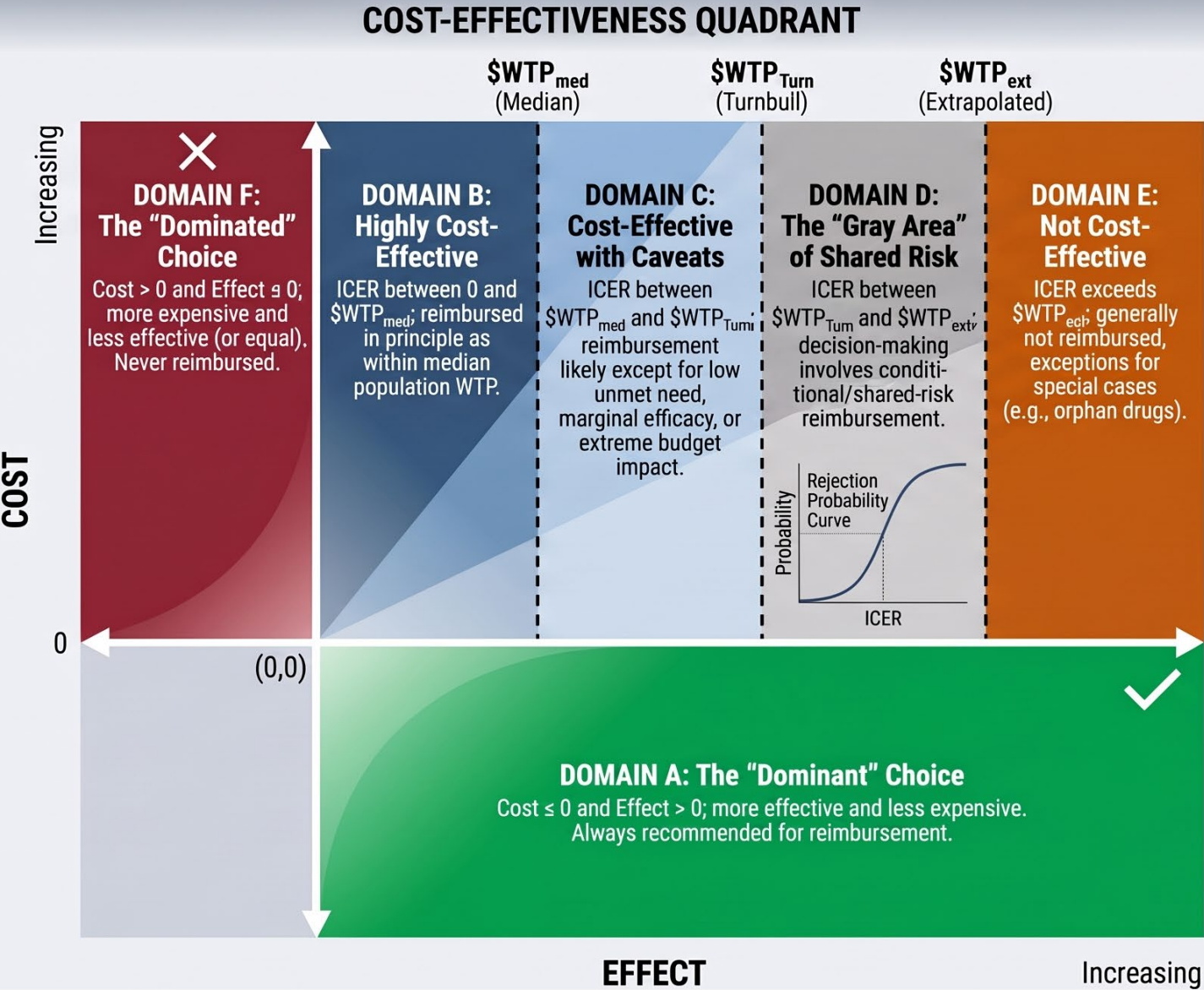


Why a region-specific preference-based measure (PBM)?

Conceptual foundation · measurement evidence · valuation choice

Willingness-to-Pay (WTP) Thresholds & Cost-Effectiveness Decision Domains (Shiroiwa et al., 2010)



GLOBAL WTP THRESHOLD COMPARISON

Country	$\$WTP_{med}$ (Median)	$\$WTP_{Turn}$ (Turnbull)	$\$WTP_{ext}$ (Extrapolated)
Japan	JPY 2.5m	JPY 5.0m	JPY 8.0m
Taiwan	NT\$ 1.5m	NT\$ 2.1m	NT\$ 3.5m
South Korea	KWN 45m	KWN 68m	KWN 120m
United Kingdom	£10k	£23k	£40k
Australia	AU\$ 35k	AU\$ 64k	AU\$ 120k
United States	US\$ 30k	US\$ 62k	US\$ 120k

SYSTEMIC AND CULTURAL FINDINGS



The Altruistic Discrepancy

In Asian collectivist cultures (Japan, South Korea), WTP for family (WTP_{fam}) is systematically higher than WTP for self (WTP_{sel}), often reversed in Western countries.

