

**Will Stahl-Timmins**

PhD researcher, Peninsula Medical School, Universities of Exeter and Plymouth, UK



Trained in graphic design, and design research, Will is passionate about information graphics. His past work in design research has shown him how effective such techniques can be in communicating complex information. His current area of application is in health technology assessment, and he seeks to support decision-making in the National Institute for Health and Clinical Excellence in the UK, using visual representations of research data.

**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 Dr. Martin Pitt

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.