

1 Can WTP measure welfare loss due to cancer ? A contingent
2 valuation assessment on French breast cancer patients in remission:

3 PreSanCa

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Abstract

In this paper we present the protocol and results of a survey of more than 1,000 breast cancer patients in remission. The purpose of this survey was to elicit willingness to pay that allows us to assess in monetary units the welfare loss due to cancer. More broadly, the aim of this survey is to enable us to perform health technology assessments by using a cost-benefit analysis based on the notion of Health-Equivalent Income instead of the traditional Cost-Effectiveness approach. The approach based on the Health-Equivalent Income makes it possible to build a social welfare function that allows for the preferences of individuals regarding their health and income and that considers the concern of the regulator for inequalities between individuals in these two dimensions. This approach also eliminates debates over cost-effectiveness thresholds often used to decide on the reimbursement of expensive treatments. With the rising cost of innovative treatments in cancer proposed by the pharmaceutical industry, this approach is particularly relevant. This novel approach to measuring welfare loss provides valuable insights for health policy decision-making. By monetizing welfare losses associated with cancer, the method offers a robust framework for evaluating the social and individual value of health interventions, facilitating more informed and equitable health policy decisions.

Keywords

Valuation of health, Equity in economic evaluation, Cancer