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Education

1997	PhD, University of Southern Denmark
1993	MSc (cand.oecon), University of Southern Denmark
1992	MSc in Economics, University of York

Employments

2018 -	Director, Danish Centre for Health Economics - DaCHE
2016-	Professor II, Institute of Community Medicine, The Arctic University of Norway
2014-	Director, Centre of Health Economics Research, University of Southern Denmark
2013-	Professor, Department of Business and Economics, University of Southern Denmark
2012	Professor, School of Economics, University of Queensland
2010-2012	Professor, Australian Centre for Economic Research on Health, University of Queensland
2007-	Professor, Department of Public Health, University of Southern Denmark
2006-2012	Director of Research, Danish Institute of Health Services Research
2006-2007	Professor, Centre for Health Management, Copenhagen Business School
2003-2006	Professor, Department of Public Health, University of Southern Denmark
2002-2002	Associate professor, Institute of Public Health, University of Southern Denmark
1997-1999	Assistant professor, Institute of Public Health, University of Southern Denmark
1993-1996	Research assistant/PhD Student, Inst of Public Health, University of Southern Denmark

Board Memberships etc (current)

2018	Member, Medical Council, Denmark
2018-	President-elect, European Health Economics Association (EuHEA)
2018-	Member, Advisory board, Health Economics Research Unit, Univ of Aberdeen
2016-	Associate editor, Health Economics
2016-	Member, Scientific Panel, The Institute of Health & Society, Univ of Oslo
2016-	Member, Scientific Advisory Board, Hamburg Centre for Health Economics
2015-	Member, Danish Scientific Council of Prevention (Vidensråd for Forebyggelse)
2015-	Expert panel member, Center for Intervention Research, SDU.
2013-	Member, International Advisory Board, Centre of Health Economics (CHEGU), Univ. Gothenburg

Research areas

Research interests are: Health Economics, Behavioural economics, Stated preference methods, Field experiments, Laboratory experiments

Research areas

My research focuses on demand- and supply side barriers to access to health care services. I am in particular interested in understanding citizens' and patients' health behaviours; and understanding how health professionals' allocate resources subject to various financial incentives, and under resource constraints. I use multiple analytical methods in my research. I have many years experience with designing surveys, and applying stated preference methods. Currently I am engaged in designing laboratory experiments. 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 (as revealed by administrative data).

Research outputs

Effects of parental health shocks on children's school achievements: A register-based population study

Aaskoven, M. S., Kjær, T. & Gyrd-Hansen, D., Jan 2022, In: *Journal of Health Economics*. 81, 102573.

Pure altruism and misjudgement: A bad combination?

Simonsen, N. F., Kjær, T. & Gyrd-Hansen, D., Dec 2021, In: *Journal of Health Economics*. 80, 102550.

Post robotic investment: Cost consequences and impact on length of stay for obese women with endometrial cancer

Korsholm, M., Gyrd-Hansen, D., Mogensen, O., Möller, S., Joergensen, S. L. & Jensen, P. T., Oct 2021, In: *Acta Obstetrica et Gynecologica Scandinavica*. 100, 10, p. 1830-1839

Providing more balanced information on the harms and benefits of cervical cancer screening: A randomized survey among US and Norwegian women

Cyr, P. R., Pedersen, K., Iyer, A. L., Bundorf, M. K., Goldhaber-Fiebert, J. D., Gyrd-Hansen, D., Kristiansen, I. S. & Burger, E. A., Sep 2021, In: *Preventive Medicine Reports*. 23, 101452.

Home sweet home: GPs' response to an increase in the fee size for home visits

O'Halloran, J., Oxholm, A. S., Pedersen, L. B. & Gyrd-Hansen, D., Aug 2021, In: *The European Journal of Health Economics*. 22, 6, p. 977-989

Time to retire? A register-based study of GPs' practice style prior to retirement

O'Halloran, J., Oxholm, A. S., Pedersen, L. B. & Gyrd-Hansen, D., Jul 2021, In: *Social Science and Medicine*. 281, 114099.

Allocation of health care under pay for performance: Winners and losers

Oxholm, A. S., Di Guida, S. & Gyrd-Hansen, D., Jun 2021, In: *Social Science & Medicine*. 278, 113939.

