

Dr. Martin Pitt

Biography:

Martin Pitt is Senior Research Fellow in decision analytic modelling at the PenTAG – The Peninsula Technology Assessment Group based in the Peninsula Medical School, UK. His doctoral research work investigated the application of visual interactive simulation in health service delivery and he currently develops models for health technology assessment. His active research interest is in the use of graphical methods of information presentation and modelling in healthcare decision support. He is currently co-ordinator for MASHnet the UK Network for Modelling and Simulation in healthcare and is leading the TORCH (Teaching Operational Research for Commissioning in Health) which is developing a learning curriculum for health service professionals in modelling and simulation techniques.

NICE Graphics: An online, task based study of the use of information graphics to support decision-making at the National Institute of Health and Clinical Excellence (NICE) in the UK.

Co-presentation with Will Stahl-Timmins

Abstract:

The National Institute of Health and Clinical Excellence (NICE) is responsible for providing guidance relating to the adoption of specific healthcare interventions (eg drugs) in the UK. Policy makers at NICE typically base their decisions on complex analyses of presented evidence related to different treatment alternatives.

In this context graphical tools can be fundamental in supporting the communication of research and modeling outputs to the stakeholders.

The benefits of collaborations between scientists, statisticians, economists and visual communication specialists in such areas are many, but common ground can be hard to find. This study describes an internet-based approach which provides an empirical basis for assessing the effects of using information graphic techniques to present numerical research data, such as that presented to support decision-making at NICE.

An opportunity sample of the internet using public is used, to gauge responses to mock health-related data, with measurement made of spending decisions with limited resources. The study shows the differences in decision speed and accuracy between choices made, based on information provided in numerical and graphical form. It is hoped that this will highlight the possible benefits of using visual display methods in the context of health-related decision making in the UK, but may prove interesting to other collaborative work involving the scientific and visual design communities.