

# CURRICULUM VITAE - MARJON VAN DER POL

## BIOGRAPHICAL DATA

Address: Health Economics Research Unit  
University of Aberdeen  
Foresterhill  
Aberdeen AB25 2ZD

Present position: Emeritus Professor

Department: Health Economics Research Unit

Institution: University of Aberdeen

## ACADEMIC RECORD

PhD in Economics, 2001, University of Aberdeen, United Kingdom

i. Undergraduate/Graduate

Drs (MA) in Business Economics, 1995, University of Nijmegen, Netherlands

ii. Special professional

Diploma in Health Economics, 1996, University of Tromsø, Norway

## ACADEMIC APPOINTMENTS

### **Current position**

**Emeritus Professor in Health Economics** (since August 2024), Health Economics Research Unit, University of Aberdeen.

### **Previous positions**

2012 – 2024, **Professor in Health Economics**, Health Economics Research Unit, University of Aberdeen.

2015 – 2021, **Honorary Professor**, Behavioural Science Centre, University of Stirling.

2013 – 2021, **Depute Director**, Health Economics Research Unit, University of Aberdeen.

2009 - 2012, **Reader**, Health Economics Research Unit, University of Aberdeen.

2004 - 2009, **Senior Research Fellow**, Health Economics Research Unit, University of Aberdeen.

2002 - 2004, **Assistant Professor**, Department of Community Health Sciences & Centre for Health and Policy Studies, University of Calgary (Canada).

2002 **Postdoctoral Fellow**, Department of Community Health Sciences & Centre for Health and Policy Studies, University of Calgary (Canada).

2001, **Research Fellow (grade II)**, Health Economics Research Unit, University of Aberdeen.

1997 - 2001, **Research Fellow (grade IA)**, Health Economics Research Unit, University of Aberdeen.

1995 - 1997, **Research Assistant (grade IB)**, Health Economics Research Unit, University of Aberdeen.

## RESEARCH SUPPORT

*Effectiveness and cost-effectiveness of a peer-delivered, relational, harm reduction intervention to improve mental health, quality of life, and related outcomes, for people experiencing homelessness and substance use problems: The 'SHARPS' cluster randomised controlled trial.* NIHR HTA, £, 2023-2026, Co-I.

*Partnership Project With Disadvantaged Communities To Design And Test A Novel Evidence-Informed And Community-Based Intervention To Address And Promote Healthy Weight And Wellbeing.* CSO, £299,890, 2022-2024, Co-I.

*Effectiveness and cost effectiveness of text message and endowment incentives for weight management in men with obesity: the Game of Stones randomised controlled trial.* NIHR Public Health Research £1,669,377, 2020-2024, Co-I.

*Pulpotomy for the management of irreversible pulpitis in mature teeth (Pulpotomy for Irreversible Pulpitis - PIP Trial)* NIHR HTA £1,996,749, 2020-2024, Co-I.

*Selective Caries Removal in Permanent Teeth (Script).* NIHR HTA £2,305,508, 2019-2024, Co-I

*Feasibility study of how best to engage obese men in narrative SMS (short message system) and incentive interventions for weight loss, to inform a future effectiveness and cost- effectiveness trial.* NIHR Public Health Research Programme, £490,970, 2016-2018, Co-I.

*INTERVAL Dental Recalls Trial: full trial follow-on.* NIHR HTA. £2,670,030. 2011-2018, Co-I.

*Improving the Quality of Dentistry (IQuaD): A randomised controlled trial comparing oral hygiene advice and periodontal instrumentation for the prevention and management of*

*periodontal disease in dentate adults attending dental primary care.* NIHR HTA £2,447,081. 2011-2017, Co-I.

*Avoidable Scottish Hospitalisations (ASH).* CSO, £187,821 . 2013-2015, PI.

*Can eliciting and addressing health-related goals improve asthma control and asthma-related quality of life? Feasibility Phase II pilot randomised controlled trial of a brief intervention.* CSO, £176,957. 2012-2013, Co-I.

*Are 'potentially preventable hospitalisations' a valid measure of the quality and affordability of primary and community care in Australia?* NHMRC (National Health Medical Research Council, Australia). \$AUD 387,140. 2012-2014, Co-I.

