

Curriculum Vitae

Personal Details

Name: Professor Mandy RYAN FRSE

Department: Director
Health Economics Research Unit
Institute of Applied Health Sciences
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University of Aberdeen
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Present position: Director of Health Economics Research Unit (HERU) and
Professor of Health Economics

Higher Education

March 1991 - March 1995	University of Aberdeen, PhD in Economics
October 1986 - June 1987	University of York, MSc in Health Economics Class: Distinction
October 1983- June 1986	University of Leicester, BA (Hons) in Economics Class: 1 st

Experience

April 2013 – present	Professor and Director, Health Economics Research Unit
October 2012 – March 2013,	Professor and Interim Director, Health Economics Research Unit
October 2002 – September 2012 ¹	Professor of Health Economics
October 1997 – September 2002	MRC Senior Fellow and Reader ² in Health Economics Health Economics Research Unit, University of Aberdeen
October 1993 - September 1997 ³	Research Fellow (Grade 2), Health Economics Research Unit, University of Aberdeen
October 1990 - September 1993	Research Fellow (Grade 1A), Health Economics Research Unit, University of Aberdeen
November 1987 - September 1990	Research Assistant (Grade 1B), Health Economics Research Unit, University of Aberdeen

¹ March 2004 – November 2004

Visiting Professor, Centre for Health and Policy Studies, University of Calgary, Canada

² Reader from 1st October 2000

³ October 1993 – February 1994

Visiting Research Fellow, Centre for Health Economics, Research and Evaluation,
University of Sydney, Australia

Professional Status

- **Fellow of the Royal Society of Edinburgh (2006-)**
- **MRC Methodology Research Panel (2011-2015)**
- **MRC Strategic Skills Fellowships Panel (2012-2015)**
- **Scottish Government/Royal Society Edinburgh Personal Fellowships and Research Support Fellowships Committee (2008-2011)**
- **Member of the RAE 2008 sub-panel 7, Health Services Research**
- **Member of the international Association for Health Economists (iHEA) Executive Board, 2005-2006, 2006-2007, 2007-2008, 2008-2009 (elected by peers)**
- **Journal refereeing – Including:** Journal of Health Economics, Health Economics, Pharmacoeconomics, Social Science and Medicine, Value in Health, International Journal of Technology Assessment, Scottish Journal of Political Economy, British Medical Journal, Medical Decision Making, Journal of Economic Psychology, Health Expectations, British Journal of General Practice, Housing Studies, Injury Prevention, Thorax, Health Policy, Quality in Health Care, Applied Economics, Expert Review of Pharmacoeconomics and Outcomes Research, Journal of American Statistical Association.
- **Refereeing for grant awarding bodies – Including:** Medical Research Council (MRC), Economic and Social Research Council (ESRC); NHS R&D, Wellcome Trust, Health Services Research Committee/Health Care & Promotion Fund Committee (Hong Kong), National Health and Medical Research Council (Australia), Alberta Heritage Foundation for Medical Research (Canada).
- **Scientific Committee for Advancing the Methodology of Discrete Choice Experiments in Health Economics** – responsible for organising Workshop Series concerned with ‘Developing the Methodology of Discrete Choice Experiments in Health Economics’. Workshops organised at University of Southern Denmark (2002), University of Oxford (2003) and University of Gran Canaria (2005).
- **External examiner** - External examiner for the MSc in Health Service Management, Institute of Advanced Nursing Education, Royal College of Nurses (August 1998); Internal examiner on MSc Thesis by Research, University of Aberdeen, 1999; Faculty Opponent for Swedish PhD public examination at the University of Lund, Sweden, (January 2000); First opponent for Norwegian PhD, University of Bergen, October 2010; First opponent for Danish PhD, University of Southern Denmark, April 2012.
External examiner for PhD theses, University of Newcastle, 2005; 2007; London School of Hygiene and Tropical Medicine, 2009; 2013; University of York, 2010; University of Warwick, 2010; University of West Indies, 2011; University of Leeds, 2013; Queen’s University, Belfast, 2013.
- **Other activities** - Collaborator on European Union funded project concerned with developing the method of willingness to pay for assessment of community preferences for health care (EUROWILL), 1996-2000; Collaborator on European Union project concerned with using discrete choice experiments to value reducing acid levels in remote rural lakes (EMERGE), 2001; Advisor to Department of Environment and Transport Regions (DETR) on study concerned with the monetary value of reducing air pollution, 2001.
- **Membership of professional bodies** – Fellow Royal Society Edinburgh (FRSE); Health Economists’ Study Group (UK); International Academy Health Preference Research (IAHPR).

Teaching and supervision

Teaching

2003 – Current: developed an ‘*Expert Course in Discrete Choice Experiments*’ (with Dr Verity Watson). This Workshop, which may run over 1, 2 or 3 days, was developed to both meet the increasing demand for DCEs, and ensure practitioners were conducting DCEs in a valid manner. The course was developed in 2003, and has since been run a number of times: University of Southern Denmark (1-day, January 2003); University of Aberdeen (3-day, November 2003); University of Calgary (1-day, May 2004); University of Calgary (3-day, October 2004); University of Aberdeen (3-day, February 2005); Institute of Medical Technology Assessment, University of Erasmus (2-day, April 2005); University of Maastricht (2-day, November 2007), University of Aberdeen (3-day, November 2008), University of Cape Town (3-day, February 2009); University of Aberdeen (3-day, November 2010); University of Aberdeen (3-day, November 2011); University of Calgary (3-day, April 2012); University of Aberdeen (3-day, November 2013); University of Aberdeen (3-day, November 2014); University of Calgary (3-day, April 2015); University of Aberdeen (3-day, November 2015); University of Aberdeen (3-day, November 2016); University of Calgary (3-day, February 2017); University of Aberdeen (3-day, November 2017); University of Aberdeen (November 2018); University of Calgary (3-day, September 2019); University of Aberdeen (3-day, November 2019).

1995–2012: Course Director of HERU’s *Post Graduate Certificate in Health Economics (Distance Learning)*. The first course was set up in 1979 in recognition of the fact that there was no comparable course tailored to the needs of NHS staff. It attracts students from around the world. As well as co-coordinating the UK and Overseas courses, I taught at residential seminars and updated course material.

1995 – 2012: Taught Module 2 of HERU’s *Distance Learning Course in Health Economics*.

1996–current: Lecture on Discrete Choice Experiments to MSc in Health Economics, University of York.

2004 – 2007; 2011- 2013 – Taught Economic Evaluation Module of the Scottish Graduate Programme in Economics (SGPE), University of Edinburgh. Also set and mark exam scripts.

2000–2004: Taught Economic Evaluation module of the MSc in Public Health and Health Services Research, University of Aberdeen. Also set and mark assignments and exam scripts.

1996–1999: Coordinated and taught the Economic Evaluation module of the BSc in Health Sciences at the University of Aberdeen. Also set and mark assignments and exam scripts.

1997–1999: Coordinated and taught the Health Economics module of the MPH at the University of Dundee. Also set and mark assignments and exam scripts.

2012-2013: Coordinated and taught on Valuation of Health and Healthcare module of MSc Economics of Health (University of Aberdeen)

2014 – 2017: Taught Discrete Choice Experiments to MSc Applied Economics (Health Pathway) (University of Aberdeen, previously MSc Economics of Health).

PhD Supervision

Currently supervising 2 PhD students:

1. **Ruben Sakowsky** – Our values or mine? A philosophical and empirical critique of deliberative and stated preference elicitation techniques in health economics. University of Aberdeen.
2. **Ni Gao** - Thriving not surviving following a breast cancer diagnosis: what can time allocation tell us? University of Aberdeen.

16 PhD students have successfully defended under my supervision:

1. **San Miguel F.** Testing the assumptions of completeness, stability and rationality of preferences in health economics using discrete choice experiments. Awarded 2001, University of Aberdeen.
2. **Hundley V.** Determining success in the provision of maternity care. Awarded 2001, University of Aberdeen.
3. **McIntosh E.** Using Discrete Choice Experiments within Economic Evaluations Awarded 2003, University of Aberdeen.
4. **Jareinpituk S.** Developing willingness to pay and a prepayment oral care plan: an application to pre-school children in Thailand. Awarded 2003, University College London.
5. **Gerard K.** Economic aspects of consumer involvement in health care benefit assessment. Awarded 2005, University of Southampton.
6. **Amaya-Amaya M.** Complexity and non-compensatory behaviour: An empirical investigation in health economics using choice experiments. Awarded 2005, University of Aberdeen.
7. **Porteous T.** How do people choose between self-care, supported self-care and GP consultations in minor illness? Awarded 2007, University of Aberdeen.
8. **Tinelli M.** Developing and applying Discrete Choice Experiments (DCEs) to inform pharmacy policy. Awarded 2008, University of Aberdeen.
9. **Regier D.** Bayesian approaches to discrete choice experiments within a cost benefit framework: an application to genetic testing. Awarded 2008, University of Aberdeen
10. **Mentzakis E.** Economic issues of informal care: valuation and determinants. Awarded 2008, University of Aberdeen.
11. **Scotland G.** Valuing outcomes in economic evaluations of maternal and reproductive health care interventions. Awarded 2012, University of Aberdeen.
12. **Kenter J.** - Implementing the Ecosystems Approach through Linking Deliberative Monetary Valuation and Participatory Systems Modelling. Awarded 2014, University of Aberdeen.
13. **Guda A.** - Health Insurance Demand Analysis amongst Formal Sector Employees in Ethiopia: A Discrete Choice Experiment, Awarded 2014, University of Addis Ababa (Ethiopia) and Trinity College Dublin.
14. **Hernandez R.** – Broadening the valuation space in health technology assessment: the case of monitoring individuals with ocular hypertension. Awarded 2016, University of Aberdeen.
15. **Heidenreich S.** – Do I care or do I not? - An empirical assessment of decision heuristics in discrete choice. Awarded 2016, University of Aberdeen.
16. **Gin Nie Chua** - Testing the External Validity of Discrete Choice Experiments – An application to Pharmacy. Awarded 2018, University of Aberdeen.

Research income

Grant Holders	Title of project	Funding Body	Amount	Dates
Ludbrook, Ryan	Economic evaluation of the provision of local clinics for wheelchair and artificial limb users.	Ayrshire and Arran Health Board, Scotland	£18,298	January 1992 – October 1992
Cairns, Donaldson, Ryan	Evaluation of the intangible benefits of flood defense schemes	Ministry of Agriculture, Fisheries and Food	£9,825	May 1994-July 1994
Ryan	The development and application of conjoint analysis in health economics.	MRC	£515,726	October 1997 – September 2002.
Netten, Ryan, Wykes, Challis, Knapp	Developing a measure of outcome of social care for the elderly.	Department of Health	£219,217	October 1997 – October 2000.
Ryan, van Teijlingen, Russell, Napper	What is the value of public participation (public preference exercises) in priority setting?	NHS Executive R & D programme	£62,556	May 1998 – October 1999.
Caldow, Bond, Ryan, Campbell, Kiger	Treatment of Minor Illness in Primary Care: A National study of Patient Attitudes to a Wider Nursing Role.	CSO, Scottish Office Health Services Research Committee	£53,827	April 1998-April 2000.
Graham, Hall, Penney, Ryan	Improving the quality of obstetric care through clinical audit: a collaborative field trial in Ghana and Jamaica	Overseas Development Agency (ODA)	£5,800	March 1998 – August 2000.
Wilson, Ryan, Haites	Assessing user preferences for, and costs of, genetic counselling for familial cancer risk in Scotland: a study using conjoint analysis.	CSO, Scottish Office Health Services Research Committee	£34,077	March 1999 – March 2000.
Graham, Campbell, Penney, Ryan, Hall	Assessing the impact of trends in maternal age on maternity services in Scotland.	CSO, Scottish Office Health Services Research Committee	£44,034	April 1998-April 2000.
O'Dwyer, Molloy, Norrie, Walker, Vallance, Shaw, Ryan	Consultant led or open access large bowel investigation – a randomised controlled trial.	CSO, Scottish Office Health Services Research Committee	£73,129	May 1999 – April 2002.
Matheson, Bond, van Teijlingen, Ryan	An exploration of the factors influencing Scottish GPs' treatment decisions using discrete choice conjoint analysis.	CSO, Scottish Office Health Services Research Committee	£46,605	September 1999- October 2000.

