*Curriculum Vitae*



Dorte Gyrd-Hansen, *R*, Professor

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Twitter : @DorteGyrd <https://twitter.com/DorteGyrd>

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*Academic degrees*

1997 PhD ,University of Southern Denmark

1993 MSc (cand.oecon), University of Southern Denmark

1992 MSc in Economics, University of York

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| *Professional appointments* | |
| 2018-  2016-  2014-2018  2013-2017  2007-  2013  2010-2012  2006-2012  2006-2007  2003-2006 | Director, Danish Centre for Health Economics (DaCHE), Dept Pub Health, Uni Southern Denmark  Professor II, Department of Community Medicine, The Arctic University of Norway (UiT)  Director, Centre of Health Economics Research (COHERE), University of Southern Denmark  Professor, Department of Business and Economics, University of Southern Denmark  Professor, Department of Public Health, University of Southern Denmark  Professor, School of Economics, University of Queensland  Professor, Australian Centre for Economic Research on Health, University of Queensland  Director of Research, Danish Institute of Health Services Research 2006-2012  Professor, Centre for Health Management, Copenhagen Business School 2006-2007  Professor, Department of Public Health, University of Southern Denmark |

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| *Board memberships* | |
| 2021-  2020-2021  2020-2022  2020-2021  2018-  2018-  2016-2020  2016-  2016-  2015-  2015-  2013-  2008-2010  2009-2010  2001-2009  2008-2011  2009-2010  2009-2010  2005-2010  2003-2013  2005-2011 | Co-editor Health Economics  Covid-19 national assessment committee  President, European Health Economics Association (EuHEA)  Co-editor, Health Economics Letters  Member, Danish Medicines Council  Member, Advisory board, Health Economics Research Unit, University of Aberdeen  Associate Editor, Health Economics  Member, Scientific Panel for The Institute of Health & Society, University of Oslo  Member, Scientific Advisory Board, Hamburg Centre for Health Economics (HCHE)  Member, Danish Scientific Council of Prevention (Vidensråd for Forebyggelse); now co-chair  Expert panel member, Center for Intervention Research, SDU.  Member, International Advisory Board, Centre of Health Economics (CHEGU), Univ. Gothenburg  Member of the Danish Council for Strategic Research 2008-2010  Member of the Danish Research Council – Helsefonden 2009-2010  Member of the scientific advisory board, Institute of Health Technology Assessment  Vice chairman, The Danish Graduate School in Public Health Science (GRASPH) 2008-2011  Member of the expert panel of Trygfondens Centre of Prevention  Board of Directors, Emergency Management Evaluation Institute 2009-2010 Emergency Management Evaluation Institute 2009-2010  Member of board of directors of the International Health Economics Association (iHEA)  Member of the Norwegian Research Council 2003-2013  Member of the Arrow Award Committee 2005-2011 |

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| *Supervision of PhD students* | |
| Past | 24 PhD students: Trine Kjær, Marie Kruse, Morten Raun Mørkbak, Line Bjørnskov Pedersen, Kim Rose Olsen, Lene Halling Hastrup, Peder Halvorsen, Betina Højgaard, Anne Hvenegaard, Karin Dam Pedersen, Louise Herbild, Charlotte Gry Harmsen, Mie Hestbech, Anne Sophie Oxholm, Eskild Klausen Fredslund, Nasrin Dehbarez, Malene Korsholm, Rasmus Trap Wolf, Nicolai Fink Simonsen, James O’Halloran, Lise Desireé Hansen, Maiken Skovrider Aaskoven, Christine Halling, Dimitar Yordanov |
| Present | Rie Fog-Nielsen |

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| *Management experience* | |
| 2018-  2017-2018  2015-  2014-2017  2013-2015  2006-2012 | Director, Danish Centre for Health Economics, DaCHE  Director of COHERE, Department of Public Health, SDU.  Head of Group, Section for Health Economics, Department of Public Health, SDU.  Director of COHERE, Dept of Public Health & Dept of Business and Economics, SDU.  Head of Group, Applied Economics Research Group, Department of Business and Economics, SDU  Director of Research, Danish Institute of Health Services Research (DSI) |