$\$WTP_{fam}$ (Family) $\$WTP_{sel}$ (Self)

Shifting the Threshold Paradigm

The study confirms scientific WTP results often align with current "rules of thumb" but provide empirical evidence for rigorous decision-making.

Data Evidence Strategy

Shiroiwa T, et al. International survey on willingness-to-pay (WTP) for one additional QALY gained: What is the threshold of cost effectiveness? *Health Economics*. 2010;19(4):422–437. *Health Econ*. 2010;19:422–437. doi:10.1002/hec.1481.

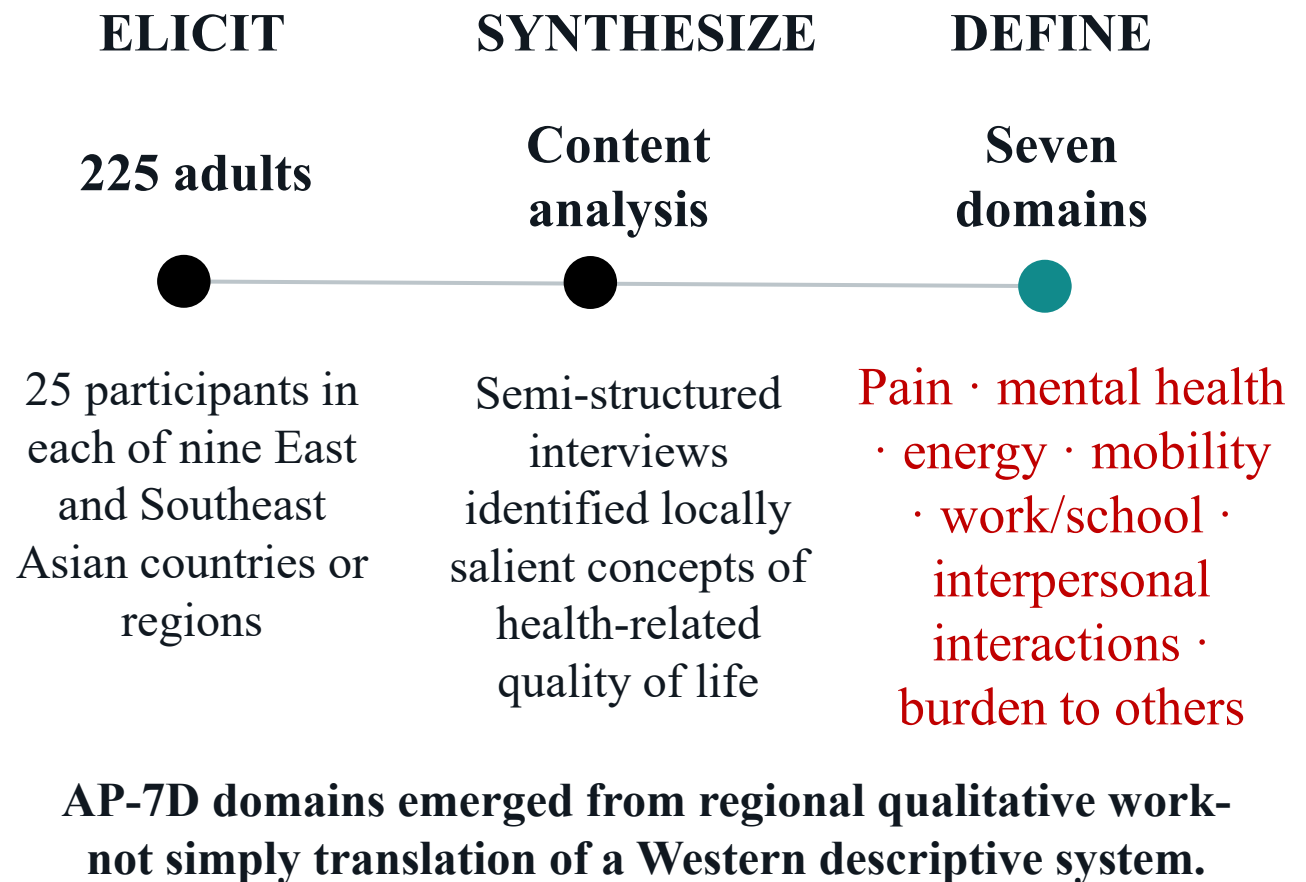
KWN 1=JPY 0.1; NT\$ 1=JPY 3.3; £1=JPY 250; AU\$ 1=JPY 100; US\$ 1=JPY 100.

Why AP-7D? From cultural pluralism to an Asia-derived PBM

WHY A REGION-SPECIFIC PBM?

- **Universal assumption:** Existing PBMs assume health concepts and translated measures are broadly applicable across cultures.
- **Cultural reality:** Health priorities and preferences differ across cultures, supporting **culturally grounded, region-specific PBMs**.

HOW AP-7D WAS DEVELOPED



AP-7D Performs Well Across Countries

Japan · Korea · China · Thailand · Singapore

68.6-89.6%

**Test-retest agreement
across the seven AP-7D
domains**

Comparable

**Kappa coefficients were
similar to those of EQ-
5D-5L**

> 0.50

**Expected correlations for
mental health, pain,
energy, and mobility**

....Showed good reliability and convergent validity-not merely cultural relevance.