Grant Holders	Title of project	Funding Body	Amount	Dates
Major, Ryan, Hurst, Forbes, Lambert,	The use of conjoint analysis to value a reduced waiting time for non-urgent out-patient appointments in rheumatology.	CSO, Scottish Office Health Services Research Committee	£9,967	November 1999-March 2000.
Ryan	The development and application of conjoint analysis in health economics (2)	MRC	£12,800	January 2000 – October 2002
Ryan, Schulpher, McIntosh, O'Dwyer, Grant	Using discrete choice conjoint analysis to estimate patient preferences for alternative forms of hernia repair	CSO, Scottish Office Health Services Research Committee	£18,480	March 2001 – March 2002
Ryan	Using discrete choice experiments to assess the value of alternative electronic prescribing systems	Department of General Practice, University of Aberdeen	£2,000	July 2000 – December 2000
Ryan	Using discrete choice experiments to estimate the benefits from complete symptom relief of Gastroesophageal Reflux Disease	MEDTAP International, USA	£13,500	January 1999 – December 2000
Ryan	Using discrete choice experiments to develop an outcome measure for the elderly (2).	PSSRU, University of Kent	£7,360	January 2000 – December 2000
Ryan	Using conjoint analysis to set priorities	Grampian University Hospital trust	£884	March 2000 – April 2000
Ryan, Cairns	Using Willingness to Pay to explore the demand for dental health plans	Eastman Dental Institute, University of London	£10,000	October 2000 – December 2001
Brown, Bowling, Ryan, Netten, Knapp, Lewis, Coast, Bond	Effective and cost-effective care for older people	Medical Research Council	£217,352	October 2001 – September 2004
Ryan, Farrar	Developing a framework for priority setting	Grampian Health Board	£2,000	May 2001 – April 2002
Ryan	Developing discrete choice experiments for valuing benefits	CSO PhD Studentship, Scottish Office Health Services Research Committee	£44,300	October 2001 – September 2004

Grant Holders	Title of project	Funding Body	Amount	Dates
Ryan	Patient's willingness to pay for Gonadotrophin products in IVF	Organon Laboratories	£3,663	January 2001 – June 2001
Ryan	Valuing infertility treatments	MEDTAP International, USA	£8,300	October 2001 – January 2002
Ryan	Valuing alternative treatments for genital herpes	GlaxoSmithKline	£13,300	January 2002 – July 2002
Ryan	Valuing alternative treatments for BPH	GlaxoSmithKline	£20,800	March 2002 – September 2002
Ryan	Special Health Economics Award	Health Foundation	£250,000	October - 2002-September 2007
Ryan	Willingness to pay for an air ambulance service	Department of Health	£8,000	January 2002 – November 2002
Ryan	Willingness to pay for a QALY	National Institute for Clinical Excellence	£1,200	December 2002 – January 2003
Ryan	Valuing alternative treatments for BPH	GlaxoSmithKline	£3,000	May 2003
Elliot, Ryan	Combining revealed preference and stated preference data sets to improve the external validity of benefit assessment measures in health care	CSO PhD Studentship, Scottish Office Health Services Research Committee	£44,880	October 2003 – September 2007
Porteous, Bond, Hannaford, Ryan	Managing major illness: how do patients choose between self-care, pharmacist advice and GP	CSO Training Fellowship, Health Services Research Committee	£48,310	October 2003-September 2005
Ryan	A review of the monetary value of reducing waiting time	Department of Health, UK	£2,963	February 20 04 – April 2004
Burr, Ryan	The development of a glaucoma outcome index	Ross foundation, UK	£15,000	March 2004 – June 2005
Donaldson, Loomes, Ryan	What is the value to society of a QALY?	NCCRM and NICE, UK	£424,832	October 2005-March 2007

Grant Holders	Title of project	Funding Body	Amount	Dates
McNamee and Ryan	Valuation of informal care: comparison, development and application of methods	MRC Capacity Building Studentship	£13,155	October 2005 – September 2008
Campbell, McLeod, Weller, Mitchell, Worth Johnson, Ryan	Establishing the potential for primary care to tackle social inequalities in established colorectal cancer	Cancer Research UK	£534,595	October 2005- September 2008
Ryan, Watson	Using discrete choice experiments for priority setting	NHS Dumfries & Galloway	£16,000	May 2006– September 2006
Ryan	Investigating the impact of changing the weight that underpin the index of multiple deprivation 2004	Department for Communities & Local Government	£14,084	July 2006 – November 2006
Vale, Mavromaros, Aucott, Avenell, Douglas, Goode, Ryan, van Teijlingen	An Economic Evaluation of Obesity Prevention for UK adults	MRC	£495,656	July 2006 – June 2009
Elliott	Common Symptoms in the community: understanding the public's responses to inform the development of interventions	Wellcome Trust	£328,847	April 2006 – March 2009
Burr, Kink, Vernon, Garaway-Heath, Deeks, Azuro-Blanco, Wormald, Hernandez, Crabb, Perera, Cook, Vale, Kotecha, Ryan, Glasziou	Surveillance regimes for individuals with ocular Hypertension (OHT)	HTA	£388,660	October 2008 – May 2011
Ryan, Entwistle, Francis, Fraser	What health care experiences matters to patients and how can we assign value to them for policy making purposes	MRC	£237,671	March 2009 – February 2011
Matheson, C. Jaffray, M. Bond C. Liddell D and Ryan M.	Attitudes, knowledge and experience of the general public towards drug misuse and drug treatment strategies.	CSO	£45,861	September 2010 – May 2011

Grant Holders	Title of project	Funding Body	Amount	Dates
Watson V. Ryan M. Porteous T.	Spending wisely: Investigating survey mode effects in discrete choice experiment responses	MRC	£238,000	February 2012 – July 2014.
Pinard M. Kentar, J. Ryan M. Watson V.	Understanding Shared Values within the context of valuing nature	UK National Economic Systems	£155,506	October 2012 – November 2013.
Burton C. Ryan M. Entwistle V. Elliott A. Porteous T. Krucien N.	A discrete choice experiment to value personalisation of support for self-management of chronic pain	Health Foundation	£159,812	March 2014 – June 2015
Ryan M., Bond C.	Assessment of the external validity of discrete choice experiment: an application in pharmacy	Commonwealth Scholarship Commission UK	£80,514	Oct 13 – Dec 17
Ryan M. Watson V. Ikenwilo, D.	Patient preferences for treatment of Lower urinary tract symptoms: A Discrete Choice Experiment	Astellas	£73,027	September 2013 – April 2014.
Bassford C. Griffiths, F. Perkins G. Quinton S. Rees K. Ryan M. Slowther AM. Krucien N.	Gatekeeping in intensive care: Understanding and improving the decision-making process surrounding admission to the intensive care unit.	NIHR HS&D	£703,118	1 st January 2015 – 31 st December 2017
Ryan M.	Gavin Mooney PhD Studentship PhD Student Studentship.	University of Aberdeen Development Trust	£55,820	September 2015 – Aug 2018
Ryan M.	HERU Postdoctoral Fellowship: Accounting for behavioral pluralism in discrete choice experiments.	University of Aberdeen	£77,047	June 16 – Dec 17
Ryan M.	PhD Studentship: Thriving not surviving following a breast cancer diagnosis: what can time allocation tell us?	NHSG via University of Aberdeen Development Trust	£100,033	January 2017 – December 2020
Ryan M., Bond C.		Pharmacy Research UK	£99,994	May 2018 –

Porteous T. Krucien N. Adamson R. Murchie P. Chua G.N.	Improving the patient-pharmacist interaction: A new approach to help patients make informed decisions.			September 2020
Ryan M.	The Scottish Genomes Partnership: Valuing whole genome sequencing to improve diagnosis of rare disorders: a health economic perspective.	Scottish Government, Chief Scientist Office and the Medical Research Council	£50,316	January 2018 – March 2019
Ryan M., Skatun D.	Funding for Research Fellow, collaborating with the Centre of Healthcare Education Research and Innovation, (CHERI) Institute of Education in Medical and Dental Sciences	University of Aberdeen Development Trust	£39,867	October 18 – September 19
Ryan M.	HERU Chief Scientist Office (CSO) Core Grant 2013/14 – 2017/18	Scottish Government, Chief Scientist Office (CSO)	£4,176,184	April 2013 to March 2018
Ryan M.	HERU Chief Scientist Office (CSO) Core Grant 2018/19	Scottish Government, Chief Scientist Office (CSO)	£834,368	April 18 to March 19
Ryan M.	HERU Chief Scientist Office (CSO) Core Grant 2019/20	Scottish Government, Chief Scientist Office (CSO)	£834,368	April 19 to March 20
Ryan M.	Elizabeth Russell Career Development Fellowship (Daniel Kopasker)	University of Aberdeen Development Trust	£69,261	Dec 17 – Jun 19
Hall P. Gray E. Ryan M.	Supporting shared decision making in early and advanced breast cancer: What matters to patients in an era of personalised care.	Breast Cancer Institute Fund	£17,873	November 18 to April 20
Ryan M.	HERU Chief Scientist Office (CSO) Core Grant 2020/21	Scottish Government, Chief Scientist Office (CSO)	£834,368	April 20 to March 21
Skea Z. Locock L. Morgan H. Ryan M. Black M.	Baby boxes and parental capabilities: developing a measure of social outcomes	NHS Grampian Endowments	£10,427	April 19 to March 20

Ryan M. McKenzie L. Hernandez R. Miedzybrodzka, Z., Mennie, L., Clark, C. Heidenreich, S.	Should Scotland provide whole genomic sequencing for diagnosis of rare disorders: A health economic analysis	Scottish Government, Chief Scientist Office (CSO)	£297,293	Nov 19 – Nov 21
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Publications

Books

Ryan, M., Gerard, K. and Amaya-Amaya M. Using discrete choice to value health and health care. Springer, 2008.

Chapters in books

Tockhorn-Heidenreich, A., **Ryan, M.** and Hernández, R. Discrete choice experiments, In: Facey, K.M., Ploug Hansen, H. & Single, A.N.V. (eds.) Patient involvement in health technology assessment, Singapore: Adis. 2017

Ryan, M., Gerard, K. and Currie, G. Using Discrete Choice Experiments in Health Economics. In: The Elgar Companion to Health Economics. Jones, A.M. (ed). Edward Elgar. 2012.

Ryan, M., Gerard, K. and Currie, G. Using Discrete Choice Experiments in Health Economics. In: The Elgar Companion to Health Economics. Jones, A.M. (ed). Edward Elgar. 2006.

Ryan M. and Gerard K. Discrete Choice Experiments. Chapter in: Assessing quality of life in clinical trials. Edited by Fayers P. and Hays R. Oxford University Press, 2005.

Ryan M. and Gerard K. Using discrete choice experiments in health economics: Moving forward. Chapter in Advances in Health Economics, Edited by in Scott A., Maynard A., Elliott R. Wiley: Chichester, 2002.

Ryan M. Farrar S. and Reeves C. Using conjoint analysis studies when eliciting preferences in health care. Chapter in Getting Health Economics into Practice. Edited by David Kernick, Radcliffe Medical Press Ltd, OXON, 2002.

Ryan M. and McIntosh E. Economic evaluation. Chapter in 'Nursing for Public Health' Edited by Lindsay G. and Craig P (eds) Churchill Livingstone, Edinburgh, 2000.