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| *Research interests* | |
| Dorte Gyrd-Hansen's (DGH) research focuses on demand- and supply side barriers to access to health care services. She is in particular interested in understanding citizens' and patients' health behaviours and preferences; and understanding how health professionals allocate resources subject to various financial incentives, and under resource constraints. DGH uses multiple analytical methods in her research. DGH has many years of experience with designing surveys and applying stated preference methods. Currently she is engaged in designing laboratory experiments, including online experiment that can be linked to registry data. A current key interest is to enrich register data by linking these to survey data on health professionals, patients and citizens preferences and motivations, in order to understand how underlying personal characteristics, barriers and motivations can explain behaviour. Another key interest is in eliciting equity preferences and understanding the drivers of such preferences. |

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| *Project management* | |
| 2005-2010 | Principal investigator and co-applicant of successful EU application (6th Framework): The EuroVAQ project: establishing the value of a quality adjusted life-years. Total value: DKK 16 mio.  Principal investigator and co-applicant. The Novo Nordisk Foundation. Project focused on establishing the reasons for delay in diagnosis of cancer. Total value: 15 mio DKK.  Co-applicant. Trygfonden. Intervention research in health promotion and disease prevention. Total value: DKK 100 mio.  Other sources: Vårdal Institute,Institute of Health Technology Assessment in Health Care, Danish Research Council, Momsfonden, Trygfonden, The Strategic Research Council, Helsefonden. |
| 2011- | Principal investigator and co-applicant. Danish Strategic Research Council (2011) Investigation of the cost of traffic accidents and willingness-to-pay to reduce risks (IMPROSA). Value DKK 8 mio.  Principal investigator and co-applicant. Australian Research Council (2012) Social and decision maker preferences for priority setting in health care resource allocation. Total value DKK 1.5 mio.  SDU-2020 Funds (2013). The FAIRCARE program aims to improve our scientific understanding and seeks to measure and explore reasons for inequity in health. Total value DKK 6 mio.  Principal investigator and co-applicant: Strategic programme “Health, Wealth and Inequality” financed by strategic funds at Social Sciences Faculty (2016), SDU. Value: DKK 3 mio.  Principal investigator and co-applicant. Danish Research Council (FSE) grant (2016). Normative foundations and behavioral implications of non-market allocation (NORMA). Value: DKK 6 mio.  Principal investigator and co-applicant EU Marie Curie European Training Network programme grant (2016): Improving Quality of Care in Europe (IQCE). Total value: Euro 4 mio.  Principal investigator and co-applicant Norwegian Research Council grant (2017): Tracing causes of inequalities in health and well-being(TRACE). Total value: NOK 10 mio.  Main applicant. Novo Nordisk Foundation (2018) Regulating and nudging for improved societal impact of research-based knowledge in health care (The PINCH project). DKK 10 mio.  Main applicant. Læge Sofus Carl Emil Friis og Hustru Olga Doris Friis' Legat (2018). The hidden cost of resource constraints in primary care. DKK 995.000  Principal investigator & co-applicant. Prioritization, incentives and resource use for sustainable dentistry (PRUDENT). European Commission, Horizon Europe. Value Euro 5 million.  Principal investigator and co-applicant. SDU-OUH Flagship program. STEMBRACE. Cost and effects of implementing regenerative medicine. DKK 14 million. |

