

# CASE STUDY:

## Patient preferences for contrast-enhanced ultrasound and other imaging modalities – NICE Medical Technologies Evaluation Programme (MTEP)

As part of the company's role as an External Assessment Centre (EAC) for NICE, the York Health Economics Consortium (YHEC) surveyed patients to capture their experiences of undergoing contrast-enhanced ultrasound (CE-US) for focal liver lesions.

Alongside this YHEC also undertook a discrete choice experiment (DCE) to determine patient preference for different imaging modalities and the factors underlying these preferences.

The results revealed that patients were willing to wait longer for scans in order both to avoid additional procedures and to be told the results immediately. The research indicated patient preference for CE-US over other imaging methods.

This preference was driven largely through the potential immediacy of results, shorter waiting and procedure times, and the avoidance of full body scanners.



The evaluation demonstrated that patient experience and preferences could help inform clinicians' choice and local healthcare policies where imaging modalities have equal efficacy.

Read more about this project in the [International Journal of Technology Assessment in Health Care](#).



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