Sample restrictions and the elicitation of a constant willingness to pay per quality adjusted life year

Nielsen, J. S., Gyrd-Hansen, D. & Kjær, T., May 2021, In: *Health Economics*. 30, 5, p. 923-931

Systematic identification and stratification of help-seeking school-aged youth with mental health problems: a novel approach to stage-based stepped-care

Wolf, R. T., Puggaard, L. B., Pedersen, M. M. A., Pagsberg, A. K., Silverman, W. K., Correll, C. U., Plessen, K. J., Neumer, S. P., Gyrd-Hansen, D., Thastum, M., Bilenberg, N., Thomsen, P. H. & Jeppesen, P., 18. Jan 2021, (E-pub ahead of print) In: *European Child and Adolescent Psychiatry*.

GP decisions to participate in emergencies: a randomised vignette study

Hjortdahl, M., Gyrd-Hansen, D. & Halvorsen, P. A., Jan 2021, In: *BJGP Open* . 5, 1

The relative value of different QALY types

Lancsar, E., Gu, Y., Gyrd-Hansen, D., Butler, J., Ratcliffe, J., Bulfone, L. & Donaldson, C., Mar 2020, In: *Journal of Health Economics*. 70, 13 p., 102303.

Age, morbidity, or something else? A residual approach using microdata to measure the impact of technological progress on health care expenditure

Laudicella, M., Li Donni, P., Rose Olsen, K. & Gyrd-Hansen, D., 2020, Syddansk Universitet, 28 p. (DaCHE Discussion Papers; No. 4, Vol. 2020).

Effects of parental health shocks on children's school achievements: A register-based population study

Aaskoven, M. S., Kjær, T. & Gyrd-Hansen, D., 2020, 2 ed., Syddansk Universitet, 60 p. (DaCHE Discussion Papers).

Does future resource input reflect need in first-episode psychosis: Examining the association between individual characteristics and 5-year costs

Hastrup, L. H., Nordentoft, M. & Gyrd-Hansen, D., Oct 2019, In: *Early Intervention in Psychiatry*. 13, 5, p. 1056-1061

Long term resource consequences of a nationwide introduction of robotic surgery for women with early stage endometrial cancer

Korsholm, M., Gyrd-Hansen, D., Mogensen, O., Möller, S., Sopina, L., Joergensen, S. L. & Jensen, P. T., 1. Aug 2019, In: *Gynecologic Oncology*. 154, 2, p. 411-419

Physical exercise versus shorter life expectancy? An investigation into preferences for physical activity using a stated preference approach

Kjær, T., Højgaard, B. & Gyrd-Hansen, D., Aug 2019, In: *Health Policy*. 123, 8, p. 790-796

Testing the myth of fee-for-service and overprovision in health care

Di Guida, S., Gyrd-Hansen, D. & Oxholm, A. S., May 2019, In: *Health Economics*. 28, 5, p. 717-722

How does information on the harms and benefits of cervical cancer screening alter the intention to be screened? a randomized survey of Norwegian women

Iyer, A. L., Bundorf, M. K., Gyrd-Hansen, D., Goldhaber-Fiebert, J. D., Cyr, P. R. & Sønbo Kristiansen, I., 1. Mar 2019, In: *European journal of cancer prevention : the official journal of the European Cancer Prevention Organisation (ECP)*. 28, 2, p. 87-95

Designing Unforced Choice Experiments to Inform Health Care Decision Making: Implications of Using Opt-Out, Neither, or Status Quo Alternatives in Discrete Choice Experiments

Determann, D., Gyrd-Hansen, D., de Wit, G. A., de Bekker-Grob, E. W., Steyerberg, E. W., Lambooi, M. S. & Bjørnskov Pedersen, L., 2019, In: *Medical Decision Making*. 39, 6, p. 681-692

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

Wolf, R. T., Jeppesen, P., Gyrd-Hansen, D., CCC2000 Study Group & Oxholm, A. S., 2019, In: *PLOS ONE*. 14, 10, 18 p., e0223314.