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| *177 peer reviewed publications. Total citations: 7111; H-score: 44 orcid.org/0000-0003-1137-2304* | |
| 177. Kjær T, Aaskoven MS, Pedersen SM, Ryg ND, Gram J, Juhl CB, Gyrd-Hansen D, 2025. Do behavioral traits shape patient-initiated care? Evidence from a randomized controlled trial in a type 1 diabetes population. Theory and Decision. E-pub ahead of print. 176. Hansen, L. D., Kjær, T., & Gyrd‐Hansen, D, 2025. The Citizens’ Distributional Preferences for Health Care Resource Allocations: The Non‐Negligible Role of Option Value. *Health Economics*. <https://doi.org/10.1002/hec.70006>  175. Oxholm, A.S., Gyrd-Hansen D. (2024). Do physicians' attitudes toward prioritization predict poor-health patients' access to care? Health Economics, 33(8): 1649-1659  174. Aaskoven, M.S., Kjær T., Gyrd-Hansen, D.(2023).Subjective well-being and chronic illnesses: A combined survey and register study. International Journal of Wellbeing, 14(1), 2443, 1-20. https://doi.org/10.5502/ijw.v14i1.2443  173. Aaskoven, M.S., Kjær, T. & Gyrd-Hansen, D. Is there a link between health care utilisation and subjective well-being? An exploratory study among older Danes. *Eur J Health Econ* (2024). <https://doi.org/10.1007/s10198-024-01691-1>  172. O’Halloran J, Oxholm AS, Pedersen LB, Gyrd-Hansen D. Going the extra mile? GPs’ upcoding of fees for home visits. Health Economics, 33(2), pp.197-203  171. Listl S, van Ardenne O, Grytten J, Gyrd-Hansen D, Lang H, Melo P, Nemeth O, Tubert-Jeannin S; Vassalo O, van Veen EB, Vernazza C, Waitzberg R, Winkelmann J, Woods N, 2024. Prioritization, Incentives and Ressource Use for Sustainable Dentistry: The EU PRUDENT Projet. JDR Clinical and Translational Research. Vol.9 (2), p.180-184  170. Yordanov D, Oxholm AS, Gyrd-Hansen D, Pedersen LB. Mapping GPs’ motivation: it’s not all about the money: a nationwide cross-sectional survey study from Denmark. British Journal of General Practice. 73, 734, p. e687-e693.  169. Oxholm AS, Gyrd-Hansen D, Jacobsen CB, Jensen UT, Pedersen LB. The link between physician motivation and care. The European Journal of Health Economics, pp.1-13.  168. Laudicella M, Li Donni P, Olsen KR, Gyrd-Hansen D, 2022. Age, morbidity, or something else? A residual approach using microdata to measure the impact of technological progress on health care expenditure. Health Economics vol 31 (6): 1184-1201. 167. Wolf RT, Jeppesen P et al, 2022. Cost effectiveness of a transdiagnostic psychotherapy program for youth with common mental health problems. BMC Health Services Research, vol 22(11), p819 166. Yordanov D, Oxholm AS, Gyrd-Hansen D, Pedersen LB, 2022. Mapping general practioners’ motivation: it is not all about the money. DaCHE Discussion Papers 2022(2) 165. Oxholm AS, Gyrd-Hansen D, Jacobsen CB, Jensen UT, Pedersen LB, 2022. Time to revisit the agency theory and expand our thoughts on what motivates physicians? A nudge to health economists. DaCHE Discussion Papers 2022(1). 164. Halling CMB, Møller MH, Marker S et al, 2022. The effects of pantoprazole vs placebo on 1-year outcomes, resource use and employment status in ICU patients at risk for gastrointestinal bleeding: a secondary analysis of the SUP-ICU trial. Intensive Care Medicine. Doi: doi: 10.1007/s00134-022-06631-2  163. Aaskoven MS, Gyrd-Hansen D, Kjær T, 2022. Effects of parental health shocks on children’s school achievements: A register-based population study. Journal of Health Economics, vol 81. 102573. 162. Oxholm AS, Allen T, Gyrd-Hansen D, Jarbøl DE, Sydenham RS, Pedersen LB, 2022. Work pressure and job dissatisfaction: Challenges in Danish general practice. Nordic Journal of Health Economics. Early view njhe.831. 