

# Risk Prediction: lessons from 20+ years of research

**Graham A. Colditz, MD, DrPH**  
**Hank Dart, MS**

Department of Surgery  
Division of Public Health Sciences



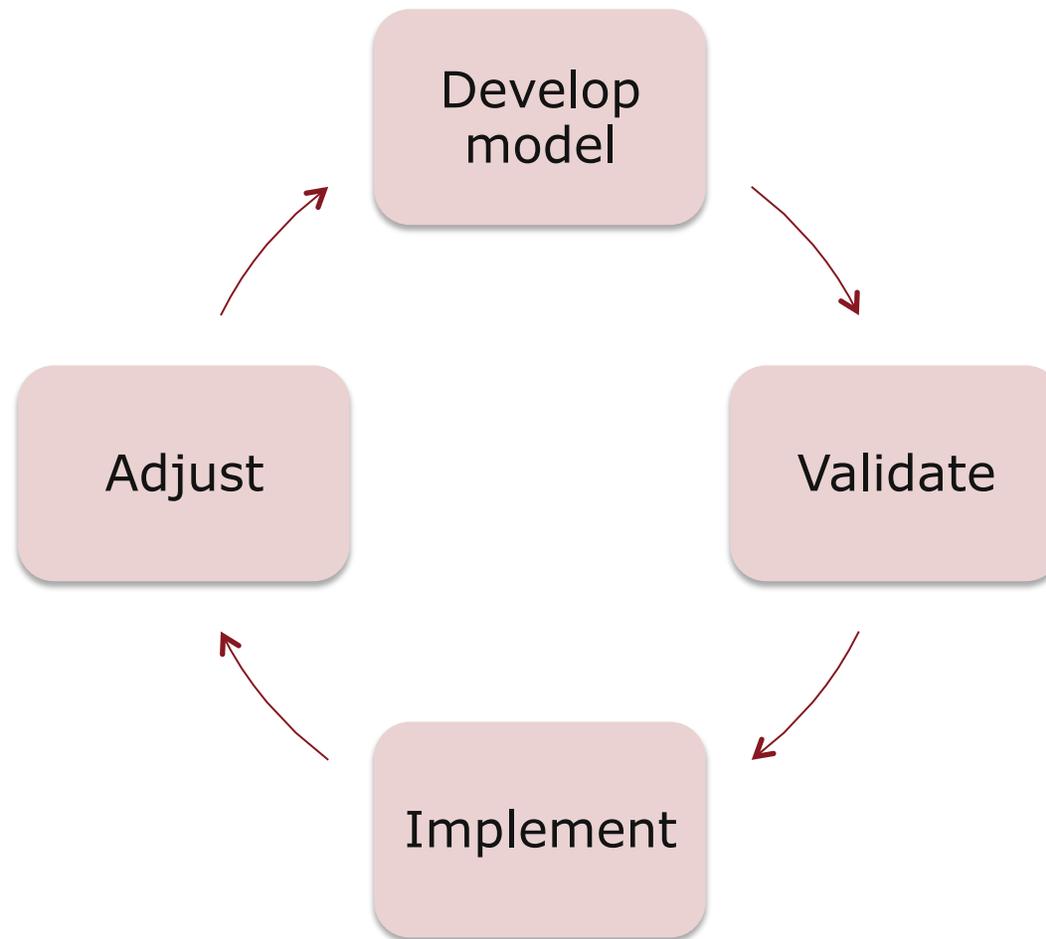
Washington University in St. Louis

SCHOOL OF MEDICINE

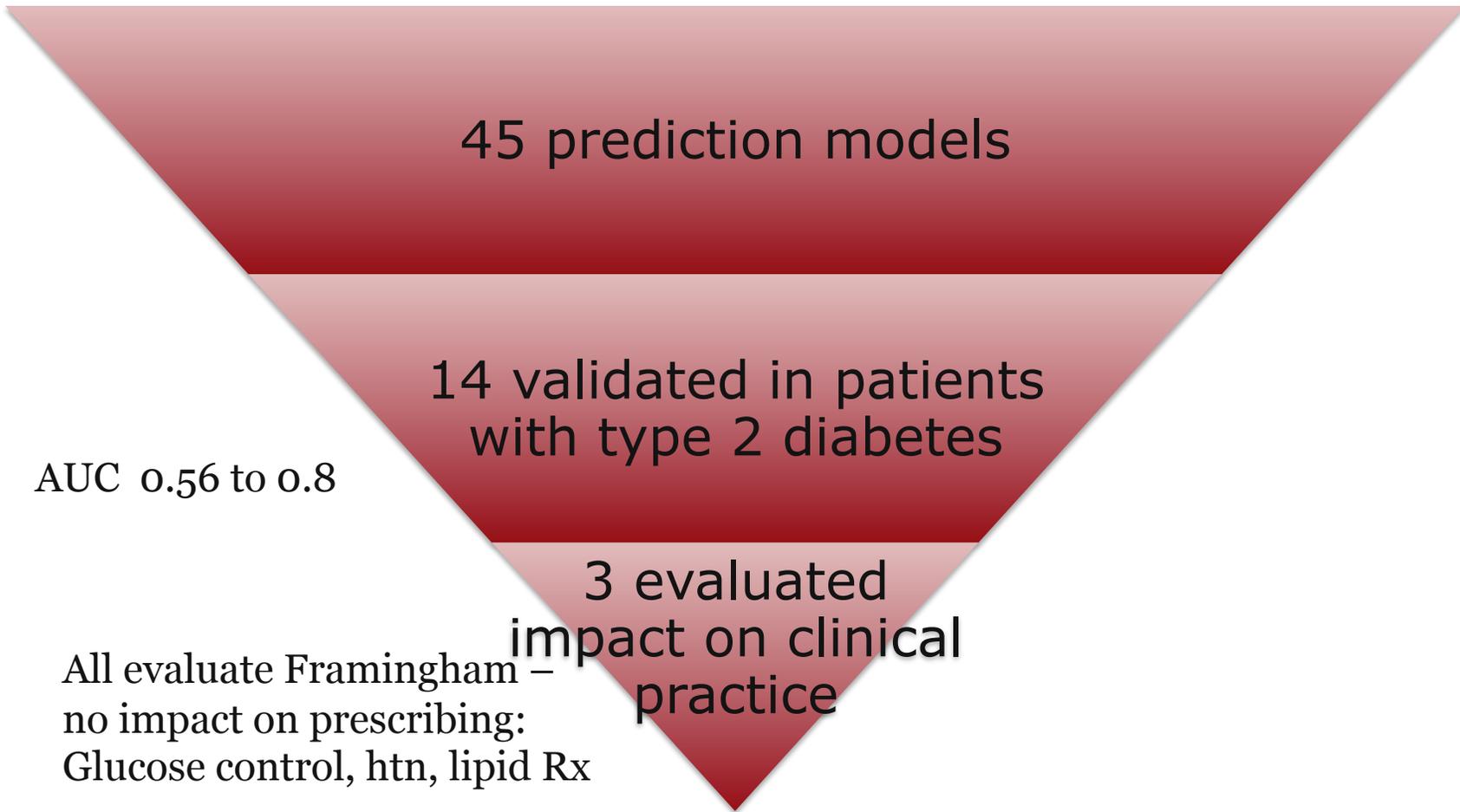
# Purposes of risk prediction

- Determine study eligibility
- Risk stratification,
  - e.g, to counsel or guide lifestyle modification – prevention
- Intervention decision
  - Risk estimation and classification for eligibility for services, eg MRI
- Understand disease etiology
  - Model incidence and temporal relations of risk factors

# To fulfill purposes



# Exploding literature – highlight gaps: CVD in patients with diabetes (van Dieren, Heart 2012:98:360-9)



# Exploding literature – highlight gaps: Breast cancer risk

(Meads. Br Ca Res Treat 2012, 132:365-77 )

17 breast ca prediction models

AUC meta-analysis  
Gail = 0.63  
Rosner = 0.63

3 independent  
validated (Gail;  
Rosner: Cusick)

0 evaluated  
impact on clinical  
practice

# Approaches to model development

- Explicit selection of known causal factors
- Biologic/lifespan or life calendar approaches
- Data driven

Subscribe  
e-mail  
updates

**Your Disease Risk**  
 THE SOURCE ON PREVENTION

- Cancer
- Diabetes**
- Heart disease
- Osteoporosis
- Stroke

8 ways  
to prevent  
disease

What is...?

- Prevention
- Risk
- A Screening Test

How to...

- Estimate Risk

Community Action

my results: **No Results Yet** ▼

[About the Move to Siteman](#)

Welcome to *Your Disease Risk*, the source on prevention. Here, you can find out your risk of developing five of the most important diseases in the United States and get personalized tips for preventing them.

Developed over the past ten years by world-renowned experts, *Your Disease Risk* collects the latest scientific evidence on disease risk factors into one easy-to-use tool.

To get started, choose one of the diseases below.