Ryan M. The reclassification of medicines (II): economic aspects. Chapter in Evidence Based Pharmacy, Edited by Christine Bond, Pharmaceutical Press, 2000.

McIntosh E. and **Ryan M.** Economic Evaluation. In District Nursing: principles and practice. Lawton, S. Cantrell, J. and Harris J. Churchill Livingstone. 2000.

Ryan M. and Yule B. Benefits from switching drugs from prescription-only to over-the-counter availability: the UK experience. In C. Huttin and N. Bosanquet (Eds) *The Prescription Drug Market: International Perspectives and Challenges for the Future*, North Holland, Holland, 1992.

Refereed Journal Papers – Published

Ryan, M. Mentzakis E, Matheson C. and Bond C. Survey modes comparison in contingent valuation studies: internet panel or mail? *Health Economic Letters* [Epub ahead of print].

Bassford, C., Griffiths, F., Svantesson, M., **Ryan, M.**, **Krucien, N.**, Dale, J., Rees, S., Rees, K., Ignatowicz, A., Parsons, H., Flowers, N., Fritz, Z., Perkins, G., Quinton, S., Symons, S., White, C., Huang, H., Turner, J., Brooke, M., McCreedy, A., Blake, C. and Slowther, A. (2019) 'Developing an intervention around referral and admissions to intensive care: a mixed-methods study', *Health Services and Delivery Research*, 7(39).

Watson, V. Porteous, T. Bolt T. and **Ryan. M.** Mode and Frame Matter: assessing the impact of survey mode and sample frame in choice experiments *Medical Decision Making*, 39(7), 827-841.

Bassford C, Krucien N, **Ryan M**, Griffiths F, Svantesson M, Fritz Z, Perkins G,D, Quinton S, Slowther A Intensivists'

- preferences for patient admission to ICU. Evidence from a choice experiment. *Critical Care Medicine*, 47(11), 1522-1530.
- Honda A. Krucien N, **Ryan M.** Diouf, I.S.N., Salla, M., Nagai, M. and Fujita, N. (2019) For more than money: willingness of health professionals to stay in remote Senegal. *Human Resources for Health*, 17(1), 28.
- Krucien N Sicsic J and **Ryan M.** (2019) For better or worse? Investigating the validity of best-worst discrete choice experiments in health. *Health Economics*, 28(4), 572-586.
- Watson V., Dibben, C. Cox, M. Atherton, I. Sutton M. and **Ryan M.** (2019) Deriving weights for multidimensional deprivation indices: an application to the Index of Multiple Deprivation, *Social Indicators Research*, 144(3), 1055-1074.
- Ryan M.** Krucien N. Hermens F. (2018) [‘The eyes have it: using eye tracking to inform information processing in multi-attributes choices’](#), *Health Economics*, 27(4), 709-721.
- Ikenwilo, D., Heidenreich, S., **Ryan, M.**, Mankowski, C., Nazir, J. and Watson, V. (2018) [‘The best of both worlds: an example mixed methods approach to understand men's preferences for the treatment of lower urinary tract symptoms’](#), *Patient*, 11(1), 55-67.
- Heidenreich, S., Watson, V., **Ryan, M.** and Phimister, E. (2018) [‘Decision heuristic or preference? Attribute non-attendance in discrete choice problems’](#), *Health Economics*, 27(1), 157-171.
- Burton, C.D., Entwistle, V.A., Elliott, A.M., Krucien, N., Porteous, T. and **Ryan, M.** (2017) [‘The value of different aspects of person-centred care: a series of discrete choice experiments in people with long-term conditions’](#), *BMJ Open*, 7(4).
- Johnston, R.J., Boyle, K.J., Adamowicz, W., Bennett, J., Brouwer, R., Cameron, T.A., Hanemann, W.M., Hanley, N., **Ryan, M.**, Scarpa, R., Tourangeau, R. and Vossler, C.A. (2017) [‘Contemporary guidance for stated preference studies’](#), *Journal of the Association of Environmental and Resource Economists*, 4(2), 319-405.
- Krucien, N., **Ryan, M.** and Hermens, F. (2017) [‘Visual attention in multi-attributes choices: what can eye-tracking tell us?’](#), *Journal of Economic Behavior and Organization*, 135, 251-267.
- Mankowski C, Ikenwilo D, Heidenreich S, **Ryan M**, Nazir J, Newman C, Watson V. (2016) [Men’s preferences for the treatment of lower urinary tract symptoms associated with benign prostatic hyperplasia: a discrete choice experiment](#), *Patient Preference and Adherence*, 10, 2407-2417.
- Krucien N. Watson V. and **Ryan, M.** (2016) [Is best-worst scaling suitable for health state valuation? A comparison with discrete choice experiments](#), *Health Economics*, 26(12), e1-e16.
- Murchie P. Norwood P. Pietrucin-Materek M. Porteous T. Hannaford P. and **Ryan M.** (2016) [Determining cancer survivors' preferences to inform new models of follow-up care](#), *British Journal of Cancer*, 115, 1495-1503.
- Ryan M.** Mentzakis E. Jareinpituk S. and Cairns J. (2016) [External validity of contingent valuation: comparing hypothetical and real payments](#). *Health Economics* 26(11), 1467-1473.
- Tinelli M. **Ryan M.** Bond C. (2016) [What, who and when? Incorporating a discrete choice experiment into an economic evaluation](#), *Health Economic Review*, 6(1), 31.
- Obse, A., **Ryan, M.**, Heidenreich, S., Normand, C. and Hailemariam, D. (2016) [‘Eliciting preferences for social health insurance in Ethiopia: a discrete choice experiment’](#), *Health Policy and Planning*, 31(10), 1423-1432.
- Hernández, R., Burr, J.M., Vale, L., Azuara-Blanco, A., Cook, J.A., Banister, K., Tuulonen, A. and **Ryan, M.** (2016) [‘Monitoring ocular hypertension, how much and how often? A cost-effectiveness perspective’](#), *British Journal of Ophthalmology*, 100, 1263-1268.
- Porteous T. Watson M. **Ryan M.** Watson M. Bond C. (2016) Managing minor ailments; the public's preferences for attributes of community pharmacies. A discrete choice experiment. *PLOS ONE* 11(3), e0152257.
- McAteer, A., Yi, D., Watson, V., Norwood, P., **Ryan, M.**, Hannaford, P. C. and Elliott, A. M. (2015) 'Exploring preferences for symptom management in primary care: a discrete choice experiment using a questionnaire survey', *British Journal of General Practice*, 65(636): e478-e488.
- Kenter J. O'Brien L. Hockley N. Ravenscroft N. Fazey I. Irvine, K. Reed M. Christie M. Brady E. Bryce R. Church A.

- Cooper N. Davies A. Evely A. Everard M. Fish R. Fisher J. Jobstvogt N. Molloy C. Orchard-Webb J. Ranger, S. **Ryan M.** Watson V. Williams S. What are shared and social values of ecosystems? *Ecological Economics* 111 2015 86–99
- Ryan, M.**, Yi, D., Avenell, A., Douglas, F., Aucott, L., van Teijlingen, E. and Vale, L. Gaining pounds by losing pounds: preferences for lifestyle interventions to reduce obesity *Health Economics, Policy, and Law* 2015; 10.1017/s1744133114000413.
- Honda A. **Ryan M.** van Niekirk R. and McIntyre D. Improving the Public Health Sector in South Africa: Eliciting Public Preferences Using a Discrete Choice Experiment. *Health Policy and Planning* 2014; 1–12 doi:10.1093/heapol/czu038.
- Matheson, C Jaffray, M, **Ryan M.**, Bond, C.M., Fraser K., Kirk M., Liddell D. Public opinion of drug treatment policy: Exploring the public's attitudes, knowledge, experience and willingness to pay for drug treatment strategies. *International Journal of Drug Policy* 25 (2014) 407–415.
- Ryan M.** and Gerard K. Inclusiveness in the health economic evaluation space. *Social Science and Medicine* 2014; 108: 248-251.
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- Ryan M.** Using Conjoint Analysis to go Beyond Health Outcomes: An Application to In Vitro Fertilisation. HERU Discussion Paper No 08/95, University of Aberdeen, Aberdeen, 1995.
- Ryan M.** *Using the Closed Ended Willingness to Pay Technique to Establish Arguments in the Infertile Person's Utility Function*. HERU Discussion Paper No 07/95, University of Aberdeen, Aberdeen, 1995.
- Ryan M.** And Hughes J. *Using Conjoint Analysis to Value Surgical Versus Medical Management of Miscarriage*. HERU Discussion Paper No 06/95, University of Aberdeen, Aberdeen, 1995.
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- Ryan M.** And Farrar S. *A Pilot Study Using Conjoint Analysis to Establish the Views of Users in the Provision of Orthodontic Services*, HERU Discussion Paper No 07/94, University of Aberdeen, Aberdeen, 1994.
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- Ryan M.** *Economic evaluation of in vitro fertilisation: examining the benefits.* HERU Discussion Paper No 13/92, University of Aberdeen 1992.
- Ryan M.** *Explaining individual decision making under uncertainty: going beyond expected utility theory.* HERU Discussion Paper No 12/92, University of Aberdeen, 1992.
- Ryan M,** and Mooney G. *Supplier induced demand: where are we and where should we go?* HERU Discussion Paper No 05/92, University of Aberdeen, 1992.
- Ryan M.** *The economic theory of agency in health care: lessons from non-economists for economists.* HERU Discussion Paper No 03/92, University of Aberdeen, 1992.
- Ryan M.** *The agency relationship in health care: identifying areas for future research.* HERU Discussion Paper No 02/92, University of Aberdeen, 1992.
- Ryan M,** Twaddle S. *Infertility: an Overview.* HERU Discussion Paper No 13/91, University of Aberdeen, 1991.
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- Ryan M.** And Birch S. *Charging for health care: evidence on the utilisation of NHS prescribed drugs.* Centre for Health Economics and Policy Analysis Working Paper Series No 27, McMaster University 1989.
- Ryan M, Yule B, Bond C, and Taylor R. *Prescribing costs: a study of Scottish general practitioners' attitudes and knowledge.* HERU Discussion Paper No 05/89, University of Aberdeen, 1989.
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- Ryan M.** and Birch S. *Estimating the effects of health service charges: evidence on the utilisation of prescriptions.* CHE Discussion paper 37, University of York 1988.

Public Engagement Activities

- Ryan M.** Valuation in Health Economics. Reflections of a UK Health Economist... and Patient. Open Lecture, University of York, November 2019.
- Van der Pol M. Boyers D and **Ryan M.** What should we value in healthcare? University of Aberdeen Café Scientifique series, November 2019.
- Ryan M.** Ramsay C. Informing health Policy: Is it time to celebrate or innovate? University of Aberdeen Café MED series, November 2018.
- Heys S. Speirs V and **Ryan M.** See Cancer. University of Aberdeen Café MED series, September 2018.
- van der Pol, M., Ludbrook, A. and **Ryan, M.** Incentives in health promotion: taxing people for unhealthy behaviours or paying people for healthy behaviours? British Science Festival, University of Aberdeen, September 2012.

