



## Charles E. Cunningham, PhD



**HEALTH SCIENCES**  
Psychiatry & Behavioural  
Neurosciences

### Research Work

My research focuses on the design of patient-centered services. We use methods from marketing research and health economics, discrete choice experiments, to engage users (students, patients) and service providers in the design of a wide range of prevention and health services. Some examples include modeling the design of university mental health services that encourage students with emerging mental health problems to seek help, modeling the design of distance parent training programs, or modeling the anti-bullying program preferences of students and teachers. Statistically, we use methods for estimating the value of the different attributes of complex services (e.g., conditional logit), methods to identify clusters of participants with different service preferences (latent class analyses), and methods designed to predict the response of different segments of users to alternative service innovations (randomized first choice simulations). Our studies have also included randomized trials of innovative approaches to service delivery.

### Engagement Opportunities

#### Introductory Level

- Conduct literature reviews (e.g., psychological reactance theory) (25 hrs)
- Learn new research methods (e.g. discrete choice experiments)
- Learn new statistical methods (e.g. latent class analysis)
- Participate in data analytic discussions (e.g., multi-level latent class analyses of preference data) (10 hrs)

#### Intermediate Level

- Conduct data analyses (e.g. multiple regression) (10 hrs)
- Learn new analyses (e.g. willingness to pay). Conduct analysis (50 hrs)
- Participate in data analysis (market share simulations)(10 hrs)

#### Advanced Level

- Lore Conduct data analysis and prepare a poster for Research Day (50 hrs).

*If you are interested in learning more, please leave your contact information with the Research Office and/or contact Charles Cunningham (cunnic@hhsc.ca).*