

Community Value Mapping for Genetic Testing



Exploring consumer preferences for genetic testing

Who we asked...

An online survey was conducted with a group of 500 consumers, representative of the Australian population.

Participants evaluated their preferences for genetic testing in one of the following disease areas:

- Cancer
- Alzheimer's
- Multiple sclerosis
- Arthritis
- Bipolar disorder

What we did...

Participants were asked to trade off the importance of the following attributes for genetic testing in a series of choice tasks



What we found...

The most important features of genetic tests were:

- Cost
- Benefits of the test (proven medical benefit vs. likely medical benefit vs. no medical benefit)
- Chance of getting the condition
- Type of test (blood test vs. oral swab)
- Delivery of results (face-to-face vs. online)

Likely uptake of genetic testing:

- In the most POSITIVE scenario (i.e. if costs are low and the test provides a proven medical benefit) 85% to 92% of respondents would take up genetic testing, with uptake the highest for multiple sclerosis and bipolar disorder genetic testing.

Segment 1: Lower uptake

Respondents in the lower uptake segment are more sensitive to costs and benefits of the test.



Segment 2: Higher uptake

Respondents in the higher uptake segment are more likely to be:

- Older people for Alzheimer's testing
- Females for multiple sclerosis testing

If a genetic marker was detected...