Conference Papers/presentations/seminars/posters

- Ryan M.** Watson V. Loria L and Marshall D. Discrete Choice Experiments: what can they do for you? Presented to Network of Alberta Health Economists, September 2019.
- Ryan M.** Valuation in Health Economics. Reflections of a UK Health Economist... and Patient. Seminar, University of Calgary, September 2019.
- Krucien N. **Ryan M.** Genie M. To pay or not to pay? Investigating the impact of a *fake* monetary attribute on stated preferences. International Health Economics Association conference, University of Basel, July 2019.
- Ryan M.** Valuation in Health Economics. Reflections of a UK Health Economist... and Patient. Invited keynote presentation, First Swiss Society of Health Economics Conference, University of Lucerne, September 2018.
- Krucien N. Hermens F. and **Ryan M.** (2018) Accepting or rejecting: two sides of the same coin? Evidence from an eye-tracking binary choice experiment. European Conference on Health Economics, Maastricht University, July 2018.
- Ryan M.** Chua G. Porteous T and Bond C (2018) External validity of choice experiments: a field experiment in pharmacy. European Conference on Health Economics, Maastricht University, July 2018.
- Genie M. Krucien N. **Ryan M.** (2018) Attribute aggregation in choice experiments: does it exist? European Conference on Health Economics, Maastricht University, July 2018.
- Ryan, M.** (2018) Towards better patient focused outcomes. Plenary at *National Healthcare Outcomes Conference*, Royal College of Surgeons in Ireland, Dublin, February 2018.
- Ryan M.** (2017) Evolving assessment of value in health economics: reflections of a UK Health Economist. Plenary Session at ISPOR, Glasgow, November 2017.
- Ryan, M.** (2017) Valuing the patient experience: reflections of a health economist..... and patient.....', Plenary session on Value-based frameworks: using evidence and value to inform policy and practice, *Canadian Centre for Applied Research in Cancer Control*, Toronto, Canada, May 2017.
- Heidenreich, S., Skåtun, D., **Ryan, M.**, Van Exel, J., Elliott, R.F. and Bond, C. (2017) Patients' preferences for specialised health professionals in follow-up care: a cross-country and cross-disease comparison, *5th International Choice Modelling Conference*, Cape Town, South Africa, 3-5 April 2017.
- Honda, A., Krucien, N. and **Ryan, M.** (2017) What makes you happy? The role of intrinsic motivation on health workers' decisions to stay in rural areas, *5th International Choice Modelling Conference*, Cape Town, South Africa, 3-5 April 2017.
- Ryan, M.** and Marshall, D. (2017) Using discrete choice experiments in health economics: theoretical and practical issues', *Discrete Choice Experiment Workshop*, Banff Conference Centre, University of Calgary, Canada, February 2017.
- Ryan M.** Valuing the patient experience - going beyond QALYS in Economic Evaluations. University of Calgary, Canada, February 2017.
- Ryan M.** Understanding individual choices in health: an application of discrete choice experiments. *Public decisions versus individual decisions, Hospinnomics Annual Workshop*, Paris, 19th-20th September 2016.
- Ryan M.** Behavioural economics – challenges in applying discrete choice experiments. *Public decisions versus individual decisions, Hospinnomics Annual Workshop*, Paris, 19th-20th September 2016.
- Chua, G. N., **Ryan, M.**, Porteous, T. and Bond, C. (2016) 'Empirical testing of external validity of discrete choice experiment (DCE): an application in pharmacy', *International Social Pharmacy Workshop 2016*, University of Aberdeen, Aberdeen, 19-22 July 2016.
- Chua, G. N., Bond, C. and **Ryan, M.** (2016) 'Do respondents do as they say? A mixed method investigation of the external validity of discrete choice experiment', *European Health Economics Association Conference*,

'Know the Ropes - Balancing Costs and Quality in Health Care', Universität Hamburg, Germany 13-16 July 2016.

- Krucien, N. and **Ryan M.** (2016) 'Does it matter to analyse preferences at the individual level? Evidence from a choice experiment about chronic pain self-management.', *European Health Economics Association Conference, 'Know the Ropes - Balancing Costs and Quality in Health Care'*, Universität Hamburg, Germany 13-16 July 2016.
- Chua, G. N., **Ryan, M.** and Bond, C. (2016) 'Do respondents do as they say? Investigating the external validity of discrete choice experiments', *International Academy of Health Preference Research (IAHPR) Meeting*, Nord Event Panoramadeck, Hamburg, Germany, 13 July 2016.
- Krucien, N. and **Ryan M.** (2016) 'What group do you belong to? A comparison of bottom-up and top-down clustering techniques', *International Academy of Health Preference Research (IAHPR) Meeting*, Nord Event Panoramadeck, Hamburg, Germany, 13 July 2016.
- Sakowsky, R., **Ryan, M.** and Entwistle, V. (2016) 'The Citizen's View: looking beyond patient preferences', *Medicine, Markets and Morals Network, Meeting Three. Bringing it All Together: Reconfiguring Public Sector Provision of Health and Social Care: Policy and Practical Implications*, London, England, 26-17 May 2016.
- Heidenreich, S. Watson V. **Ryan M.** and Phimister E. (2016) 'Conditioning on the unknown: respondents' ability to reflect on their information processing strategies in discrete choice experiments', *Scottish Economic Society Annual Conference*, Perth, 20 April 2016.
- Ryan M.** Gaining pounds by losing pounds: preferences for lifestyle interventions to reduce obesity. Scottish Economic Society annual conference, Perth, April 2016.
- Chua, G. N., **Ryan, M.** and Porteous, T and Bond C. (2016) 'External validity of discrete choice experiments: findings from a field experiment', *Health Economists' Study Group (HESG) Meeting*, University of Manchester, Manchester, England, 6-8 January 2016.
- Chua, G. N., **Ryan, M.** and Bond, C. (2015) 'External validity of discrete choice experiment: early findings from a field experiment', *2nd European Health Economics Association (EuHEA) PhD Student - Supervisor Conference*, Paris-Dauphine University, Paris, France, 2-4 September 2015.
- Tockhorn-Heidenrieck, A., **Ryan, M.** and Scotland, G. (2015) 'Patient group submissions and the reimbursement decisions of the Scottish Medicines Consortium: do patients' views matter?', *2nd European Health Economics Association (EuHEA) PhD Student - Supervisor Conference*, Paris-Dauphine University, Paris, France, 2-4 September 2015.
- Krucien N. Watson, V. **Ryan M.** Is there room for regret minimisation in patients' decisions for cancer-related procedures? Evidence from three discrete choice experiments. Health Economics Study Group, University of Lancaster, July 2015.
- Ryan M.** Valuing the patient experience and going beyond QALYS in Health Technology Assessment, 3rd Annual Health Improvement Scotland Symposium, - Bringing Evidence Together. Edinburgh, March 2015.
- Ryan, M.** Eye tracking methods to understand decision-making heuristics, *Stirling University Behavioural Science Centre*., Stirling University, February 2015.
- Ryan M.** Krucien N. Hermens F. Using eye-tracking to inform decision-making processes in discrete choice experiments. External seminar, Health Economic Unit, University of Birmingham, November 2014.
- Ryan M.** Krucien N. Hermens F. Using eye-tracking to inform decision-making process in discrete choice experiments. International Academy of health preference Research, Amsterdam, November 2014.
- Ryan M.** Gerard K. Donaldson C. Assessing the valuation space in health economics. Presented at '40 years of health economics at the University of Aberdeen: A tribute to Professor Gavin Mooney' conference, University of Aberdeen, October 2014. .
- Krucien N. **Ryan M.** Hermens F. Using eye-tracking to inform decision-making processes in discrete choice experiments. Presentation at discrete choice experiment Workshop, University of Stirling, October 2014.
- Heidenreich S. Watson V. **Ryan M.** and Phimister E. Can we separate decision heuristics from genuine

preferences? - the effect of familiarity on attribute non-attendance (ANA) in a DCE. International Health Economics Association 10th World Congress, July 2014, Trinity College, Dublin, Ireland.

Krucien N. Watson V. **Ryan M.** What can hypothetical choices tell us about unobservable behaviours? Regret minimisation, rational non-attendance and randomness in choice experiment responses. International Health Economics Association 10th World Congress, July 2014, Trinity College, Dublin, Ireland.

Ryan M. Krucien N. Hermens F. Exploring decision heuristics in discrete choice experiments using eye-tracking methods. International Health Economics Association 10th World Congress, July 2014, Trinity College, Dublin, Ireland.

Ryan M. Stated choice models in health economics: current practice and future prospects. Invited presentation at launch of International Choice Modelling Centre, University of Leeds, June 2014.

Krucien N. **Ryan M.** Hermens F. Using eye-tracking to inform decision-making process in discrete choice experiments. Health Economic Study Group conference, Glasgow Caledonian University, June 2014.

Rowen D. **Ryan M.** Tsuchiya A, Watson V. Online surveys of societal preferences – do we know what respondents are doing? A literature review. Poster at Health Economic Study Group conference, Glasgow Caledonian University, June 2014.

Ryan M. Future challenges in Health Economics. Invited presentation at Conference celebrating 35 years of Health Economics at London School of Hygiene and Tropical Medicine. June 2014.

Ryan M. Valuing the patient experience: going beyond QALYs (from vision to research to changing practice). Plenary presented at NADEGS Conference, Carnoustie, January 2014.

Krucien N. Watson V. **Ryan M.** Multi-attribute valuation: A comparison of the discrete choice experiment and best-worst scaling approaches Health Economists' Study Group, Sheffield, January 2014.

Ryan M. Testing the External Validity of Contingent Valuation: A Field Experiment Comparing Hypothetical and Real Payments. Seminar presented to Centre for Health Economics, University of Manchester, October 2013.

Ryan M. The Patient experience: What is it and how can we value it? Presentation to MRC Advisory Panel, July 2013.

Ryan M. Mentzakis E. Jareinpituk S. Cairns J. External Validity of Contingent Valuation: A Field Experiment Comparing Hypothetical and Real Payments. International Health Economic Association Conference, Sydney, July 2013.

Watson V. Porteous T. **Ryan M.** Survey mode effects when eliciting public preferences for health care: A pilot discrete choice experiment study. Health Economists' Study Group. Warwick, June 2013.

Honda A. McIntyre D. **Ryan M.** Community prioritisation of reforms to public sector health services in South Africa : findings from a household level discrete choice experiment. Global Symposium on Health Systems Research, poster presentation, Beijing, November 2012.

Rao K. Shroff, Z. Ramani, S. Khandpur, N. Murthy, S. Hazarika I. Choksi, **Ryan M.** Berman P. And Vijuvic M. How to Attract Health Workers To Rural Areas? Findings from a Discrete Choice Experiment from India. Bring Evidence into Public Health Policy (EPHP) conference, Bangladore, India, October 2012.

Hernandez R. **Ryan M.** Vale L. Pinzon P. and Burr J. Incorporating discrete choice experiments into an economic evaluation: a case study of preferences for alternative monitoring services for individuals with ocular hypertension. Health Economists' Study Group. York, June 2012.

Ryan M. Discrete Choice Experiments in health economics: an application to lifestyle interventions. Seminar, Community Health Sciences, Centre of Health Economics research, University of Southern Denmark, April 2012.

Ryan M. Discrete Choice Experiments in health economics: an application to lifestyle interventions. Seminar, Community Health Sciences, University of Calgary, April 2012.

Ryan M. Using Discrete Choice Experiments to Inform Health Services Research: an application to Health Worker Choices in Rural Liberia. Seminar, Centre for Clinical Epidemiology and Evaluation, University British Columbia, Canada, March 2012.