*Improving the Efficient and Equitable Care of Patients with Chronic Medical Conditions Interdisciplinary Chronic Disease Collaboration (ICDC).* Alberta Heritage for Medical Research (Canada), Interdisciplinary team grant, \$5,854,920. 2009-2014, Co-I.

*The role of elective neck dissection in patients with early oral squamous cell carcinoma (1- 3cm primary size) and no clinical evidence of lymph node metastases in the neck (N0) (Acronym - SEND),* CRUK, £743,296. 2007-2014, Co-I.

*Improving health and health behaviours through serious games.* Royal Society of Edinburgh. £4,500. 2011-2012, Co-I.

*The use of global position satellite tracking in wandering patients with dementia: feasibility study.* CSO, £46,685. 2011-2012, Co-I.

*An evaluation to assess the effectiveness of 'Quit 4 U'.* NHS Health Scotland, £135,000. 2009-2012, Co-I.

*Telemetric supported self-monitoring of long-term conditions.* CSO NHS Applied Research Programme grant, £930,277. 2008-2012, Co-I.

*INTERVAL Dental Recalls Trial: a feasibility study and follow-on.* NIHR HTA. £596,212. 2009-2011, Co-I.

*A randomized control trial of the effect of exercise capacity in older patients with heart failure.* CSO. £213,465. 2007-2010, Co-I.

*Economic evaluation of tele-endoscopy.* Scottish Centre for Telehealth. £12,643. 2008-2009, PI.

*Multi-method study of telehomecare video-visits in rural Alberta.* Canadian Institute of Health Research, \$420,000. 2003-2006, Co-I.

*Eliciting public's preferences for priority setting of new pharmaceuticals.* Institute of Health Economics, Edmonton, \$30,249. 2005-2006, CO-I.

*Valuation of time spent on waiting lists: an economics approach.* Western Canada Waiting List Project. \$9,950. 2003-2004, Co-I.

*Eliciting preferences for new interventions: a comparison of decision makers and the public*

## PUBLICATIONS

### i. Peer-reviewed manuscripts

1. Hoddinott, P., O'Dolan, C., Macaulay, L., Dombrowski, S., Swingler, J., Cotton, S., Avenell, A., Getaneh, A., Gray, C., Hunt, K., Kee, F., MacLean, A., McKinley, M., Torrens, C., Turner, K., **Pol, M. van der**, MacLennan, G. Text messages with financial incentives for men with obesity: A randomized clinical trial. *JAMA* [Link](#).
2. **Pol, M. van der**, Watson, V. Boyers, D. Stability of Willingness to Pay: does time and treatment allocation in a Randomised Controlled Trial influence willingness to pay? *Medical Decision Making*. [Link](#).
3. Zhu, X., **Pol, M. van der**, Scott, A., Allan, J. The stability of physician's risk attitudes across time and domains. *Social Science and Medicine*, In Press. [Link](#).
4. **Pol, M. van der**, Boyers, D, Mourashdeh, MM., Loria-Rebolledo L. UK general population willingness to pay for dental check-ups. *Community Dentistry and Oral Epidemiology* .In Press. [Link](#).
5. **Pol M van der**, McDonald M, Collacott H, Dombrowski SU, Harris FM, Kee F, Avenell A, Gray C, Skinner R, Hoddinott P on behalf of the 'Game of Stones' team. Designing financial incentives for health behaviour change: a mixed-methods case study of weight loss in men with obesity. *Journal of Public Health*. In Press. [Link](#).
6. Irvine., A, **Pol, M van der.**, Phimister, E. Doctor decision making with time inconsistent patients. *Social Science & Medicine*. In Press. [Link](#).
7. Macaulay L, O'Dolan C, Avenell A, Carroll P, Cotton S, Dombrowski S, Elders A, Goulao B, Gray C, Harris FM, Hunt K, Kee F, MacLennan G, McDonald MD, McKinley M, Skinner R, Torrens C, Tod M, Turner K, **Pol M van der**, Hoddinott P. Effectiveness and cost-effectiveness of text messages with or without endowment incentives for weight management in men with obesity (Game of Stones): study protocol for a randomised controlled trial. *Trials*, 2022, 23:582 [Link](#).
8. Fawns-Ritchie, C., Miller, C., **Pol, M van der.**, Douglas, E., Bell, D., O'carroll, R., Deary, I. Psychological correlates of free colorectal cancer screening uptake in a Scottish sample: A cross-sectional observational study. *BMJ Open* 2022;12: e042210. [Link](#).
9. Akuagwuagwu, C., **Pol, M. van der**, Boyers, D. UK general population willingness to pay for scale and polish, and detailed and personalised oral hygiene advice. *Community Dentistry and Oral Epidemiology* 2022, 50: 233-242. [Link](#).
10. Clarkson, J. E., Ramsay, C., Ricketts, D. N. J., Banerjee, A., Deery, C., Lamont, T. J., Boyers, D., Marshman, Z., Goulao, B., Bannister, K., Conway, D. I., Dawett, B., Baker, S. R., Sherriff, A., Young, L., **Pol, M van der.**, MacLennan, G., Floate, R., Braid, H. J., Fee, P. A., Forrest, M., Gouick, J., Mitchell, F. E., Gupta, E., Dakri, R., Kettle, J., McGuff, T.