161. Allen, T, Gyrd-Hansen, D, Kristensen, SR, Oxholm, A.S., Pedersen, LB, Pezzino, M, 2022. Physicians under pressure: Evidence from antibiotics prescribing in England. Medical Decision Making. doi [10.1177/0272989X211069931](https://doi.org/10.1177/0272989x211069931)  160. Simonsen NF, Kjær T, Gyrd-Hansen D, 2021. Pure altruism and misjudgement. A bad combination? Journal of Health Economics, vol 80. https://doi.org/10.1016/j.jhealeco.2021.102550  159. Korsholm M, Gyrd-Hansen D, Mogensen O, Möller S, Jørgensen SL, Jensen PT, 2021. Post robotic investment: Cost consequences and length of stay for obese women with endometrial cancer. Acta Obstetricia et Gynecologica Scandinavica. E-pub ahead of print.  158. O'Halloran J, Oxholm AS, Pedersen LB, Gyrd-Hansen D, 2021. Time to retire? A register based study of GPs' practice style prior to retirement. Social Science & Medicine. doi. org/10.1016/j.socscimed.2021.114099.  157. Oxholm AS, Gyrd-Hansen D, Di Guida S, 2021. Allocation of health care under pay for performance: winners and losers. Social Science & Medicine. doi.org/10.1016/j.socscimed.2021.113939.  156. O'Halloran J, Oxholm AS, Pedersen LB, Gyrd-Hansen D, 2021. Home sweet home: GPs' response to an increase in the fee size for home visits. The European Journal of Health Economics.  doi: 10.1007/s10198-021-01302-3.  155. Nielsen JS, Gyrd-Hansen D, Kjær T, 2021. Sample restrictions and the elicitation of a constant WTP per QALY. Health Economics. doi.org/10.1002/hec.4236  154. Hjortdahl M, Gyrd-Hansen D, Halvorsen PA, 2020.  GP decisions to participate in emergencies: a randomised vignette study. BJGP Open. DOI: <https://doi.org/10.3399/bjgpopen20X101153>  153. Wolf RT,  Puggaard LB, Pedersen MAA et al, 2021. Systematic identification and stratification of help-seeking school-aged youth with mental health problems: a novel approach to stage-based stepped-care. European Child & Adolescent Psychiatry. DOI: 10.1007/s00787-021-01718-5  152. Lancsar E, Gu Y, Gyrd-Hansen D, Butler J, Ratcliffe J, Bulfone L & Donaldson C, 2020. The relative value of different QALY types. Journal of Health Economics, 70(13): 102303.  151. Wolf RT, Jeppesen P, Gyrd-Hansen D, CCC2000 Study Group & Oxholm AS, 2019. Evaluation of a screening algorithm using the Strengths and Difficulties Questionnaire to identify children with mental health problems: A five-year register-based follow-up on school performance and healthcare use PLOS ONE. 14, 10, 18 s., e0223314.  ​150. Determann, D, Gyrd-Hansen D, de Wit, GA., de Bekker-Grob, EW, Steyerberg, EW, Lambooij, MS & Pedersen LB, 2019. Designing Unforced Choice Experiments to Inform Health Care Decision Making: Implications of Using Opt-Out, Neither, or Status Quo Alternatives in Discrete Choice Experiments. Medical Decision Making. DOI: 10.1177/0272989X19862275.  149. Kjær T, Højgaard B, Gyrd-Hansen D, 2019. Physical exercise versus shorter life expectancy? An investigation into preferences for physical activity using a stated preference approach. *Health Policy*. 