HEALTH ECONOMICS WITH DR HOWARD THOM

ACTIVITIES

Create two leaflets or short presentations to promote the benefits of adaptive RCTs, one for patients who are being recruited to medical trials, and one for healthcare funders who finance medical trials.

You should consider:

• What are the key differences between conventional RCTs and adaptive RCTs?

• How will you tailor the messaging in each leaflet/presentation to suit your different audiences?

• What language will you use for each audience, and what terms will you need to explain?

• What facts, figures and statistics can you include to highlight the advantages of adaptive RCTs?

TALKING POINTS

KNOWLEDGE & COMPREHENSION
1. What is a randomised controlled trial (RCT)?
2. How is an adaptive RCT different to a conventional RCT?
3. Why is it important to include a 'control' arm in any medical trial?
4. Why is it important that patients understand the design of the trial they are participating in?

APPLICATION
5. How would you design an adaptive RCT to test which treatment is most effective at preventing strokes in patients with atrial fibrillation?
6. How would you determine the cost-effectiveness of your adaptive RCT? What information would you need to estimate this?

ANALYSIS
7. What advantages do adaptive RCTs have over conventional RCTs?
8. Why is value of information analysis an important component of Howard's research?
9. Why do healthcare providers need to know the cost-effectiveness of medical treatments and trials for new interventions?

EVALUATION
10. To what extent do you believe that the cost-effectiveness of an intervention is a good measure of whether it should be used for patients? If an intervention is effective at improving a patient's quality of life, but the economic cost is judged to be greater than the benefits, do you think this treatment should be used?
11. What skills do you have that would benefit you in your path to becoming a health economist? How could you develop these further?

MORE RESOURCES

• Howard is a member of Health Economics Bristol (HEB), a team of researchers at University of Bristol who specialise in health economics. Visit the HEB website to learn more about their research: **www.bristol.ac.uk/population-health-sciences/centres/healthecon**

• Howard is the founder of Clifton Insight, a network of health economists who provide consulting services. Visit the Clifton Insight website to learn more about the work conducted by the team: **www.cliftoninsight.co.uk**

• The National Institute for Health and Care Excellence provides cost-effectiveness analysis of healthcare interventions for the NHS: **www.nice.org.uk**