- & Dunn, K. Selective caries removal in permanent teeth (script) for the treatment of deep caries lesions: A randomised controlled clinical trial in primary care. *BMC Oral Health* 2021;36. [Link](#).
11. Boyers, D., **Pol, M. van der**, Watson, V., Lamont, T., Clarkson, J., Ramsay, C., Duncan, A., Goulao, B., MacPherson, L. The Value of Preventative Dental Care: A Discrete Choice Experiment. *Journal of Dental Research* 2021; 100: 723-730. [Link](#).
  12. Clarkson, J., Ramsay, C., Lamont, T., Goulao, B., Worthington, H., Heasman, P., Boyers, D., Duncan, A., **Pol, M. van der**, Young, L., Macpherson, L., McCracken, G. Examining the relative impact of oral hygiene advice and/or scale and polish on periodontal disease: The IQuaD cluster factorial randomised controlled trial. *British Dental Journal*. 2021: 230: 229-235. [Link](#).
  13. Fee, P., Clarkson, J., Pitts, N., Goulao, B., Boyers, D., Ramsay, C., Floate, R., Braid, H., Ord, F., Worthington, H., **Pol, M. van der**, Young, L., Freeman, R., Gouick, J., Humphris, G., Mitchell, F., McDonald, A., Norrie, J., Sim, K., Douglas, G., and Ricketts, D. Examining the effectiveness of different dental recall strategies on maintenance of optimum oral health: The INTERVAL Dental Recalls randomised controlled trial. *British Dental Journal* 2021; 230: 236-243. [Link](#).
  14. Clarkson, J. E., Pitts, N. B., Goulao, B., Boyers, D., Ramsay, C. R., Floate, R., Braid, H. J., Fee, P. A., Ord, F. S., Worthington, H. V., **Pol, M. van der**, Young, L., Freeman, R., Gouick, J., Humphris, G. M., Mitchell, F. E., McDonald, A., Norrie, J. DT., Sim, K., Douglas, G. & 1 others, Ricketts, D. N. J., Risk-based, 6-monthly and 24-monthly dental check-ups for adults: the INTERVAL three-arm RCT. *Health Technology Assessment* 2020; 24 (60). [Link](#).
  15. Dombrowski, S. U., McDonald, M., **Pol, M. van der**, Grindle, M., Avenell, A., Carroll, P., Calveley, E., Elders, A., Glennie, N., Gray, C. M., Harris, F. M., Hapca, A., Jones, C., Kee, F., McKinley, M. C., Skinner, R., Tod, M. and Hodinott, P. Text messaging and financial incentives to encourage weight loss in men with obesity: the Game of Stones feasibility RCT, *Public Health Research* 2020: 8(11). [Link](#).
  16. Eberth, B., **Pol, M van der**, Kemenev, D. Is time preference and present bias associated with the decision to start, quit or maintain physical activity over time? *Journal of Public Health* 2020. [Link](#).
  17. Dombrowski, S., McDonald, M., **Pol, M van der**, Grindle, M., Avenell, A., Carroll, P., Hodinott, P. Game of Stones: feasibility randomised controlled trial of how to engage men with obesity in text message and incentive interventions for weight loss. *BMJ Open* 2020;10: e032653.. [Link](#).
  18. **Pol M van der**, Scott A, Irvine A. The migration of UK GPs to Australia: does risk attitude matter?. *Health Policy* 2019; 123: 1093-1099. [Link](#).
  19. **Pol M van der**, Olajide D, Dusheiko M, Elliott R, Guthrie B, Jorm L, Leyland AH. The impact of quality and accessibility of primary care on emergency admissions for a range of