What is your risk?		
	<b>Cancer: There's much more to it than just smoking and lung cancer.</b>	What's your cancer risk? →
	<b>Diabetes: Over 18 million in the U.S. suffer from it. Take steps now to lower your risk.</b>	What's your diabetes risk? →
	<b>Heart disease: The #1 killer in the U.S. is also one of the most preventable.</b>	What's your heart disease risk? →
	<b>Osteoporosis: Calcium isn't the only way (or even the best way) to protect yourself.</b>	What's your osteoporosis risk? →

[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Origins in 1994

Creation of the Harvard Center for Cancer Prevention  
(Harvey Fineberg)

Goal: To bring additional focus to cancer prevention, drawing on Harvard's strengths in public health, medicine, molecular biology, statistics, and social and behavioral sciences.

*“Through communication, behavior change, and cutting-edge research, the Center is enhancing society’s capacity to stop cancer.”*

[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Initial priorities and next steps

To review and summarize evidence for **both** academic **and** lay audiences.

Etiology	Prevention
Harvard Report on Cancer Prevention. Volume 1: Causes of human cancer, summary. Cancer Causes Control. 1996;7 Suppl 1(3):S55-8.	Harvard Report on Cancer Prevention. Volume 2: Prevention of human cancer. Cancer Causes Control. 1997;8 Suppl 1:S1-50.

To develop tools to help *the public* understand that cancer can be prevented

[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Inherently transdisciplinary

A wide range of knowledge,  
perspectives, and experiences

Competing standards of evidence  
and practice, including benefits  
and drawbacks to each approach



*Successful resolution required a  
unified goal, compromise,  
accommodation, and excellent  
communication skills*

[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Inherently transdisciplinary

Biostatistics

Epidemiology

Communication science

Computer science

Human factors

Web design

Decision science

Psychology



[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Risk factor strength of association

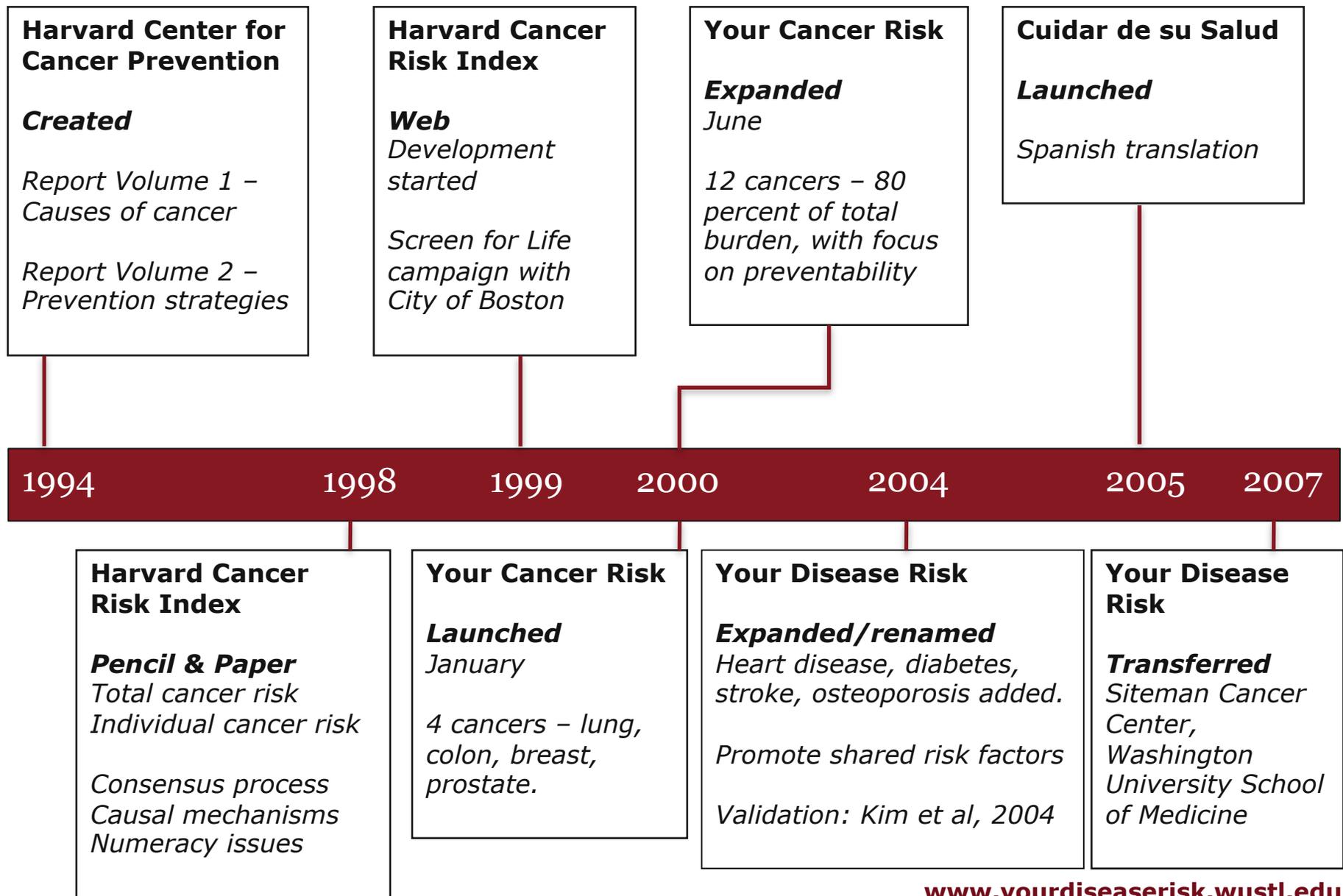
- To aid move toward consensus, we used a guide to assess the strength of the association.
  - Reduced the need to haggle over “exact” relative risks