- Ryan M.** Using Discrete Choice Experiments to understand preferences for lifestyle interventions: should we pay people to live well? Invited Plenary presentation. British Psychological Society, Division of Health Psychology Annual Conference, University of Glasgow, February 2012.
- Ryan M.** Valuing Patient Experiences: Do we have methods fit for purpose? Invited presentation, to Better Together Programme, Scottish Government, February 2012.
- Matheson C.** Jaffray M. **Ryan M.** Liddell D, Bond C. and Fraser K. Attitudes, knowledge and experience of the general public towards drug misuse and drug treatment strategies. Society for the Study of Addiction, York, November 2011.
- Ryan M.** Policy options to attract health workers to rural Liberia: evidence from a discrete choice experiment. Yunus Centre for Social Business and Health, Glasgow Caledonian University, November 2011.
- Ryan M.** Valuing the patient experience in economic evaluations: going beyond QALYs. Paper presented to Division of Health Sciences, University of Warwick, October 2011.
- Hernández R., Vale L., Ryan M., Burr J.M.,** for the SOH study group: Incorporating results from a discrete choice experiment into a discrete event simulation model: the case of monitoring individuals with ocular hypertension. *HTAi, Rio de Janeiro, 2011.*
- Ryan M.** Discrete Choice Experiments in Health Economics: Where are we and where should we go? Invited presentation at the Design of Experiments in HealthCare Workshop, Isaac Newton Institute for Mathematical Sciences, Cambridge University, August, 2011.
- Alfano M.** Vujicic M. **Ryan M** Formulating Effective Policies for Health Worker Recruitment to Rural Areas: A Joint Estimation of Preferences, Costs, Motivation and Attitudes. International Health Economic Association Conference, Toronto, July 2011.
- Honda A.** McIntyre D. **Ryan M.** Discrete Choice Experiments for eliciting public preferences for health system changes in South Africa. International Health Economic Association Conference, Toronto, July 2011.
- Vujicic M. **Ryan M** Alfano M. The Effect of Forced Choice on Choice: an Application to Nurse Location Decisions in Liberia. International Choice Modelling Conference, University of Leeds, July 2011.
- Rennie L,** Porteous T, **Ryan M.** Preferences for managing different types of symptoms – self-care or health professional advice? Health Services and Pharmacy Practice Research Conference, Norwich, May 2011.
- Tinelli, M., **Ryan, M.** and Bond, C. Going beyond QALYs in randomised controlled trials: an application to pharmacy. *NIHR/MRC Methodology Workshop.* London, February 2011.
- Ryan, M., Kinghorn, P., Entwistle, V., Francis, J., Firnigl, D.** The Patient experience: What is it and how can we value it? Health Economists' Study Group. York, January 2011.
- Ryan M.** Yi D. Avenell A. Douglas, F. Aucott, L. van Teijlingen E. Vale, L. Understanding preferences for lifestyle interventions to reduce obesity: should we pay people to live well? Presented at UK Society for behavioural Medicine 6th Annual Scientific Meeting, University of Leeds, December 2010.
- Tinelli M** and **Ryan M.** Going beyond quality Adjusted Life years (QALYs) in Economic Evaluation: an application to pharmacy. Presented at The Third Conjoint Analysis in Health Conference, Newport Beach, October 2010.
- Regier D.** And **Ryan M.** Experimental conjoint choice designs for the mixed logit model. Presented at The Third Conjoint Analysis in Health Conference, Newport Beach, October 2010.
- Ryan M.** How is conjoint being applied in health? Invited presentation at The Third Conjoint Analysis in Health Conference, Newport Beach, October 2010.
- Ryan M.** Valuing the patient experience in HTAs (and healthcare delivery assessments): going beyond QALYs. Invited presentation at the EURODIS Summer School, Barcelona, September 2010.
- Ryan M.** Using Discrete Choice Experiments to value non-marketed commodities: an application to health. Invited presentation, Economics Department, University of Bergen, September 2010.
- Tinelli, M., **Ryan, M.,** and Bond, C. Discrete choice experiments (DCEs) to inform pharmacy policy: going beyond Quality Adjusted Life Years (QALYs). *Health Services Research & Pharmacy Practice Conference.* Manchester, April 2010.

- Ryan M.** Using Discrete Choice Experiments to value non-marketed commodities: an application to health. Invited Presentation, Macaulay Research Institute, April 2010.
- Ryan M.** Why QALYs are not enough in Economics Evaluations. Presented to Population Health Seminar Series, Department of Population Health, University of Aberdeen, March 2010.
- Ryan M.** Measuring preferences in economic evaluations: going beyond QALYs. Invited seminar Department of Economics, University of Dundee, February 2010.
- Ryan M.** Measuring preferences in economic evaluations: going beyond QALYs. Invited seminar Health and Policy Care Unit, London School of Economics, January 2010.
- Ryan M.** Values missed by HTA – an Alternative Approach, Invited Presentation, Drug Information Association Health Technology Assessment Forum, Hotel Marriott Rive Gauche Hotel, Paris, November 2009.
- Ryan M.** Measuring utility within Pharmacy. Invited presentation, ESRC Funded Seminar Series, University of Aberdeen October 2009
- Ryan M.** Measuring values in HTA: Going beyond QALYs. Invited presentation at Health Technology - burden or benefit in an economic crisis? Forum, 12th European Health Forum Gastein (EHFG), Bad Hofgastein, September 2009
- Ryan, M.** Valuing the Patient Experience in health care: going beyond QALYs and using Discrete Choice Experiments. Keynote presentation, 2nd Conference on Conjoint Analysis in Health Care, Delray Beach, Florida, March 2009.
- Ryan M.** Using discrete choice experiments in Health Economics: the importance of going beyond the QALY. Invited presentation to Workshop on Prioritization in the German Health Care System, Frankfurt School of Business and Management, Frankfurt, September 2008.
- Mentzakis, E. McNamee P. Ryan M. and Sutton M.** Valuing care experience using the compensating income variation method: a comparison of life satisfaction with health status. Presented to Health Economic Study Group Conference, London, July 2009.
- Mentzakis, E. Ryan M. and McNamee P.** Valuing Informal Care Using Contingent Valuation Methods. Presented to European Health Economic Conference, Rome, July 2008.
- Scotland G. McNamee P. Ryan M.** Should we be concerned about learning and fatigue effects in discrete choice experiments? Presented to European Health Economic Conference, Rome, July 2008.
- Ryan M.** Using Discrete Choice Experiments to Elicit Preferences in Public Health Research: An application to Obesity. Invited presentation at launch of the Centre of Excellence in Public Health (Northern Ireland), Queens University, Belfast, June 2008.
- Pitchforth E. Watson V. Kiger A. Ireland J. Farmer J. Thomson E. Tucker J. Bryers H. Rennie A. Gibb S. King K. Ryan M. van Teijlingen E.** Place of delivery & choice: A qualitative study of rural maternity care in North of Scotland. Presented at International Congress of Midwifery (ICM), Glasgow, June 2008.
- Watson V. Sutton M. Ryan M. Dibben C.** Deriving the weights for the Index of Multiple Deprivation based on societal preferences: The application of a discrete choice experiment. Presented at Weighting in Multidimensional Poverty Measures Workshop, Oxford, May 2008.
- Watson V. Carnon A. Ryan M. Cox F.** Involving the public in priority setting: A case study in NHS Dumfries and Galloway. Presented at the Annual Scottish Public Health Conference, Airth Castle, November 2007.
- Regier DA, Ryan M, Marra CA.** The development of an incremental willingness to pay curve derived from a discrete choice experiment. Paper to be presented at the ISPOR 10th Annual European Conference, Dublin, Ireland, October 20-23, 2007.
- Ryan M.** Using DCEs to estimate utility weights within the framework of QALYs. Invited presentation at Workshop on 'The Analysis of Discrete Choice Experiments' Centre for Bayesian Statistics in Health Economics, University of Sheffield, September 2007.
- Kilonzo M. Ryan M. Vale L. and Burr J.** Discrete choice experiments and best worst scaling: compliments or substitutes? Paper presented at the Health Economists' Study Group (HESG), Brunel University, London, UK, September 5-7, 2007.

- Regier DA, Phimister E, **Ryan M**. Hierarchical Bayes of Mixed Logit: an application to genetic testing. Paper presented at the Health Economists' Study Group (HESG), Brunel University, London, UK, September 5-7, 2007.
- Mentzakis, E., McNamee, P., Sutton, M. and **Ryan, M**. Valuing informal care using compensating income variation. *International Health Economics Association 6th World Congress* Copenhagen, Denmark, July 2007.
- Regier DA, Marra CA, Phimister E, Ryan M. Heterogeneous designs for discrete choice experiments using prior beliefs. *International Health Economics Association 6th World Congress* Copenhagen, Denmark, July 2007.
- Regier DA, Marra CA, Phimister E, **Ryan M**. Accounting for preference heterogeneity in discrete choice experiments using hierarchical Bayes. *International Health Economics Association 6th World Congress* Copenhagen, Denmark, July 2007.
- Tinelli M, **Ryan M**, Odejar M. Alternative approaches to deriving welfare estimates in Discrete Choice Experiments. *International Health Economics Association 6th World Congress* Copenhagen, Denmark, July 2007.
- Robinson A, Baker R, Bateman I, Donaldson C, Loomes G et al Do members of the public wish to give more weight to some QALYs than others? Results of a population based study in the UK *International Health Economics Association 6th World Congress* Copenhagen, Denmark, July 2007.
- Ryan M**, Jareinpituk S. And Cairns J. Testing the External Validity of Contingent Valuation: a Field Experiment comparing hypothetical and real payments. *International Health Economics Association 6th World Congress* Copenhagen, Denmark, July 2007.
- Ryan M**. Using discrete choice experiments in health economics. Invited presentation at Forum for Medical Decision-Making, Erasmus University, Rotterdam, June 2007.
- Ryan M**. Out of the margin: an economist's perspective on valuing women's health interventions. Invited presentation at seminar 'Measurement Matters: Evaluating Women's Health. University of Aberdeen, May 2007.
- Tinelli M, **Ryan M**, Bond C. Economic evaluation advancement in pharmacy: Discrete choice experiments. Health Services Research & Pharmacy Practice Conference, Keele, UK, April 2007.
- Ryan M**. Analysis Issues in Discrete Choice Experiments with multiple options. Invited presentation to Welsh Health Economic Study Group. University of Cardiff, April 2007.
- Ryan M**. Discrete Choice Experiments: what are they and what can they do for the Institute? Invited presentation to Institute for Social and Economic Research, University of Melbourne, March 2007.
- Ryan M**. Using Discrete Choice Experiments in Primary Care. Invited presentation to Primary Care Research Unit, University of Melbourne, March 2007.
- Tinelli, M., **Ryan, M.** and Bond, C. A patient-centred approach to policy development: a pharmacy-led medicines management service. Oral presentation to the British Pharmaceutical Conference, Manchester, September 2006.
- Tinelli, M. and **Ryan, M.** Alternative approaches to deriving welfare estimates in Discrete Choice Experiments. Paper presented at Health Economists Study Group, York, July 2006.
- Tinelli, M., **Ryan, M.** and Bond, C. Discrete choice experiments to value increased roles for the pharmacist in the management of drug therapy. *International Pharmacy Practice Workshop*, Oxford, July 2006.
- Porteous T. **Ryan, M.** Factors influencing the choice between self-care and health professional advice in minor illness: a discrete choice experiment. Oral presentation at the Social Dimensions of Health Institute Conference, University of Dundee, May 2006
- Porteous T. **Ryan, M.** Factors influencing the choice between self-care and health professional advice in minor illness: a discrete choice experiment. Oral presentation at the Health Sciences Research and Pharmacy Practice Conference, University of Bath, April 2006.