- chronic Ambulatory Care Sensitive Conditions (ACSCs) in Scotland: longitudinal analysis. *BMC Family Practice* 2019; 20: 32. [Link](#).
20. Irvine A, **Pol M van der**, Phimister E. Comparison of Professional and Private Time Preferences of General Practitioners. *Social Science and Medicine* 2019; 222: 256-264. [Link](#).
  21. Radley A, **Pol M van der**, Dillon JF. Application of a discrete choice experiment approach to support the design of a hepatitis c testing service in primary care. *International Journal of Drug Policy* 2019; 65:1-9. [Link](#).
  22. **Pol M van der**, Irvine A. Time Preferences for Health. In the *Oxford Research Encyclopedia of Economics and Finance*. Oxford University Press. 2018. [Link](#).
  23. Clarkson JE, Pitts NB, Bonetti D, Boyers D, Braid H, Elford R, Fee PA, Floate R, Goulão B, Humphris G, Needleman I, Norrie JDT, Ord F, **Pol van der M**, Ramsay CR, Ricketts DNJ, Worthington HV, Young L, INTERVAL Trial Collaboration. INTERVAL (investigation of NICE technologies for enabling risk-variable-adjusted-length) dental recalls trial: a multicentre randomised controlled trial investigating the best dental recall interval for optimum, cost-effective maintenance of oral health in dentate adults attending dental primary care. *BMC Oral Health* 2018; 18: 135. [Link](#).
  24. Ramsay CR, Clarkson JE, Duncan A, Lamont TJ, Heasman PA, Boyers D, Goulão B, Bonetti D, Bruce R, Gouick J, Heasman L, Lovelock-Hempleman L A, Macpherson LE, McCracken GI, McDonald AM, McLaren-Neil F, Mitchell F E, Norrie JD, **Pol M van der**, Sim K, Steele JG, Sharp A, Watt G, Worthington HV, Young L. Improving the Quality of Dentistry (IQuAD): A cluster factorial randomised controlled trial comparing the effectiveness and cost-benefit of oral hygiene advice and/or periodontal instrumentation with routine care for the prevention and management of periodontal disease in dentate adults attending dental primary care. *Health Technology Assessment* 2018;22(38). [Link](#).
  25. **Pol M van der**, Hennessy D, Manns B. The role of time and risk preferences in adherence to physician advice on health behaviour change. *European Journal of Health Economics* 2017; 18: 372. [Link](#).
  26. Gaylor Hoskins G, Williams B, Abhyankar P, Donnan PT, Pinnock H, Duncan AES, **Pol M van der**, Rauchhaus P, Taylor AD, Sheikh A. Achieving Good Outcomes for Asthma Living (GOAL): mixed methods feasibility and pilot cluster randomised controlled trial of a practical intervention for eliciting, setting and achieving goals for adults with asthma. *Trials*. 2016; 17: 584. [Link](#).
  27. Galizzi MM, Miraldo M, Stavropoulou C, **Pol M van der**. Doctor-patient differences in risk and time preferences: a field experiment. *Journal of Health Economics* 2016; 50: 171-182. [Link](#)
  28. **Pol M van der**, Walsh D, McCartney G. Comparing time and risk preferences across three post industrial UK cities. *Social Science and Medicine*. 2015; 140: 54-61. [Link](#).
  29. Brown H, **Pol M van der**. Intergenerational transfer of time and risk preferences. *Journal of Economic Psychology* 2015; 49: 187-204. [Link](#).
  30. Walsh D, McCartney G, McCullough S, **Pol M van der**, Buchanan D, Jones R. Always

