



Center for Health Decision Science • Harvard School of Public Health

Please join us for a Health Decision Science Seminar at

**3:30 p.m. on Wednesday, April 2**

*2<sup>nd</sup> Floor Conference Room, 718 Huntington Ave*

**Mehdi Najafzadeh, PhD, MSc, MA**

Instructor in Medicine, Harvard Medical School  
Associate Statistician/Epidemiologist, Division of  
Pharmacoepidemiology and Pharmacoeconomics, BWH

***Quantifying preferences for asthma control using  
best-worst scaling (BWS) experiment***



Understanding the views of patients is critical to designing effective asthma management programs. The objectives of this study were to quantify the preferences of parents and adolescents with asthma for different attributes of asthma control using a best worst scaling experiment (BWS), and to explore socioeconomic and health characteristics that may explain heterogeneity of preferences.

[chds@hsph.harvard.edu](mailto:chds@hsph.harvard.edu)



Center for Health Decision Science

Harvard School of Public Health  
718 Huntington Avenue, Boston, MA 02115