- Tinelli, M., **Ryan, M.** and Bond, C. Patient preferences for increasing the role of the pharmacist in the management of drug therapy. Oral presentation to the Health Services Research & Pharmacy Practice Conference, Bath, April 2006.
- Baker, R., Donaldson, C. and the Social Value of a QALY (SVQ) Research Team (**Ryan, M.** a member). The social value of a QALY. Seminar presented to the National Institute for Health and Clinical Excellence, London, January 2006.
- Ryan M.** Watson V. Pitchforth E. Tucker J. Using discrete choice experiments to elicit trade-offs between type of care and travel time in the provision of maternity care in remote and rural Scotland. Presented at the Annual Scottish Public Health Conference: Improving Health in Scotland: Overcoming the Challenges of Geography, November 2005.
- Ryan M.** Valuing what citizens want from public services using discrete choice experiments. Invited presentation at one-day conference organised jointly by Royal Statistical Society and National Institute for Economic and Social Research: 'Measuring government outputs and productivity', London, November 2005.
- Ryan M.** Using Discrete Choice Experiments to Elicit Patient and Societal Values. Invited Plenary presented at the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 8th Annual European Conference, Florence, November 2005.
- Scalone, L. Watson V. Ryan M. Patel R. Kotsopoulos N. Evaluation of Patients' Preferences in Genital Herpes Treatment Poster presented at the 12th Annual Meeting of the International Herpes Management Forum, Lisbon, October 2005.
- Ryan, M.**, Sanchez E. and San Miguel, F. Using discrete choice experiments to develop prioritisation scoring systems. Presented at iHEA July 2005.
- Currie G., Kromm S., **Ryan, M.** and van der Pol, M. Using a discrete choice experiment to estimating the public willingness-to-wait for elective surgery. Presented at iHEA July 2005.
- Gerard, K. and **Ryan, M.** Selecting perspective for preference elicitation at resource allocation level: an empirical investigation using a choice experiment. Presented at iHEA July 2005.
- Ryan, M.**, Kromm S. and Mitton C. Into the margin: using discrete choice experiments to develop the PBMA framework. Presented at iHEA July 2005.
- Jareinpituk, S., **Ryan, M.** and Cairns J. Testing for range bias and mid point bias when using payment card to elicit willingness to pay. Presented at iHEA July 2005.
- Tinelli, M., **Ryan, M.** and Odejar, M. Deriving welfare estimates in Discrete Choice Experiments with multiple choice options. Presented at iHEA, July 2005.
- Watson, V. and **Ryan, M.** Testing the validity of discrete choice experiments. Presented at iHEA, July 2005.
- Watson, V. and **Ryan, M.** Testing for inconsistencies in iterative contingent valuation formats. Presented at iHEA July 2005.
- Ryan, M.**, Tinelli, M. and Odejar, M.. Comparing alternative approaches to designing Discrete Choice Experiments. Presented at the 3rd Workshop: Advancing the Methodology of Discrete Choice Experiments in Health Economics July 2005.
- Tinelli, M., **Ryan, M.** and Odejar, M. Deriving welfare estimates in Discrete Choice Experiments with multiple choice options. Presented at the 3rd Workshop: Advancing the Methodology of Discrete Choice Experiments in Health Economics July 2005.
- Tinelli, M., **Ryan, M.** and Odejar, M. Deriving welfare estimates in Discrete Choice Experiments with multiple choice options. Presented at the Health Economics Study Group, Newcastle, June 2005.
- Ryan M.** Out of the Margin: an economist's perspective on evaluating women's health intervention. Invited presentation at A symposium on women's health: measurement matters. University of Aberdeen, May 2005.
- Ryan M.** Using Discrete Choice Experiments to address Remote and Rural Issues: an application of elective surgery of the Isle of Wight. Invited presentation to North of Scotland Public Health Research Network, Inverness, April 2005.
- Ryan M.** Using discrete choice experiments to value alternative screening programmes. Invited presentation to

Institute for Medical technology Assessment, University of Erasmus, Rotterdam, April 2005.

Ryan M. Using discrete choice experiments to aid priority setting in health regions. Invited presentation to Capital Health Region, Edmonton, November 2004.

Ryan M. and Kromm S. Into the margin. Using discrete choice experiment to go beyond programme budgeting and marginal analysis. Invited presentation to Calgary health Region, November 2004.

Watson V, **Ryan M**, Barnett G, Ellis B, Emberton M, Brown C, Eliciting preferences for benign prostatic hyperplasia medical treatment. Poster presented at Societe Internationale d'Urologie (SUI) 27th Annual Congress, Hawaii, October 2004.

Ryan M. Using discrete choice experiments to value health care: an application to prenatal diagnosis. Invited presentation to Centre for Health and Policy Studies, McMaster University, Canada, October 2004.

Ryan M. Using discrete choice experiments to elicit preferences. First Jack Laidlaw Lecture in Patient Centred Care. McMaster University, October 2004.

Banks JL, Netten A, **Ryan M**, Watson V, Salas M, The Barthel Preference Index (BPI): A new condition specific index for use in stroke. Presented at 7th annual European congress of ISPOR, Hamburg, Germany, October 2004.

Donaldson C, Loomes G, Robinson A, Smith R, **Ryan M.** and the Social Value of a QALY (SVQ) Team. A nice solution to a nice problem: A proposed method to assess the societal value of a QALY. Paper presented at the Health Economic Study Group Meeting, Glasgow, June 2004.

Watson V. and **Ryan M.** Testing Contingent Valuation Responses for Payment Vehicle effects: Taxation v Charitable Donations. Paper presented at the Health Economic Study Group Meeting, Glasgow, June 2004.

Watson V. Phimister E and **Ryan M.** Testing the assumption of compensatory decision-making in Discrete Choice Experiments: an application to the decommissioning of offshore oil installations. Paper presented at European Association of Environmental and Resource Economists conference, Budapest, June 2004.

Odejar M. **Ryan M** and Mavromars K. Messy Data Modelling in Health care Contingent Valuation Studies, North American Summer Meeting of the Econometric Society, Rhode Island, June 2004.

Ryan M. Taking PBMA forward using discrete choice experiments. Invited presentation to Calgary Health Region Operations Team, June 2004.

Ryan M. How do women value alternative prenatal screening programmes: an application of discrete choice experiments? Invited presentation to the Institute for Health Economics, Edmonton, June 2004.

Ryan M. Developing discrete choice experiments within a priority setting context: a potential tool for Calgary Health Region? Invited presentation to Calgary Health Region Operations Team, June 2004.

Banks JL, Netten A, **Ryan M**, Watson V, Salas M, Comparison of discrete choice experiment (DCE) with visual analogue scale (VAS) methods for estimating preferences for physical disability states, Presented at 9th annual international meeting of ISPOR, Washington DC, May 2004.

Ryan M. Setting priorities in health care: an application of Discrete choice experiments. Invited presentation to the Canadian Priority Setting Research Network, Edmonton, April 2004.

Watson V, **Ryan M**, Barnett G, Ellis B, Emberton M, Brown C, Eliciting preferences for benign prostatic hyperplasia medical treatment. Presented at 19th annual European association of urologist (EAU) congress, Vienna, Austria, March 2004.

Ryan M. Using discrete choice experiments for priority setting. Paper presented to Univesita Cattolica del Sacro Cuore Faculty of Medicine (Rome) and Faculty of Economics (Milan). January 2004.

Amaya-Amaya M. **Ryan M.** Kalleh M. and Odejar M. Complexity effects in Stated Preferences Choice Experiments: a simulation exercise. Paper presented at the 1st Franco-British Meeting in Health Economics, Paris, January 2004.

Watson V. and **Ryan M.** Testing for Inconsistencies in Double Bounded Dichotomous Choice Contingent Valuation Studies, Paper presented at the 1st Franco-British Meeting in Health Economics, Paris, January 2004.

- Amaya-Amaya, M. and **Ryan, M.** Incorporating cut-offs into health care choice models. Paper presented to at the Advancing the Methodology of Discrete Choice Experiments in Health Economics Workshop. Oxford. September 2003
- Amaya-Amaya, M. and **Ryan, M.** Decision strategy switching in choice experiments. Paper presented to the Advancing the Methodology of Discrete Choice Experiments in Health Economics Workshop. Oxford. September 2003
- San Miguel, F., **Ryan, M.**, and Amaya-Amaya, M. Investigating irrational responses in choice experiments. Paper presented to at the Advancing the Methodology of Discrete Choice Experiments in Health Economics Workshop. Oxford. September 2003
- Amaya-Amaya M. and **Ryan M.** Incorporating cut-offs into health care discrete choice models. Paper presented at the international Health Economic Association Conference, San Francisco, June, 2003.
- Ryan M.** Reeves C. Entwistle V. Listening to respondents: a think aloud study of Discrete Choice Experiment responses. Paper presented at the international Health Economic Association Conference, San Francisco, June 2003.
- Bate A., **Ryan M.** Matheson C. Pitcairn J. Bond C. van Teijlingen E Incentives to change behaviour: treatment of illicit drug users in primary care. Paper presented at the international Health Economic Association Conference, San Francisco, June 2003.
- Jareinpituk S., **Ryan M.** and Cairns J. Testing the external validity of contingent valuation: a field experiment comparing hypothetical and real payments. Poster presented at the international Health Economic Association Conference, San Francisco, June 2003.
- Salkeld G., **Ryan M.** Solomon M. Short L. Take the best and forget the rest. An exploration of the reasons for dominant preferences within a discrete choice experiment applied to population screening for cancer. Paper presented at the international Health Economic Association Conference, San Francisco, June 2003.
- Ryan M.** Applying discrete choice experiments in health economics. Invited presentation to Public Health Specialists, University of Aberdeen, June 2003.
- Ryan M.** Watson V. Diack J. and Smith N. Prenatal Testing: How women value information and time to obtain results? Presented at Conference on Evidence, Policy, Practice: Public Health Research in Scotland, Royal Society of Edinburgh, Edinburgh, June 2003
- Ryan M.** Reeves C. Entwistle V. Listening to respondents: a think aloud study of Discrete Choice Experiment responses Paper presented at the Scottish Economic Society Conference, Glasgow University, March 2003.
- Amaya-Amaya M., **Ryan M.** Mavromaras K. An exploratory analysis of the impact of complexity in stated preferences choice experiments in health care. Paper presented at the Scottish Economic Society Conference, Glasgow University, March 2003.
- Watson V., **Ryan M.** Watson E. Testing the Validity of Discrete Choice Experiments: Evidence from a Chlamydia Screening Study. Paper to be presented at the Scottish Economic Society Conference, Glasgow University, March 2003.
- Watson V., **Ryan M.** Testing the assumption of compensatory decision-making in Discrete Choice Experiments: An application to the decommissioning of oil installations. Paper presented to the Environmental Economics Conference, University of Glasgow, March 2003.
- Ryan M.** Using discrete choice experiments in health economics: theoretical and practical issues. Invited - One-day workshop as part of Preference based outcome measurement PhD course, University of Southern Denmark, January 2003.
- Porter K., **Ryan M.** and Amaya-Amaya M. Is one reason enough? Comparing compensatory and non-compensatory decision-making strategies in choice experiments. Paper presented to Health Economic Study Group, University of Leeds, January 2003.
- Watson V., **Ryan M.** and Watson E. A test of external validity and the impact of visual aids in choice experiments. Paper presented to Health Economic Study Group, University of Leeds, January 2003.