- looking on the bright side of life? Exploring optimism and health in three UK post-industrial urban settings. *Journal of Public Health* 2015; 37: 389-397. [Link](#).
31. Walsh D, McCartney G, McCullough S, **Pol M van der**, Buchanan D, Jones R. Comparing levels of social capital in three northern post-industrial UK cities. *Public Health* 2015; 129: 629-638. [Link](#).
  32. Stoddart A, **Pol M van der**, Pinnock H, Hanley J, McCloughan L, Todd A, Krishan A, McKinstry B. Telemonitoring for chronic obstructive pulmonary disease (COPD): cost and cost-utility analysis of a randomised controlled trial. *Journal of Telemedicine and Telecare* 2015; 21: 108-118. [Link](#).
  33. Ormston R, **Pol M van der**, Ludbrook A, McConville S, Amos A. quit4u: the effectiveness of combining behavioural support, pharmacotherapy and financial incentives to support smoking cessation. *Health Education Research* 2015; 30: 121-133. [Link](#).
  34. Brown H, **Pol M van der**. The role of time preferences in the intergenerational transfer of smoking. *Health Economics* 2014; 23: 1493-1501. [Link](#).
  35. Milne H, **Pol M van der**, McCloughan L, Hanley J, Mead G, John Starr, Aziz Sheikh, McKinstry B. The use of global positional system location in dementia: A feasibility study for a randomised controlled trial. *BMC Psychiatry* 2014; 14: 160. [Link](#).
  36. **Pol M van der**, Currie G, Kromm S, Ryan M. Specification of the utility function in Discrete Choice Experiments. *Value in Health* 2014; 17(2): 297-301. [Link](#)
  37. Pinnock H, Hanley J, McCloughan L, Todd A, Krishan A, Lewis S, Stoddart A, **Pol M van der**, MacNee W, Sheikh A, Pagliari C, McKinstry B. Impact of telemonitoring for chronic obstructive pulmonary disease (COPD) on hospitalisation: a randomised controlled trial. *BMJ*. 2013; 347: f6070 [Link](#).
  38. Hoskins G, Abhyankar P, Taylor A, Duncan E, Sheikh A, Pinnock H, **Pol van der M**, Donnan P, Williams B. Goal-setting intervention in patients with active asthma: protocol for a pilot cluster randomised controlled trial. *Trials* 2013; 14(1), 289. [Link](#).
  39. Clarkson JE, Ramsay CR, Averley P, Bonetti D, Boyers B, Campbell L, Chadwick GR, Duncan A, Elders A, Gouick J, Hall AF, Heasman L, Heasman PA, Hodge PJ, Jones C, Laird M, Lamont TJ, Lovelock LA, Madden I, McCombes W, McCracken GI, McDonald AM, McPherson G, Macpherson LE, Mitchell FE, Norrie JDT, Pitts NB, **Pol M van der**, Ricketts DNJ, Ross MK, Steele JG, Swan M, Tickle M, Watt PD, Worthington HV, Young L. IQaD dental trial; improving the quality of dentistry: a multicentre randomised controlled trial comparing oral hygiene advice and periodontal instrumentation for the prevention and management of periodontal disease in dentate adults attending dental primary care. *BMC Oral Health* 2013; 13: 58. [Link](#).
  40. Ruggeri M, **Pol M van der**. Is risk attitude really specific within the health domain? Further evidence from an Italian survey using Probability Equivalent technique and face to face interviews. *Health Risk and Society*. 2012; 14: 655-666. [Link](#).
  41. Witham MD, Fulton RL, Creig CA, Johnston DW, Lang CC, **Pol, M van der**, Boyers D, Struthers AD, McMurdo MET. Efficacy and costs of an exercise programme for