123(8):790-796  148. Oxholm AS, Di Guida S, Gyrd-Hansen D, Olsen KR, 2019. Taking care of high-need patients in capitation-based payment schemes – an experimental investigation into the importance of market conditions. *Applied Economics*, 51(47): 5174-5184  147. Korsholm M, Gyrd-Hansen D; Mogensen O, Möller S, Sopina L, Jørgensen SL, Jensen PT, 2019. Long term resource consequences of a nationwide introduction of robotic surgery for women with early stage endometrial cancer. *Gynecologic Oncology*, 154(2):411-419. doi: 10.1016/j.ygyno.2019.05.027  146. Di Guida A, Gyrd-Hansen D, Oxholm AS, 2019. Testing the myth of fee-for-service and overprovision in health care. *Health Economics*, 28(5):717-722. doi: 10.1002/hec.3875  145. Hastrup L, Nordentoft M, Gyrd-Hansen D, 2019. Does future resource input reflect need in first-episode psychosis: Examining the association between individual characteristics and 5-year costs. *Early Intervention in Psychiatry*, 15(5): 1056-1061. doi: 10.1111/eip.12727  144. Iyer AL, Bundorf K, Gyrd-Hansen D, Goldhaber-Fiebert JD, Cyr PR, Kristiansen IS, 2019. How does information on the harms and benefits of cervical cancer screening alter the intention to be screened? A randomized survey of Norwegian women. *European Journal of Cancer Prevention* 28(2): 87-95  143. Tayyari Dehbarez N, Mørkbak MR, Gyrd-Hansen D, Uldbjerg N, Søgaard R, 2018. Women's Preferences for Birthing Hospital in Denmark: A Discrete Choice Experiment. *Patient*, 11(6):613-624 doi: 10.1007/s40271-018-0313-9  142. Fredslund EK, Mørkbak M, Gyrd-Hansen D, 2018. Different domains - different time preferences? *Social Science & Medicine*, 207:97-105  141. Vestbo, J, Pisinger C, Bast LS, Gyrd-Hansen D, 2018. Forebyggelse af rygning blandt unge -hvad virker? Rapport udgivet af Vidensråd for Forebyggelse. (Danish report on evidence on the effect of interventions targeting smoking preventions amongst teenagers).  140. Tayyari Dehbarez N, Gyrd-Hansen D, Uldbjerg N Søgaard R, 2018. Does free choice of hospital conflict with equity of access to highly specialized hospitals? A case study from the Danish health care system. *Health Policy* 122(7): 722-727  139. Gyrd-Hansen D, 2018. Is there additional value attached to health gains at the end-of-life? A re-visit. *Health Economics*; 27(1):e71-e75  138. Tayyari Dehbarez N, Lou S, Uldbjerg N, Møller A, Gyrd-Hansen D, Søgaard R, 2017. Pregnant womens' choice of birthing hospital. A qualitative study on women's preferences. *Women and Birth*, 31(6): e389-e394  137. Bolin K, Lindgren B, Grossman M, Gyrd-Hansen D, Iversen T, Kaestner R, Sindelar JL (editors), 2017. Human Capital and Health Behavior. *Advances in Health Economics and Health Services Research*, volume 25. Emerald Publishing  136. Nielsen JB, Leppin A, Gyrd-Hansen D, Jarbøl DE, Søndergaard J, Larsen PV, 2017. Barriers to lifestyle changes for prevention of cardiovascular disease - a survey among 40-60 year old Danes. *BMC Cardiovascular Disorders*, 17: 245  135. Mørkbak MR, Gyrd-Hansen D, Kjær T, 2017. Can present biasedness explain early onset of diabetes and subsequent disease progression? Exploring causal inference by linking survey and register data. *Social Science & Medicine*, 186: 34-42  134. Jarbøl D, Larsen PV, Gyrd-Hansen D et al, 2017. Determinants of preferences for lifestyle changes versus medication and beliefs in ability to maintain lifestyle changes. A population-based survey. *Preventive Medicine Reports,* 16(6): 66-73  133. Determann D, Lambooij MD, Gyrd-Hansen, de Bekker-Grob et al, 2017. Personal Health Records in the Netherlands: potential user preferences quantified by a discrete choice experiment. *Journal of the American Medical Informatics Association*, 24(3): 529-536 doi: 10.1093/jamia/ocw158  132. Svarre Nielsen H, Schmidt L, Nyboe Andersen A, Birch Petersen K, Gyrd-Hansen D, Kold Jensen T, Juul A, Bondesen Knudsen L, 2016. Forebyggelse af nedsat frugtbarhed. Rapport. Vidensråd for Forebyggelse (Prevention of infertility - a Danish report).  