- Ryan M.** Eliciting public preferences for healthcare: a systematic review of techniques. Invited presentation to HTA Commissioning board, London, October 2002.
- McIntosh E and **Ryan M.** Eliciting preferences for hernia repair: a comparison of strength of preference modelling and discrete choice experiments. Paper presented at the Health Economists Study Group meeting, University of Brunel, July 2002
- Ryan M.** Reeves C. and Entwistle V. Listening to Respondents: a think aloud study of discrete choice experiment responses. Paper presented at 4th European Conference on Health Economics, University Paris V, July 2002.
- Lazara A. **Ryan M.** and San Miguel S. Testing for scope effects in health care using contingent valuation. Presented at 4th European Conference on Health Economics, University Paris V, July 2002.
- Bate A. **Ryan M.** Pitcairn, Bond C. Matheson C. Teijlingen E. Overcoming the barriers to treating illicit drug users in primary care. Presented at 4th European Conference on Health Economics, University Paris V, July 2002.
- Ryan M.** Discrete Choice Experiments in health Economics: Current practice and future challenges. Invited presentation to Department of Economics, University of Calgary, May 2002.
- Ryan M.** Using discrete choice experiments to inform policy makers. Invited presentation at 3rd Sware Workshop: Estimating monetary values for health care. University of Calgary, Canada, May 2002.
- Ryan M.** What is the role of discrete choice experiments in health care. Presented to Department of Community Health Sciences, University of Calgary, Canada, May 2002.
- Amaya M. **Ryan M.** The impact of complexity and cumulative cognitive burden in choice experiments in health care. Paper presented to XXII Jornadas de Economia de la Salud Pamplona, May 2002.
- Ryan M.** Using discrete choice experiments to inform policy makers. Presented to Health Economic Research Unit 25th Anniversary Policy Conference, Kings College, University of Aberdeen, April 2002.
- McIntosh E and **Ryan M.** Eliciting preferences for hernia repair: a comparison of strength of preference modelling and discrete choice experiments. Paper presented at the workshop on Discrete Choice Experiments in Health Economics, University of Southern Denmark, April 2002.
- San Miguel F. and **Ryan M.** Does internal inconsistency mean irrationality? Paper presented at the workshop on Discrete Choice Experiments in Health Economics, University of Southern Denmark, April 2002.
- Ryan M.** Discrete choice experiments in health economics: current practice and future prospects. Keynote presentation at workshop on Discrete Choice Experiments in Health Economics, University of Southern Denmark, April 2002.
- Amaya M. **Ryan M.** and San Miguel F. Do individuals adopt simplifying decision making heuristics? Preliminary evidence from health care. Paper presented at the workshop on Discrete Choice Experiments in Health Economics, University of Southern Denmark, April 2002.
- Ryan M.** The role of discrete choice experiments in Health Economics. Keynote presentation presented to Danish Health Economic Study Group, University of Southern Denmark, March 2002.
- Ryan M.** Benefit Assessment in Health Economics. Presented to Institute Applied Health Sciences Seminar series, March 2002.
- Amaya M. **Ryan M.** and San Miguel F. Do individuals adopt simplifying decision making heuristics? Preliminary evidence from health care. Paper presented to IX Spanish Public Economics Conference, Vigo, Spain, February 2002.
- Ryan M.** Reeves C. and Entwistle V. Listening to respondents: a think-aloud study of Discrete Choice Experiment responses. Paper presented to the Health Economic Study Group Meeting, University of East Anglia, January 2002.
- Ryan M.** Discrete choice experiments and their use in policy. Presented to Department of Health, London, November 2001.
- Ryan M.** Reeves C. and Entwistle V. Economic issues suitable for qualitative investigation: testing economic axioms. Paper presented at 'Qualitative analysis from the health economics perspective: meaning, best

practice and future research' Workshop, University of Bristol, 2001.

Ryan M. and Gerard K. Using choice experiments to value health care programmes: current practice and future challenges. Paper presented at International Health Economic Association Conference, University of York, July 2001.

Ryan M. and Scott D. Eliciting community preferences: current practice and future prospects. Paper presented at International Health Economic Association Conference, University of York, July 2001.

Salkeld G. and **Ryan M.** Community preferences for colorectal cancer screening. Paper presented at International Health Economic Association Conference, University of York, July 2001.

San Miguel F. and **Ryan M.** Testing for 'rationality' in discrete choice experiments. Poster presented at International Health Economic Association Conference, University of York, July 2001.

de Lissovoy G. **Ryan M.** McIntosh E. Schmier J. Crawley J. Kleinman L. Willingness to Pay for Symptom Relief of Gastroesophageal Reflux Disease. Poster presented at International Health Economic Association Conference, University of York, July 2001.

Farrar S. **Ryan M.** Ford J. Factors determining doctors' decisions to admit patients to hospital. Poster presented at International Health Economic Association Conference, University of York, July 2001.

McIntosh E. **Ryan M.** & Bate A. Using discrete choice experiments to assess the cost-effectiveness of genetic counselling services, Poster presented at International Health Economic Association Conference, University of York, July 2001.

Ryan M. Valuing Benefits from Health Care. Presented at 'An Introduction to Health Economics' workshop, London, June 2001.

Bate A. and **Ryan M.** Evaluating the importance of criteria commonly used to aid prioritisation decisions. Presented to Prioritisation Policy Forum, Glasgow, April 2001.

San Miguel F. and **Ryan M.** Are preferences complete? The case of health care. Paper presented to/presentation at the 6th spring Meeting of Young Economists. Copenhagen, March 2001.

Ryan M. Economic approaches to valuing benefits beyond health outcomes. Presented to Scottish Health Economic Network, University of Edinburgh, February 2001.

Ryan M. Using discrete choice experiments to value health care: current practice and future prospects. Presented at Department of Economics, University of Dundee, February 2001.

Ryan M. Using conjoint analysis to establish the value of introducing a specialist nurse for rheumatology outpatient care. Presented as part of the Department of Rheumatology Educational Programme, University of Aberdeen, December 2000.

Ryan M. A cost-utility analysis of genetic counselling services. Annual conference of the Faculty of Public Health Medicine Scottish Affairs Committee, Glasgow, December 2000.

Ryan M. How important are consumer views in priority setting? Presented to Health Economics Research Centre, University of Oxford, November 2000.

Bate A. **Ryan M.** and Walker A. An investigation of the importance of consumer views via-a-vis other criteria for setting priorities. Presented at Priorities in Health Care International Conference. Amsterdam, November 2000.

Netten A. **Ryan M.** Skatun D. and Smith P. Establishing preferences of older people for domains of outcome of social care. British Society of Gerontology, September 2000.

van Teijlingen E. Matheson C. Pitcairn J. Bond C. and **Ryan M.** Factors influencing Scottish general practitioners' treatment decisions, attitudes and involvement with illicit drug users. Presented to the BSA Medical Sociology and European Society of Health and Medical Sociology. University of York, September 2000.

Bate A. **Ryan M.** and Walker A. How important are consumer views in priority setting? Paper presented to the Health Economists' Study Group Meeting, University of Nottingham, 10th - 12th July, 2000.

McIntosh E. **Ryan M.** and Bate A. Using discrete choice experiments within a cost-utility analysis framework. Paper presented to the Health Economists' Study Group Meeting, University of Nottingham, 10th - 12th July, 2000.

McIntosh E. **Ryan M.** Wilson B, Bate A, Haites N & Hinks S. Assessing user preferences for, and costs of, genetic

counselling for familial cancer risk in scotland: a cost-utility analysis using conjoint analysis. Paper presented at The 7th International Conference on System Science in Health Care (ICSSHC), Budapest, 29 May-2 June, 2000.

San Miguel F and **Ryan M** Testing for rationality in discrete choice experiments. Conference of Health Economics organised by the Spanish Health Economics Association, Palma de Mallorca. Spain, May 2000.

Ryan M. Scott D and Donaldson C. Valuing health care using willingness to pay: a comparison of the payment card and dichotomous choice methods. Paper presented to Eurowill Group, University of Galway, Ireland, May 2000.

Ryan M. Using discrete choice experiments to value non-marketed commodities: current practice and future prospects. Paper presented to Department of Economics, University of Aberdeen, May 2000.

Ryan M. Using discrete choice experiments to value health care: current practice and future prospects. Invited presentation at INSERM workshop on eliciting patient and physician preferences, University of Marseille, France, April 2000.

Ryan M. The role of choice experiments in valuing non-marketed commodities. Invited presentation to Department of Economics, Glasgow Caledonian University, March 2000.

Ryan M. Conjoint analysis and health economics: Current experience and future prospects. Invited presentation to Department of Economics, University of Lund, Sweden, January 2000.

Ryan M. Economic approaches to public preference exercises. Invited presentation at First Svare Workshop in Health Economics, Priority setting in health regions: the role of Economics, University of Calgary, Alberta, Canada, September 1999.

Ryan M. Benefit assessment in health economics: the role of conjoint analysis. Invited presentation to Institute for Health Economics, Edmonton, Canada, September 1999.

San Miguel F. **Ryan M.** and Scott A. Testing for completeness and stability in discrete choice experiments. Paper presented at International Health Economics Association, Rotterdam, June 1999.

Ryan M. and Wordsworth S. Sensitivity of willingness to pay estimates to the level of attributes in discrete choice experiments. Paper presented at International Health Economics Association, Rotterdam, June 1999.

Ryan M. Scott D, and Donaldson C. Valuing health care using willingness to pay: a comparison of the payment card and dichotomous methods. Paper presented at International Health Economics Association, Rotterdam, June 1999.

Ryan M. Measuring benefits in health care: the role of conjoint analysis. Paper presented at International Health Economics Association, Rotterdam, June 1999.

Ryan M. and McIntosh E. Measuring benefits in health care: the role of conjoint analysis. Paper presented to Social and Public Health Economic Research Group, Department of Community Medicine, University of Sydney, June 1999.

San Miguel F. **Ryan M.** and Scott A. Testing for completeness and stability in discrete choice experiments. Paper presented at Spanish Health Economics Conference, June 1999.

Ryan M. Going beyond transport economics: the role of conjoint analysis in health economics. Invited presentation to Institute for Transport Studies, University of Leeds, May 1999.

Ryan M. Benefit assessment in health economics: the role of conjoint analysis. Invited presentation to Centre for Health Economics, University of York, May 1999.

Ryan M. Scott D, and Donaldson C. Valuing health care using willingness to pay: a comparison of the payment card and dichotomous methods. Paper presented at EUROWILL meeting, Department of Economics, Lisbon, May 1999.

Ryan M. and Wordsworth S. Sensitivity of willingness to pay estimates to the level of attributes in discrete choice experiments. Paper presented at Scottish Economic Society Conference, Napier University, Edinburgh, April, 1999.

Ryan M. Health Economic Approaches to Public Involvement in Priority Setting. Health Services management Centre, University of Birmingham, March 1999.

Ryan M. Valuing Patient Outcomes, Invited presentation at An Introduction to Health Economics, Management

Forum, London, February 1999.

Ryan M. Assessing the Benefits of Health Interventions: A Role for Conjoint Analysis? Invited presentation to Health Services Research Group, The University of Hong Kong, October 1998.

Ryan M. Assessing the Benefits of Health Interventions: A Role for Conjoint Analysis? Invited presentation for the Inaugural Lecture for Social and Public Health Economics Research Group, University of Sydney, October 1998,

Farrar S. **Ryan M.** Ross D. and Ludbrook A. Prioritisation of clinical service developments in a teaching hospital: an application of conjoint analysis. Paper presented to Priorities in Health Care Conference, London, October 1998

Ryan M. and Wordsworth W. Using conjoint analysis in health economics - an application to women's preferences for cervical screening programmes. Paper presented to 19th Nordic Health Economist's Study Group meeting, Oslo, Norway, August 1998.

McIntosh E. and **Ryan M.** The 'wisdom' of using conjoint analysis to estimate utility scores in dental health: the case of third molars. Paper presented to Health Economist's Study Group meeting, The National University of Ireland, Galway, July 1998.

San Miguel F. **Ryan M.** and McIntosh E. Establishing the convergent validity of conjoint analysis and willingness to pay. Paper presented to Health Economist's Study Group meeting, The National University of Ireland, Galway, July 1998.

Ryan M. Conjoint - what's the point? Paper presented to Health Economist's Study Group meeting, The National University of Ireland, Galway, July 1998.

Farrar S. **Ryan M.** Ludbrook A and Ross D. Using conjoint analysis in public policy decision making. Paper presented to Decision Making in Theory and Practice Conference, Economics Belief and Behaviour Programme, Economic and Social Research Council, University of Oxford, July 1998.

Ryan M. Measuring patient preferences. Conjoint analysis and other quantitative techniques. Paper presented to Health Economics Group in Scotland meeting, Stirling Royal Infirmary Conference Centre, July 1998.

San Miguel F. **Ryan M.** and McIntosh E. Conjoint Analysis - its application in Health Economics. Paper presented to 18th Congress of Health Economics, Spanish Association of Health Economics, Victoria-Gasteiz, Spain, May 1998.

Ryan M. Assessing the Benefits of Health Interventions: A Role for Conjoint Analysis? Invited presentation to School of Health and Related Research, University of Sheffield, March 1998.