- functionally impaired older heart failure patients – a randomized controlled trial. *Circulation: Heart Failure* 2012; 5: 209-216. [Link](#).
42. **Pol, M van der.** Health, education and time preference. *Health Economics* 2011; 20: 917-929. [Link](#)
  43. **Pol, M van der,** Cairns J. Descriptive validity of alternative intertemporal models for health outcomes: an axiomatic test. *Health Economics* 2011; 20: 770-782. [Link](#)
  44. Morton C, Downie F, Auld S, Smith B, **Pol, M van der,** Baughan P, Wells J, Wootton R. Community Photo-triage for Skin Cancer Referrals: An Aid to Service Delivery. *Clinical and Experimental Dermatology* 2011; 3: 248-254. [Link](#)
  45. Williams L, Kunkler I, King C, Jack W, **Pol, M van der.** A randomised controlled trial of post-operative radiotherapy following breast-conserving surgery in a minimum-risk population. Quality of Life at five years in the PRIME trial. *Health Technology Assessment* 2011; 15: 12. [Link](#)
  46. **Pol, M van der,** McKenzie L. Costs and benefits of tele-endoscopy clinics in a remote location. *Journal of Telemedicine and Telecare* 2010; 16:89-94. [Link](#)
  47. **Pol, M van der,** Shiell A, Au F, Johnston DW, Tough S. Eliciting individual preferences for health care: a case study of perinatal care. *Health Expectations* 2010; 13: 4-12. [Link](#)
  48. Pinnock H, Hanley J, Lewis S, MacNee W, Pagliari C, **Pol, M van der,** Sheikh A, McKinstry B. The impact of a telemetric Chronic Obstructive Pulmonary Disease monitoring service: randomised controlled trial with economic evaluation and nested qualitative study. *Primary Care Respiratory Journal* 2009; 18: 233-235. [Link](#)
  49. Dorian C, Ferguson J, Ah-See K, Barr C, Lalla K, **Pol, M van der,** McKenzie, L. Wootton R. Head and neck cancer assessment by flexible endoscopy and telemedicine. *Journal of Telemedicine and Telecare* 2009; 15: 118-121. [Link](#)
  50. McKenzie L, **Pol, M van der.** Mapping the EORTC QLQ C-30 onto the EQ-5D instrument: the potential to estimate QALYs without generic preference data. *Value in Health* 2009; 12: 161-171. [Link](#)
  51. **Pol, M van der,** Shiell A. Au F., Johnston D. Tough S. Convergent validity between a discrete choice experiment and a direct, open-ended method: comparison of preferred attribute levels and WTP estimates. *Social Science and Medicine* 2008; 67: 2041-2050. [Link](#)
  52. **Pol, M van der,** Cairns J. Comparison of two methods of eliciting time preference for future health states. *Social Science and Medicine* 2008; 67: 883-889. [Link](#)
  53. **Pol, M van der,** Ruggeri, M. Is risk attitude outcome specific within the health domain? *Journal of Health Economics* 2008; 27: 706-717. [Link](#)
  54. **Pol, M van der,** Shiell A. Extrinsic goals and Time Trade Off. *Medical Decision Making* 2007; 27: 406-413. [Link](#)
  55. Prescott R, Kunkler I, Williams L, King C, Jack W, **Pol, M van der,** Goh T, Lindley R, Cairns J. A randomised controlled trial of postoperative radiotherapy following breast-conserving surgery in a minimum-risk older population (The PRIME trial). *Health Technology Assessment* 2007; 11: 31. [Link](#)



56. Hebert MA, Jansen JJ, Brant R, Hailey D, **Pol, M van der**. Potential and readiness for video-visits in rural palliative homecare: results of a multi-method study in Canada. *Journal of Telemedicine and Telecare* 2006; 12: S3: 43-45. [Link](#)
57. Au F, Shiell A, **Pol, M van der**, Johnston DW, Tough S. Does supplementary prenatal nursing and home visitation reduce health care costs in the year after childbirth? *Journal of Advanced Nursing* 2006; 56: 657-668. [Link](#)
58. **Pol, M van der**, Roux L. Time preference bias in Time Trade Off. *European Journal of Health Economics* 2005; 6: 107-111. [Link](#)
59. Cairns J, **Pol, M van der**. Repeated follow-up as a method for reducing non-trading behaviour in discrete choice experiments. *Social Science and Medicine* 2004; 58: 2211-2218. [Link](#)
60. Hebert MA, Jansen JJ, Brant R, Hailey D, **Pol, M van der**. Successes and challenges in a field-based, multi-method study of home telehealth. *Journal of Telemedicine and Telecare* 2004; 10: S1: 41-44. [Link](#)
61. **Pol, M van der**, Ryan M, Donaldson C. Valuing food safety improvements using willingness to pay. *Applied Health Economics and Health Policy* 2003; 2:99-107.
62. **Pol, M van der**, Cairns J. Predicting attendance for breast screening using routinely collected data. *Health Care Management Science* 2003; 6: 229-236. [Link](#)
63. Scotland G, Teijlingen E van, **Pol, M van der**, Smith W. The costs and consequences of interventions to reduce mother to child HIV transmission in sub-Saharan Africa. *Aids* 2003; 17: 1045-1052.
64. Pitchforth E, Russell E, **Pol, M van der**. Access to cancer specialists: is it equitable? *British Journal of Cancer* 2002; 87: 1221-1226. [Link](#)
65. Cairns J, **Pol, M van der**, Lloyd A. Decision making heuristics and the elicitation of preferences: being fast and frugal about the future. *Health Economics* 2002; 11: 655-658. [Link](#)
66. **Pol, M van der**, Cairns J. A comparison of the discounted utility model and hyperbolic discounting models in the case of social and private intertemporal preferences for health. *Journal of Economic Behavior and Organization* 2002; 49: 79-96. [Link](#)
67. **Pol, M van der**, Cairns J. Assessing the resource implications of extending routine invitation to breast screening to women aged 65-69 years. *European Journal of Cancer* 2001; 37: 1790-1796. [Link](#)
68. **Pol, M van der**, Cairns J. Estimating time preferences for health using discrete choice experiments. *Social Science and Medicine* 2001; 52: 1459-1470. [Link](#)
69. **Pol, M van der**, Cairns J. Negative and zero time preference for health. *Health Economics* 2000; 9: 171-175. [Link](#)
70. **Pol, M van der**, Cairns J, Galea G. The efficient organisation of blood donation: what determines the number of donors and donations? *Transfusion Medicine* 2000; 10: 5-11. [Link](#)
71. Cairns J, **Pol, M van der**. Valuing future private and social benefits: the discounted utility model versus hyperbolic discounting. *Journal of Economic Psychology* 2000; 21: 191-

