

Our Company

Community and Patient Preference Research (CaPPRe) is an independent group committed to meaningful and high-quality research and consulting. At CaPPRe, we use choice modelling to understand why people make the choices they do and predict the choices they'll make in the future. This helps our clients make better strategic decisions and create effective policies based on what people value.

EXPERTISE

Our team come from a variety of backgrounds delivering an unparalleled breadth and depth of knowledge. Our skillset allows us to provide in-depth clinical, psychological and economic insights.

TAILORED SOLUTIONS

Each project is different, and our team works with you to understand your business needs, so we can deliver the right survey to the right stakeholders, using the right methodology.

BROAD REACH

We use a mix of recruitment methods, including online panels and social media to ensure the widest access to consumers, B2B or other target markets across Australia and internationally.

Our online surveys can be delivered 'on the go' using our real time smartphone app *ChoiceApp*, on a tablet or computer.



- **Leading experts** in choice modelling, conjoint analysis, non-market valuations and willingness to pay studies.
- **Best in practice** approach using the latest academic advancements in choice-based research and projects.
- **Trusted** by government and leading Australian and multi-national businesses across a range of sectors.
- **Experience** working with government and consortiums on large scale tenders.

Community Value Mapping

Engaging the community to quantify the value of major infrastructure developments and policy changes

Wellbeing

Tracking, quantifying and analysing wellbeing using the latest choice modelling methods

We specialise in...

Patient Value Mapping

Incorporating patient values into health outcomes

Shared Decision Making

Improving patient experience and outcomes using choice experiments

Every year we make thousands of choices about the services we use, the products we purchase and the places we visit. Each of these choices involve a level of trade-off based on our own individual preferences and value framework. So how do we find out what is driving these choices?

Choice-based modelling is a well-established methodology derived from economics, mathematics / statistics and behavioural science to understand what stakeholders value when making decisions.

We conduct projects across the following sectors:

- ✓ Health
- ✓ Infrastructure
- ✓ Technology
- ✓ Transport
- ✓ Environment
- ✓ Culture/arts.

METHODOLOGICAL EXPERTISE

- Value Mapping (Discrete Choice Experiment / Conjoint Analysis)
- Patient Reported Outcome Measures (PROMs)
- Customised benchmarking / Indicators
- Cost-benefit / Economic analyses
- Pricing studies / Willingness to pay
- Utility and time trade-off studies
- Demand forecasting
- Market segmentation
- Non-market valuation
- Qualitative insights / stakeholder mapping

Our Difference

Based on our extensive experience both commercially and academically, CaPPRe has developed a unique approach that enables us to use the latest academic advancements in choice-based experiments and provide our clients with practical, easy to understand and actionable results via advanced dashboards. It is this pragmatic approach that has helped clients across industry, government and academia to make informed decisions about community needs for better outcomes.

SUPPORT

All projects have a dedicated project manager to ensure you have the right expertise and support for the successful delivery of your project.

CONTACT US

We would love to discuss your research and consulting needs and assist you with making better business decisions that will reflect the values and needs of your clients.

For more information on our expertise, team or services you can contact:

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Experimental design

A model is only as good as the design. We use the latest design techniques to maximise the information obtained from the survey, including Bayesian efficient designs.



Advanced modelling

We use advanced modelling techniques to account for restrictive model assumptions and heterogeneity, including Latent Class, Latent Variable models, Mixed Multinomial Logit Models and Hierarchical Bayes.



Dashboards

We build sophisticated online dashboards that allow stakeholders to visualise and interact with the model to perform 'what if' scenarios.

What can we do for you?

We understand that each project is different. Everything we deliver is negotiable and flexible to suit your unique needs.

Reports

Qualitative and quantitative insights

Dashboards

Scenario analysis to assess consumer/patient preferences

Journal Papers

Publish work in peer reviewed academic journals

Conferences

Create and present findings as conference papers and posters

Workshops

Discuss findings and insights with relevant stakeholders