131. Hestbech M, Gyrd-Hansen D, Kragstrup J, Siersma V, Brodersen J, 2016. How does HPV vaccination status relate to risk perceptions and intention to participate in cervical screening? *BMC Public Health*, 16:708 DOI 10.1186/s12889-016-3397-y  130. Hestbech M, Gyrd-Hansen D, Kragstrup J, Siersma V, Brodersen J , 2016. Effects of numerical information on intention to participate in cervical screening among women offered HPV vaccination: A randomised study. *Scandinavian Journal of Primary Health Care,* 34(4): 401–419  129. Gyrd-Hansen D, 2016. A stated preference approach to assess whether health status impacts on marginal utility of consumption. *Health Economics,* 26(10): 1224-1233 DOI: 10.1002/hec.3393  128. Riise J, Hole AR, Gyrd-Hansen D, Skatun D, 2016. GPs’ implicit prioritization through clinical choices – evidence from three national health services. *Journal of Health Economics*, 49: 169-183  127. Gyrd-Hansen D, Kjær T, Nielsen JS, 2016. The value of mortality risk reductions. Pure altruism - a confounder. *Journal of Health Economics*, 49: 184-192  126. Gyrd-Hansen D, 2016. The role of the payment vehicle in non-market valuations of a health care service: willingness-to-pay for an ambulance helicopter service. *Health Economics, Policy and Law*, 1(1):1-16  125. Mårtensson D, Gyrd-Hansen D, Prescott E, Andersen PK, Jakobsen RK, Osler M, 2015. Socio-economic position and time trends in invasive management and case fatality after acute myocardial infarction in Denmark. The *European Journal of Public Health* doi: 10.1093/eurpub/ckv156  124. Mårtensson S, Gyrd-Hansen D, Osler M et al , 2015. Does access to invasive examination and treatment influence socioeconomic differences in case fatality for patients admitted first time with non ST-elevation Myocardial Infarction or unstable angina? *Eurointervention*; 11(13):1495-502  123. Gyrd-Hansen D, Olsen KR, Bollweg K, Kronborg C, Ebinger M, Audebert HJ, 2015. Cost-effectiveness estimate of prehospital thrombolysis. Results of the PHANTOM-S Study. *Neurology*, 84(11): 1090-1097  122. Rowell D and Gyrd-Hansen D, 2015. Could a Pigouvian Subsidy Mitigate Poker Machine Externalities, in Australia? *Economic Papers* The Economic Society of Australia 33(4): 327-338  121. Gyrd-Hansen D and Kjær T, 2015. Health Policy Government interventions to aid choice: Help to self-help or paternalism? *Health Policy*, 119(7): 874-881 DOI: http://dx.doi.org/10.1016/j.healthpol.2015.02.001  120. Burger E., Nygård M, Gyrd-Hansen D, Moger TA, Kristiansen IS, 2014. Does the primary screening test influence women’s anxiety and intention to screen for cervical cancer? A randomized survey of Norwegian women. *BMC Public Health*,14: 36  119. Harmsen C, Kristiansen IS, Larsen P, Nexøe J, Støvring H, Gyrd-Hansen D, Nielsen JB, Edwards A, Jarbøl D, 2014. Communicating risk using absolute risk reduction or prolongation of life formats: cluster-randomised trial in general practice. *British Journal of General Practice,* 64(621): e199-207. doi: 10.3399/bjgp14X677824  118. Mårtensson S, Gyrd-Hansen D, Prescott E, Kragh Andersen P, Zwisler A-D O, Olser M, 2014. Trends in time to invasive examination and treatment from 2001 to 2009 in patients admitted first time with non ST-elevation Myocardial Infarction or unstable angina in Denmark. *BMJ Open,* 4: e004052. doi:10.1136  117. Pedersen LB, Riise J, Rise Hole A, Gyrd-Hansen D, 2014. GPs shifting agencies in choice of treatment. *Applied Economics* 46(7): 750-761  116. Pennington M, Baker R, Brouwer W, Gyrd-Hansen D, Robinson A, Donaldson C, 2013. Comparing WTP values of different types of QALY gain elicited from the general public. *Health Economics,* 24(3):280-93. DOI: 