205. [Link](#)
72. Cairns J, **Pol, M van der**. The estimation of marginal time preference in a UK-wide sample (TEMPUS) project. *Health Technology Assessment* 2000; 4(1). [Link](#)
73. **Pol, M van der**, Cairns J. Individual time preferences for own health: an application of a dichotomous choice question with follow-up. *Applied Economics Letters* 1999; 6: 649- 654. [Link](#)
74. **Pol, M van der**, Cairns J, Gilbert F, Hendry P. An economic analysis of outreach assessment clinics in the Scottish Breast Screening Programme. *International Journal of Health Planning and Management* 1999; 14: 57-67. [Link](#)
75. Cairns J, **Pol, M van der**. Do people value their own future health differently from others' future health? *Medical Decision Making* 1999; 19: 466-472. [Link](#)
76. **Pol, M van der**, Cairns J. Establishing patient preferences for blood transfusion support: an application of conjoint analysis. *Journal of Health Services Research & Policy* 1998; 3 (2): 70-76.
77. **Pol, M van der**, Cairns J. The efficient organization of blood donation. *Health Economics* 1998; 7(5): 455-463.[Link](#)
78. **Pol, M van der**, Varwijk W. Feasibility of mobile provision of health services: a study of child monitoring centres in the Netherlands. *International Journal of Health Planning and Management* 1998; 13: 244-254.
79. Cairns J, **Pol, M van der**. Cost-effectiveness of non-consensus double reading. *The Breast* 1998; 7: 243-263. [Link](#)
80. Cairns J, **Pol, M van der**. Constant and decreasing timing aversion for saving lives. *Social Science and Medicine* 1997; 45 (11): 1653-1659. [Link](#)
81. Cairns J, **Pol, M van der**. Saving future lives: a comparison of three discounting models. *Health Economics* 1997; 6(4): 341-350. [Link](#)
82. **Pol, M van der**, Ryan M. Using conjoint analysis to establish consumer preferences for fruit and vegetables. *British Food Journal* 1996; 98(8): 5-12. [Link](#)

## ii. Books, chapters

1. **Pol, M van der**, Cairns J. Chapter 3: *Methods for eliciting time preferences over future health events*. In: *Advances in the Economics of Health Care*, Scott A, Maynard A, Elliot R (eds). John Wiley, Chichester, 2002: 41-58.
2. Cairns J, **Pol, M van der**. Chapter 14: *Eliciting time preferences for health*. In: *The Advanced Handbook of Methods in Evidence Based Healthcare*, Stevens A, Abrams K, Brazier J, Fitzpatrick R, Lilford R (eds.). Sage Publications, London, 2001: 231-246.