Taking care of high-need patients in capitation-based payment schemes: an experimental investigation into the importance of market conditions

Oxholm, A. S., Di Guida, S., Gyrd-Hansen, D. & Rose Olsen, K., 2019, In: *Applied Economics*. 51, 47, p. 5174-5184

Pregnant women's choice of birthing hospital: A qualitative study on individuals' preferences

Tayyari Dehbaraz, N., Lou, S., Uldbjerg, N., Møller, A., Gyrd-Hansen, D. & Søgaard, R., Dec 2018, In: *Women and Birth*. 31, 6, p. e389-e394

Women's Preferences for Birthing Hospital in Denmark: A Discrete Choice Experiment

Tayyari Dehbaraz, N., Raun Mørkbak, M., Gyrd-Hansen, D., Uldbjerg, N. & Søgaard, R., Dec 2018, In: *The Patient*. 11, 6, p. 613-624

Does free choice of hospital conflict with equity of access to highly specialized hospitals? A case study from the Danish health care system

Tayyari Dehbaraz, N., Gyrd-Hansen, D., Uldbjerg, N. & Søgaard, R., Jul 2018, In: *Health Policy*. 122, 7, p. 722-727

Different domains – different time preferences?

Fredslund, E. K., Mørkbak, M. R. & Gyrd-Hansen, D., Jun 2018, In: *Social Science and Medicine*. 207, p. 97-105

Is there additional value attached to health gains at the end of life? A revisit

Gyrd-Hansen, D., 2018, In: *Health Economics*. 27, 1, p. e71-e75

A stated preference approach to assess whether health status impacts on marginal utility of consumption
Gyrd-Hansen, D., Oct 2017, In: Health Economics. 26, 10, p. 1224-1233

Barriers to lifestyle changes for prevention of cardiovascular disease: a survey among 40-60-year old Danes
Nielsen, J. B., Leppin, A., Gyrd-Hansen, D., Jarbøl, D. E., Søndergaard, J. & Larsen, P. V., 12. Sep 2017, In: B M C Cardiovascular Disorders. 17, 18 p., 245.

Can present biasedness explain early onset of diabetes and subsequent disease progression? Exploring causal inference by linking survey and register data
Mørkbak, M. R., Gyrd-Hansen, D. & Kjær, T., Aug 2017, In: Social Science & Medicine. 186, p. 34-42

Determinants of preferences for lifestyle changes versus medication and beliefs in ability to maintain lifestyle changes: A population-based survey
Jarbøl, D. E., Larsen, P. V., Gyrd-Hansen, D., Søndergaard, J., Brandt, C. J., Leppin, A., Barfoed, B. L. & Nielsen, J. B., Jun 2017, In: Preventive Medicine Reports. 6, p. 66-73

Personal health records in the Netherlands: potential user preferences quantified by a discrete choice experiment
Determann, D., Lambooi, M., Gyrd-Hansen, D., de Bekker-Grob, E. W., Steyerberg, E. W., Helldoorn, M., Pedersen, L. B. & de Witt, G. A., 1. May 2017, In: Journal of the American Medical Informatics Association. 24, 3, p. 529-536

Introduction

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GPs' implicit prioritization through clinical choices: evidence from three national health services
Riise, J., Hole, A. R., Gyrd-Hansen, D. & Skatun, D., Sep 2016, In: Journal of Health Economics. 49, p. 169-183

The value of mortality risk reductions: Pure altruism - a confounder
Gyrd-Hansen, D., Kjær, T. & Seested Nielsen, J., Sep 2016, In: Journal of Health Economics. 49, p. 184-192

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?
Mårtensson, S., Gyrd-Hansen, D., Prescott, E., Kragh Andersen, P., Gislason, G., Jacobsen, R. K. & Osler, M., 2016, In: EuroIntervention. 11, 13, p. 1495-1502

Effects of numerical information on intention to participate in cervical screening among women offered HPV vaccination: a randomised study
Hestbech, M. S., Gyrd-Hansen, D., Kragstrup, J., Siersma, V. & Brodersen, J., 2016, In: Scandinavian Journal of Primary Health Care. 34, 4, p. 401-419

How does HPV vaccination status relate to risk perceptions and intention to participate in cervical screening? a survey study
Hestbech, M. S., Gyrd-Hansen, D., Kragstrup, J., Siersma, V. & Brodersen, J., 2016, In: BMC Public Health. 16, p. 708 11 p., 708.

