

Medical College of Wisconsin presents

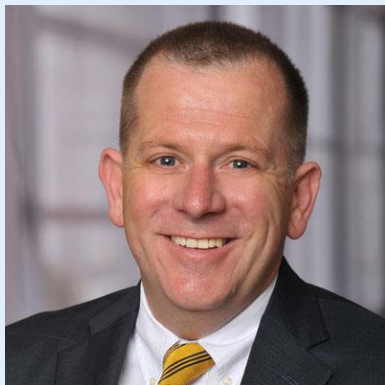
Measuring the priorities, preferences, and tradeoffs of patients and other stakeholders in medicine

THE CENTER FOR TRANSLATIONAL INTERDISCIPLINARY GENITO-URINARY RESEARCH

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Wednesday, May 25 | 3:00PM -4:30PM

Researchers, patient advocates, policy makers, and providers are increasingly seeking information on priorities, tradeoffs, and preferences of patients and other stakeholders in medicine. This course will introduce participants a diverse set of methods to measure priorities, tradeoffs, and preferences and will provide participants with background on these methods so that they understand how they differ, provide examples of each method, and describe how they can be used to inform real-world decisions. For each of these methods, a historical background, best-practices for their application, and relevant examples from the literature.



Presented by: Dr. John F P Bridges, PhD, Professor, Department of Biomedical Informatics, The Ohio State College of Medicine

John's research promotes the translation and implementation of advances in medicine through informed decision making. He is an international leader in advancing and applying methods to promote a greater understanding of the preferences of patients and other stakeholders in medicine. Through community-centered research conducted in partnership with several patient organizations, PCORI, and the FDA, John has demonstrated the importance of incorporating the perspectives of patients and caregivers in the assessment of the benefits and risk of treatments. In 2008 John founded a new journal, *The Patient – Patient Centered Outcomes Research*, as one of the first academic venues for research focused on understanding the patient's perspective in medicine.

Locations: Hub for Collaborative Medicine - A6520/A6628 and Zoom