

Design for direct approach to monetary valuation of a QALY

QALY gain	Question	Health Loss / Gain	Duration	When		Version			
						1	2	3	4
1	A	25 point loss	4 years	1 year's time	Certainty	A			A
1	B	25 point loss	4 years	End of life	Certainty	B			
1	F	10 point loss	10 years	1 year's time	Certainty			F	F
1	G	10 point loss	10 years	End of life	Certainty			G	
1	I	Extra life	12+ months	End of life	Certainty		I		I
1	J	Extra life	12+ months	1 year's time	Certainty		J		J
1	L	Extra life	12+ months	1 year's time	Certainty		L		L
1	P	25 point loss	4 years	1 year's time	Certainty	P			
0.25	D	25 point loss	1 year	1 year's time	Certainty			D	
0.1	E	10 point loss	1 year	1 year's time	Certainty			E	
0.1	M	25 point loss	4 years	1 year's time	10% risk		M		
0.1	O	10 point loss	10 years	1 year's time	10% risk	O			
0.05	N	25 point loss	4 years	1 year's time	5% risk		N		

Version 1		Version 2		Version 3		Version 4	
A*	25 point loss, 4 years, certainty, now (1 QALY)	I*	Extra life, end of life, certainty	F*	10 point loss, 10 years, certainty, now (1 QALY)	A*	25 point loss, 4 years, certainty, now (1 QALY)
B*	25 point loss, 4 years, certainty, end of life (1 QALY)	J*	Extra life, now (coma), certainty	G*	10 point loss, 10 years, certainty, end of life (1 QALY)	F*	10 point loss, 10 years, certainty, now (1 QALY)
C	Question exploring responses to A and B	K	Question exploring responses to I and J	H	Question exploring responses to F and G	I*	Extra life, end of life, certainty
	Risk explanation		Risk explanation	D*	25 point loss, 1 year, certainty, now (0.25 QALY)	J*	Extra life, now (coma), certainty
O*	10 point loss, 10 years, 10% risk, now (0.1 QALY)	M*	25 point loss, 4 years, 10% risk, now (0.1 QALY)	E*	10 point loss, 1 year, certainty, now (0.1 QALY)	K	Question exploring responses to I and J
P*	25 point loss, 4 years, staged pay, now (1 QALY)	N*	25 point loss, 4 years, 5% risk, now (0.05 QALY)			L*	Extra life, now (terminal illness), certainty
		L*	Year of life, now (terminal illness), certainty			R	Drop down responses to ascertain why x-amount was paid for question L
		R	Drop down responses to ascertain why x-amount was paid for question L				

Notes:- *Each respondent who stated they were unwilling to pay were asked to say why using a drop down response form.

The order of these pairs of questions was randomised.

These questions followed the previous two WTP questions to find out why respondents valued one 'more', 'less' or 'equal to' the other.

Grey Block	
Question D	D and E order randomised
Question E	
Question I	I and J order randomised
Question J	
Question K	Question exploring responses to I and J