Socio-economic position and time trends in invasive management and case fatality after acute myocardial infarction in Denmark
Mårtensson, S., Gyrd-Hansen, D., Prescott, E., Andersen, P. K., Jacobsen, R. K. & Osler, M., 2016, In: European Journal of Public Health. 26, 1, p. 146-152

The value of mortality risk reductions. Pure altruism – a confounder?
Gyrd-Hansen, D., Kjær, T. & Seested Nielsen, J., 2016, Syddansk Universitet, 20 p. (COHERE Discussion Papers; No. 5, Vol. 2016).

Government interventions to aid choice: Help to self-help or paternalism?

Gyrd-Hansen, D. & Kjær, T., Jul 2015, In: Health Policy. 119, 7, p. 874-881

Comparing WTP values of different types of QALY gain elicited from the general public

Pennington, M., Baker, R., Brouwer, W., Mason, H., Gyrd-Hansen, D., Robinson, A. & Donaldson, C., Mar 2015, In: Health Economics. 24, 3, p. 280-293

Cost-effectiveness estimate of prehospital thrombolysis : results of the PHANTOM-S Study

Gyrd-Hansen, D., Rose Olsen, K., Bollweg, K., Kronborg, C., Ebinger, M. & Audebert, HJ., Mar 2015, In: Neurology. 84, 11, p. 1090-1097

Could a Pigouvian Subsidy Mitigate Poker Machine Externalities, in Australia?

Rowell, D. & Gyrd-Hansen, D., Dec 2014, In: Economic Society of Australia. Economic Papers. 33, 4, p. 327-338

Preference for practice. A Danish study on young doctors choice of general practice using a discrete choice experiment

Bjørnskov Pedersen, L. & Gyrd-Hansen, D., Jul 2014, In: European Journal of Health Economics. 15, 6, p. 611-621

Framing the willingness-to-pay question: impact on response patterns and mean willingness to pay

Gyrd-Hansen, D., Lundsby Jensen, M. & Kjær, T., May 2014, In: Health Economics. 23, 5, p. 550-563

Does the primary screening test influence women's anxiety and intention to screen for cervical cancer? A randomized survey of Norwegian women

Burger, E., Gyrd-Hansen, D., Nygaard, M., Moger, TA. & Kristensen, IS., 15. Apr 2014, In: B M C Public Health. 14, p. 360-360.

Communicating risk using absolute risk reduction or prolongation of life formats: cluster-randomised trial in general practice

Harmsen, C. G., Kristiansen, I. S., Larsen, P. V., Nexøe, J., Støvring, H., Gyrd-Hansen, D., Nielsen, J. B., Edwards, A. & Jarbøl, D. E., Apr 2014, In: British Journal of General Practice. 64, 621, p. e199-e207

The role of the payment vehicle in non-market valuations of a health care service: willingness-to-pay for an ambulance helicopter service

Gyrd-Hansen, D., Jan 2014, In: Health Economics, Policy and Law. 11, 1, p. 1-16

Determinants for acceptance of preventive treatment against heart disease - a web-based population survey

Nielsen, J. B., Jarbøl, D. E., Gyrd-Hansen, D., Barfoed, B. M. L. & Larsen, P. V., 2014, In: B M C Public Health. 14, 9 p., 783.

GPs shifting agencies in choice of treatment

Pedersen, L. B., Riise, J., Rise Hole, A. & Gyrd-Hansen, D., 2014, In: Applied Economics. 46, 7, p. 750-761

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

Broberg, G., Gyrd-Hansen, D., Jonasson, JM., Ryd, M-L., Holtenman, M., Miltom, I. & Strander, B., 2014, In: International Journal of Cancer. 134, 9, p. 2223-2230

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

Mårtensson, S., Gyrd-Hansen, D., Prescott, E., Andersen, P. K., Zwisler, A-D. O. & Osler, M., 2014, In: BMJ Open. 4, 1, p. e004052 e004052.