Ryan M and San Miguel F. Assessing the Benefits of Health Interventions using Conjoint Analysis: an application to menorrhagia. Presented to Department of Public Health Community Group Seminars, University of Aberdeen, February 1998.

Ryan M. Assessing the Benefits of Health Interventions: A Role for Conjoint Analysis? Paper presented to Department of Epidemiology and Public Health Seminars, University of Dundee, February 1998.

San Miguel F. **Ryan M.** and McIntosh E. Using conjoint analysis to establish women's preferences for menorrhagia. Paper presented to Health Economists Study Group Meeting, University of Sheffield, January 1998.

Ryan M. Patient Charges - an Economist's Perspective. Paper presented to Health Rights, Manchester, November 1997.

Ryan M. Assessing the Benefits of Health Interventions: A Role for Conjoint Analysis? Invited presentation for the Labelle Lectureship in Health Service Research, McMaster University, Hamilton, Ontario, October 1997.

Ryan M. Understanding the Benefits of Applying Conjoint Analysis in Pharmacoeconomics. Paper presented to Smith Kline Beecham, London, July 1997.

Ryan M. The contribution of economics to dentistry - directions for future research. Paper presented to the British Society for Behavioural Sciences in Dentist, Royal College of Surgeons, Edinburgh, June 1997.

Ryan M. Understanding the Benefits of Applying Conjoint analysis in Health Economics - New Tool to Maximise Profits. Paper presented to PharmEcon Europe '97 Conference, Paris, June 1997.

- Ryan M.** Benefit Assessment in Health Economics and the Use of Conjoint Analysis Invited presentation to Public Sector and Social Research Unit, University of Kent, June 1997.
- Ryan M.** Using Conjoint Analysis in Health Services Research, Paper presented to Health Services Research Unit, University of Aberdeen, May 1997.
- Ryan M.** Benefit Assessment in Health Economics and the Use of Conjoint Analysis, Invited presentation to Astra Draco, Lund, Sweden, May 1997.
- Ryan M.** Identifying and Measuring Preferences in the Provision of Health Promotion. Invited presentation to the Glamorgan Health Economics Research Unit, University of Glamorgan, May 1997.
- Ryan M.** Economic Evaluation and Women's Health Women Health. Invited presentation to the Dugald Baird Centre for Research on Women's Health, University of Aberdeen, March 1997.
- Ryan M.** Using conjoint analysis to evaluate alternative methods for repeat prescribing, Invited presentation to Department of Public Health Community Group seminars, University of Aberdeen, March 1997.
- Ryan M.** Issues in the Economic Evaluation of Pre-implantation Genetic Diagnosis. Invited presentation to symposium on Pre-implantation Genetic Diagnosis, University of Warwick, March 1997.
- Ryan M.** Health Promotion: An Alternative Economic Perspective. Paper presented at Third HERU Policy, Health Promotion: An Evidence Based Future. Glasgow, January 1997.
- McIntosh E. **Ryan M.** Shackley P. Economic Evaluation of the Patient Healthcard using the techniques of willingness to pay and conjoint analysis, Paper presented to the Health Economists' Study Group meeting, University of Liverpool, January 1997.
- Ryan M.** Benefit Assessment in Health Economics and the use of Conjoint Analysis, Paper presented to Health Economic Research Group, University of Brunel, November 1996.
- Ryan M.** Establishing the convergent validity of willingness to pay and conjoint analysis for eliciting preferences. Paper presented to the Health Economists' Study Group meeting, University of Brunel, July 1996.
- Ryan M.** Using Conjoint Analysis to go Beyond Health Outcomes: An Application to In Vitro Fertilisation. Paper presented to International Health Economics Association Conference, Vancouver, May 1996.
- Ratcliffe J. And **Ryan M.** Using the Closed Ended Willingness to Pay Technique to Value Alternative Models of Antenatal Care. Paper presented to International Health Economics Association Conference, Vancouver, May 1996.
- Ryan M.** and Scott A. Using Economics to Elicit Community Values, Community Group Seminar, University of Aberdeen, November 1995.
- Ryan M.** and Ratcliffe J. Some Issues Raised in the Analysis of Closed Ended Willingness to Pay Data in Health Care. Paper presented to the Third European Conference on Health Economics, Stockholm School of Economics, Stockholm, August, 1995.
- Ryan M.** Evaluating Assisted Reproductive Techniques: A Feminist Economist's Perspective. Paper presented at the Fourth International Association for Feminist Economists Conference, Tours, France, July, 1995.
- Ryan M.** and Hughes J. Using Conjoint Analysis to Value Surgical versus Medical Management of Miscarriage. Paper presented to the Health Economists' Study Group Meeting, University of Aberdeen, July 1995.
- Ryan M.** An Economic Contribution to Priority Setting. Paper presented to Workshop on Priority Setting: Issues and Techniques, Health Services Management Centre, University of Birmingham, May, 1995.
- Ryan M.** Using Contingent Valuation and Conjoint Analysis in Health Economics. Invited presentation to Wellington Health Economists Group, University of Otago, Wellington, New Zealand, March 1995.
- Ryan M.** and Farrar S. A Pilot Study Using Conjoint Analysis to Establish the Views of Users in the Provision of Orthodontic Services, Paper presented to the Health Economists' Study Group meeting, University of Bristol, January 1995.
- Ryan M.** Using Conjoint Analysis in Health Care: An Application to Orthodontic Services in Grampian. Invited presentation to Dental Health Services Research Unit, University of Dundee, Dundee, December 1994.
- Ryan M.** And Ratcliffe J. An Economic Evaluation of Ante-Natal Care. Paper presented at Second HERU Policy Conference, Women Health and Economics, Edinburgh, October 1994.
- Ryan M.** Assessing the Benefits from Assisted Reproductive Techniques. Paper presented at Second HERU Policy

Conference, Women Health and Economics, Edinburgh, October 1994.

Ratcliffe J. and **Ryan M.** Consumer Economics: Establishing Consumer Preferences in Health Care. Paper presented to 10th European Conference on Economics Education, Athens, Greece, September 1994.

Donaldson C. **Ryan M.** Mapp T. Curtin K. Willingness to Pay to Avoid Food-Borne Risk: A Study in the North-East of Scotland. Paper presented to 15th Nordic Health Economists' Study Group Meeting, Reykjavik, Iceland, August 1994.

Shackley P. and **Ryan M.** What can Economics Contribute to the Analysis of the Consumer in Health Care? Paper presented to the Health Economists' Study Group meeting, University of Newcastle, 6-8 July 1994.

Ryan M. Evaluating Assisted Reproductive Programmes: An Australian Pilot Study Using Willingness to Pay, Paper presented to the Health Economists' Study Group meeting, University of Newcastle, July 1994.

Ryan M. What do Women want from their Health Service and how can we Value it? Paper presented at Women and Higher Education Conference, University of Aberdeen, June 1994.

Ryan M. Should government fund Assisted Reproductive Techniques: An economists' perspective. Paper presented to Centre for Health Economics, Research and Evaluation, University of Sydney, Sydney, 1994.

Ryan M. Issues involved in benefit assessment in economic evaluations. Paper presented to the National Centre for Health Care Evaluation, Monash University, Melbourne, Melbourne, November 1993, Australia.

Ryan M. Evaluating IVF: Assessing the Benefits. Joint paper presented to the Key Centre for Women's Health and Centre for Research on Women and Children's Health, University of Melbourne, Melbourne, November 1993, Australia.

Ryan M. Health economists: what are we are what do we do? Paper presented to Society of Radiographers, October 1993, Aberdeen.

Ryan M. Valuing the benefits of health care: conjoint analysis or contingent valuation. Paper presented to the Health Economists' Study Group meeting, University of Strathclyde, July 1993.

Ryan M. Evaluating in-vitro fertilisation: examining the benefits from a woman's perspective. Paper presented at the international conference: Out of the Margin: Feminist Perspectives on Economic Theory, June 1993, Amsterdam.

Ryan M. Health economists: what are we are what do we do? Paper presented to Soroptomists, May 1993, Aberdeen.

Ryan M. The benefits of IVF. Paper presented to Department of Obstetrics and Gynaecology, University of Aberdeen, January 1993.

Ryan M. What do patients want from their health service? A case study of in-vitro fertilisation. Paper presented to the Health Economists' Study Group joint meeting with Faculty of Public Health Medicine, University of York, January 1993.

Healey A. and **Ryan M.** Variations in GP referral rates. Paper presented to the 2nd European Conference on Health Economics and Health Services Research, Paris, December 1992.

Ryan M. and Shackley P. Evaluating health care interventions: what is the patient attempting to maximise? Paper presented to the 2nd European Conference on Health Economics and Health Services Research, Paris, December 1992.

Ryan M. and Birch S. Prescription charges in the UK, Lessons for Eastern Europe. Paper presented to the Fifth International Conference on System Science in Health Care, Prague, July, 1992.

Ryan M. A feminist perspective on assisted reproductive techniques. Presented to Aberdeen Women's Centre Annual General Meeting, Aberdeen, June 1992.

Healey A. and **Ryan M.** Factors affecting GP referral rates. Presented to Department of Public Health, University of Newcastle, May 1992.

Ryan M. Rethinking medical audit: the goal is efficiency. Presented to Two Day Seminar: Experiences in Audit: Everyone's Business, Birmingham, May 1992.

Ryan M. Women, infertility and their doctors. Presented to Newmachar Women's Group, March 1992

Healey A. and **Ryan M.** Explaining variations in GP referral rates. Presented at the Health Economists' Study Group meeting, Sheffield, January 1992.

- Ryan M.** Women, infertility and their doctors. Presented to Women in the 20th Century course, University of Aberdeen, November 1991.
- Ryan M.** And Twaddle S. Economic issues in the evaluation of IVF. Presented at the Health Economists' Study Group meeting, Aberdeen, July 1991.
- Ryan M.** An evaluation of IVF in infertility care in Scotland. Presented to the Women's Research Group, University of Aberdeen, May 1991.
- Ryan M.** and Yule B. The economics of switching drugs from prescription-only to over-the-counter availability: the UK experience. Presented at the symposium on Pricing and Reimbursement of Drugs, Paris, April 1991.
- Ryan M.** and Yule B. Benefits from switching drugs from prescription-only to over-the-counter availability: the UK experience. Presented at the First Workshop on Strategies for the European Pharmaceutical Industry and Patient Interests, Brussels, March 1991.
- Ryan M.** and Yule B. General practitioners' attitudes and knowledge towards considering drug costs when prescribing. Paper presented to Department of Public Health, University of Aberdeen, February 1991.
- Ryan M.** and Yule B. The influence of general practitioners' perceptions of drug costs on their prescribing. Presented at the Health Economists' Study Group meeting, Dublin, July 1990.
- Ryan M.** and Birch S. Charging for health care: recent evidence on the utilisation of NHS pharmaceutical services. Presented at the Health Economists' Study Group meeting, Newcastle, December 1987.

Personal Awards/Achievements

1. 2012 ranked amongst the top health economists in the world, placed 21st on the list of the top 100 health economists, based on a measure of health economics publications and the number of times they have been cited, making me the top-ranked health economist in the UK.
2. Elected Fellow Royal Society Edinburgh (FRSE), 2006.
3. Inaugural Jack Laidlaw Lecture in Patient Centred Care. McMaster University, October 2004.
4. Inaugural Lecture for Social and Public Health Economics Research Group, University of Sydney, Australia, October 1998.
5. Presented Labelle Lectureship, McMaster University, Ontario, Canada, 1997.
6. First social scientist to be awarded Medical Research Council Non-Clinical Senior Fellowship (October 1997 - October 2002).
7. Scholarship to work in Australia for three months (November 1993 - February 1994) at the Centre for Health Economics Research and Evaluation (CHERE), University of Sydney.
8. Adam Smith Memorial Prize for Best Student in Economics, University of Leicester, 1986.
9. Faculty Prize for Best Student in Faculty of Social Sciences, University of Leicester, 1986.