

# Clustering Patients According to their Medication Preference based on Conjoint Analysis

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## **Abstract**

The choice of taking a medication or not depends on how the patients evaluate the potential benefits and harms of the drug. This paper enriches with a cluster analysis the generally known success focused preference list for medication attributes based on conjoint analysis. A representative sample (n=482) living with chronic disease was created. Among three relatively same-sized clusters were differentiated. 'Successful treatment seekers' are the most similar to the general preferences as the positive health outcome is the most important for them. For 'Scared from side effects' cluster members serious side effects are more important when they make their choice for medication. Higher education and the worse self-reported physical condition are related to this cluster such as the very good physical condition. The 'Infrequent medication users' prefer less medication dose per day. Higher education is overrepresented among them, and the medical concerns (BMQ Concern scale) are the most relevant here. Understanding different preference groups in medication choice may help medical consumption, create greater persistence and better health outcome.

**Keywords:** *medication preference; clustering; conjoint analysis*

**Track:** Services Marketing