Using the Stated Preference Technique for Eliciting Valuations: The Role of the Payment Vehicle

Gyrd-Hansen, D., 1. Oct 2013, In: Pharmacoeconomics. 31, 10, p. 853-861

Estimating a WTP-based value of a QALY: the "chained" approach

Robinson, A., Gyrd-Hansen, D., Bacon, P., Baker, R., Pennington, M. & Donaldson, C., Sep 2013, In: Social Science & Medicine. 92, p. 92-104

Organisational determinants of production and efficiency in general practice: a population-based study

Rose Olsen, K., Gyrd-Hansen, D., Sørensen, T. H., Kristensen, T., Vedsted, P. & Street, A., Apr 2013, In: European Journal of Health Economics. 14, 2, p. 267-276

Impact of effectiveness information format on patient choice of therapy and satisfaction with decisions about chronic disease medication: the "Influence of intervention Methodologies on Patient Choice of Therapy (IMPACT)" cluster-randomised trial in general practice

Harmsen, C. G., Jarbøl, D. E., Nexøe, J., Støvring, H., Gyrd-Hansen, D., Nielsen, J. B., Edwards, A. & Kristiansen, I. S., 2013, In: B M C Health Services Research. 13, 76, 8 p., 76.

Increasing participation in cervical cancer screening: Telephone contact with long-term non-attendees in Sweden. Results from RACOMIP, a randomized controlled trial

Broberg, G., Jonasson, J., Ellis, J. & Gyrd-Hansen, D., 2013, In: International Journal of Cancer. 133, 1, p. 164-171

Individual decision making in relation to participation in cardiovascular screening: A study of revealed and stated preferences

Søgaard, R., Lindholt, J. S. & Gyrd-Hansen, D., 2013, In: Scandinavian Journal of Public Health. 41, 1, p. 43-50

Inferred vs stated attribute non-attendance in choice experiments: A study of doctors' prescription behaviour

Hole, A. R., Kolstad, J. R. & Gyrd-Hansen, D., 2013, In: Journal of Economic Behavior & Organization. 96, p. 21-31

Patient related outcomes in a real life prospective follow up study: Allergen immunotherapy increase quality of life and reduce sick days

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Are people who seek compensation "cured by a verdict"? A longitudinal study of health outcomes with whiplash

Spearing, N., Gyrd-Hansen, D., Pobereskin, L.H., Rowell, D. & Connelly, L., 2012, In: Journal of Law and Medicine. 20, 1, p. 82-92

Context dependency and consumer acceptance of risk reducing strategies: a choice experiment involving Salmonella risk in pork

Mørkbak, M., Christensen, T. & Gyrd-Hansen, D., 2012, In: Food Research International. 45, 2, p. 1149-1157

Disentangling WTP per QALY data: different analytical approaches, different answers

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Do General Practitioners Know Patients' Preferences? An Empirical Study on the Agency Relationship at an Aggregate Level Using a Discrete Choice Experiment

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General practitioners' preferences for the organisation of primary care: A discrete choice experiment

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Medication effectiveness may not be the major reason for accepting cardiovascular preventive medication: a population-based survey

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Omkostningseffektivitet af børnevacciner bør vurderes i et samfundsperspektiv

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Scope insensitivity in contingent valuation studies in health care services: should we ask twice?

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Socio-demographic patient profiles and hospital efficiency: does patient mix affect hospitals ability to perform?

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Joint and separate evaluation of risk reduction: Impact on sensitivity to risk reduction magnitude in the context of 4 different risk information formats

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Assessing the effects of local clinical guidelines of pharmacogenetic testing on treatment costs among psychiatric patients. An application of multilevel modeling in the analysis of observational data from Danish hospitals

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Consumers' willingness to pay for safer meat depends on the risk reduction methods: A Danish case study on Salmonella risk in minced pork

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Do guidelines recommending pharmacogenetic testing of psychiatric patients affect treatment costs and the use of healthcare services?

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Does the inclusion of a cost attribute in forced and unforced choices matter? Results from a web survey applying a discrete choice experiment

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Future costs in cost-effectiveness analysis: an empirical assessment

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Increasing prevalence of coeliac disease in Denmark: a linkage study combining national registries

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The influence of information and private versus public provision on preferences for screening for prostate cancer in Denmark: a willingness-to-pay study

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Does better structure and process management provide higher outcome quality for the individual patient and among Danish hospital departments?

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Joint and separate evaluation of risk reduction: impact on sensitivity to risk reduction magnitude in the context of four different risk information formats

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