HIAS Brown Bag Seminar #33
/ The 88th HIAS Health Regular Seminar

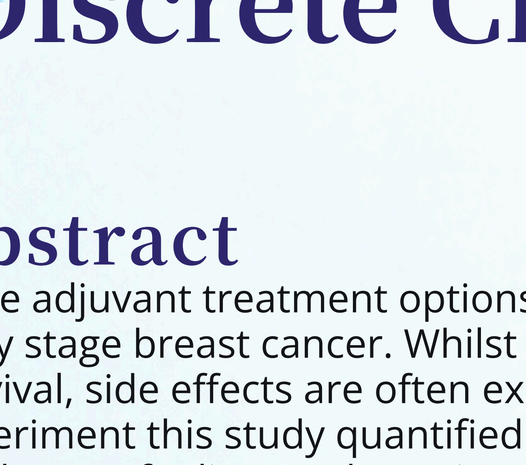
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Thriving not surviving: Eliciting Patient Preferences for Early Breast Cancer Adjuvant Treatment using a Multinational Discrete Choice Experiment



Abstract

More adjuvant treatment options are becoming available for treatment of early stage breast cancer. Whilst such treatments increase chance of survival, side effects are often experienced. Using a discrete choice experiment this study quantified the relative importance of different attributes of adjuvant therapies to patients, and the trade-off patients make between survival and side-effects. Whilst patients valued most highly higher clinical effectiveness (5-year invasive Disease-Free Survival), they were also concerned with side-effects and would not tolerate increases in survival at the expense of a high risk of treatment side-effects. Patients care about thriving in life as well as surviving. Our results likely apply in several clinical areas. Shared decision-making should consider this when selecting treatment options that align with patient preferences.



SPEAKER

Dr. Mandy Ryan

Specially Appointed Professor
Hitotsubashi Institute for Advanced Study
Emeritus Professor
Health Economics Research Unit, University of Aberdeen

Date & Time

Monday, 16 November 2026

12:40 ▸ 13:40 (JST)

Venue

In person & Online (Hybrid Event)

In-person

Room **517**, Faculty Building 2, West Campus

Online (Zoom)

Registered participants will receive the Zoom link via email the day before.

Registration

Please register using the QR code.

Deadline :
3:00 PM, 12 November 2026

Save here to register

The HIAS Brown Bag Seminar is a seminar series hosted by Hitotsubashi Institute for Advanced Study (HIAS). It aims to promote interaction between HIAS researchers, faculty members, and students university-wide. HIAS, with its 11 research centers, will continue to strive to function as a hub to facilitate active research collaboration throughout the University.

HIAS Health

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