10.1002/hec.3018  115. BrobergG, Gyrd-HansenD, JonassonJM, RydM-L, HoltenmanM, MilsomI & Strander B, 2013. Increasing participation in cervical cancer screening: Offering a HPV self-test to long-term non-attendees as part of RACOMIP, a Swedish randomized controlled trial. *International Journal of Cancer,* 133(1):164-71  114. Hole AR, Kolstad JR, Gyrd-Hansen D, 2013. Inferred vs stated attribute non-attendance in choice experiments: A study of doctors' prescription behavior. *Journal of Economic Behavior & Organization,* 96, issue C: 21-31  113. Gyrd-Hansen D, 2013. Using the Stated Preference Technique for Eliciting Valuations: The Role of the Payment Vehicle. *PharmacoEconomics,* 31 (10): 853-861  112. Petersen KD, Kronborg C, Larsen JN, Dahl R and Gyrd-Hansen D, 2013. Patient related outcomes in a real life prospective follow up study: Allergen immunotherapy increase quality of life and reduce sick days. *World Allergy Organization Journal*, 6(1) :15. DOI: 10.1186/10.1186/1939-4551-6-15  111. Pedersen LB, Gyrd-Hansen, 2013. Preference for practice: a Danish study on young doctors’ choice of general practice using a discrete choice experiment. *European Journal of Health Economics,* 15(6):611-21  110. Robinson A, Gyrd-Hansen D, Bacon P, Baker R, Pennington M, Donaldson C, 2013. Estimating a WTP-based value of a QALY: the “chained” approach. *Social Science and Medicine*, 92: 92-104  109. Gyrd-Hansen D, Jensen ML, Kjaer T, 2014. Framing the willingness-to-pay question: Impact on response patterns and mean willingness to pay. *Health Economics*, 23(5): 550-63  108. Søgaard R, Lindholt JS, Gyrd-Hansen D, 2013. Individual decision making in relation to participation in cardiovascular screening: A study of revealed and stated preferences. *Scandinavian Journal of Public Health* 41(1): 43-50  107. Harmsen CG, Jarbøl DE, Nexøe J, Støvring H, Gyrd-Hansen D et al, 2013. Interventions for chronic diseases: Impact of effectiveness information on patient choice of therapy, satisfaction and adherence. The "Influence of intervention Methodologies on Patient Choice of Therapy (IMPACT)" randomised trial in general practice. *BMC Health Services Research* 13:76. Doi: 10.1186/1472-6963-13-76  106. BrobergG, JonassonJ, EllisJ, Gyrd-HansenD, Anjemark B et al, 2013 Increasing participation in cervical cancer screening: telephone contact with long-term non-attendees in Sweden. Results from RACOMIP, a randomized controlled trial. *International Journal of Cancer*, 133: 164-71  105. Harmsen CG, Stovring H, Jarbol DE, Nexoe J, Gyrd-Hansen D, Nielsen JB, Edwards A, Kristiansen IS, 2012. Medication effectiveness may not be the major reason for accepting cardiovascular preventive medication: A population-based survey. *BMC Medical Informatics and Decision Making*, 12:89 doi:10.1186/1472-6947-12-89  104. Søgaard R, Gyrd-Hansen D, 2012. Insensitivity to scope in contingent valuation studies: Reason for dismissal of valuations? *Applied Health Economics and Health Policy* 10(6):397-405  103. Pedersen LB, Kjær T, Kragstrup J, Gyrd-Hansen D, 2012 General practitioners' preferences for the organisation of primary care: A discrete choice experiment. *Health Policy;* 106: 246– 256  102. Hastrup LH, Nordentoft M, Hjorthøj C, Gyrd-Hansen D, 2011. Does the EQ-5D measure quality of life in schizophrenia? *Journal of Mental Health Policy and Economics*, 14(4): 187-196  101. Nielsen JS, Kjær T, Gyrd-Hansen D, 2012. Valuation of morbidity and mortality risk reductions. Does context matter? *Accident Analysis and Prevention* 48: 246–253  100. 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