes differed between both datasets. CONCLUSIONS: For now it can be concluded that the presentation of the choice set (by either using words or graphics) in a DCE influences study outcomes. Besides extensive pilot testing to ensure the comprehension of decision aid contents, it is essential to ensure that the relative importance of attributes is determined.

RESULTS: Preliminary results are based on 279 observations from 31 patients. In February 2013 data collection will be completed and analyzed. When comparing the choices of every respondent per choice task, 58% chose inconsistent at 1 or more choice tasks and 35% chose inconsistent in two or more choice tasks. In both datasets (layout in words and graphics), vaccine effectiveness (β =0.64 and β =0.37, p<0.001), frequency of severe side effects (β =0.26 and β =0.41, p<0.05) were significant attributes. Costs (β =0.17) and incomes (P<0.05) were not significant attributes. However, the relative importance of these attributes differed between both datasets. CONCLUSIONS: For now it can be concluded that the presentation of the choice set (by either using words or graphics) in a DCE influences study outcomes. Besides extensive pilot testing to ensure the comprehension of decision aid contents, it is essential to ensure that the relative importance of attributes is determined.