# Conversion from strength of association to risk points

Relative Risk	Strength of Association	Risk points
0.9 < 1.1	not discernible	0
0.7 < 0.9, 1.1 < 1.5	weak	5
0.4 < 0.7, 1.5 < 3.0	moderate	10
0.2 < 0.4, 3.0 < 7.0	strong	25
< 0.2, 7.0+	very strong	50

# Weight of Evidence – IARC approach

<b>Definite Evidence</b>	A relationship has been established between the exposure and outcome. That is, a relationship has been observed between the exposure to the agent and the outcome in which chance, bias and confounding <u>can</u> be ruled out with reasonable confidence.
<b>Probable</b>	An association has been observed between the exposure and outcome. The association is considered credible but chance, bias and confounding <u>cannot</u> be ruled out with sufficient confidence.
<b>Possible</b>	The available studies are of insufficient quality, consistency or statistical power to permit a conclusion of at least probable evidence of an association between the exposure and the outcome.



[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Alternative approaches to model development

## MV analysis – decisions for building

- Reduce number of variables
- Clean data
  
- Regression, beta-coefficients
- Summary score

# Harbarth - MRSA

*Goal: identify surgical patients at risk for previously unknown MRSA*

- Data: 13,000 patients screened for MRSA
- Logistic regression
- Took bivariate  $OR \geq 2$  or  $p < 0.1$
- Entered these in forward stepwise logistic regression
- Evaluate about 20 bivariate risk factors
- Take 3 into multivariable model – clinical prediction rule

Harbarth et al  
J Am Coll Surg 2008

**Table 2.** Variables Associated with Newly Identified MRSA Carriage at Admission to Surgery Department, Excluding Formerly Known MRSA Carriers (Derivation Cohort)

Risk factor	Odds ratio (95% CI)	
	Bivariate	Multivariate
Male gender	1.5 (0.8–2.7)	
Age 75 years or older	2.3 (1.3–4.1)	1.9 (1.0–3.8)
Emergency admission	0.8 (0.4–1.5)	
Previous hospitalization (past 12 mo)	5.6 (2.7–11.7)	2.7 (1.1–6.4)
Previous operation (past 12 mo)*	3.6 (1.9–6.8)	
Previous stay in longterm care	3.1 (1.2–7.9)	
Charlson score (per 1-point increment)	1.1 (1.0–1.3)	
Ultimately or rapidly fatal disease	1.1 (0.5–2.3)	
Ischemic heart disease	3.1 (1.3–7.7)	
Diabetes mellitus	1.5 (0.7–3.3)	
Malignancy	1.0 (0.4–2.5)	
Chronic renal disease	1.6 (0.5–4.7)	
Recent antibiotic therapy ( $< 6$ months)	7.7 (3.7–16.0)	4.5 (2.0–10.1)
Origin of patient		

Harbarth et al  
J Am Coll Surg 2008

# Predictive score

- Age MV OR 1.9 (1.0 - 3.8)
- Previous hospitalization 2.7 (1.1 - 6.4)
- Recent antibiotic therapy 4.5 (2.0 - 10.1)

Score:

- 2, 3, and 4 points giving total of 9 points,
- range 0 to 9

Classify score:

- low score (< 2 points); intermediate (2 to 6 points) and high ( $\geq 7$ )

Application:

- validation subset of data
- Outcome % carriers identified by screening rules

Harbarth et al

J Am Coll Surg 2008

# Robicsek et al

- MRSA again predicted from analysis of 23,000 patients US hospitals consecutive admission
- 46 variables
- Took about 18 forward and appear to use them fixing the OR at the observed level from the MV development model
- Validated in 26,690 patients in 2 additional hospitals

Robicsek Infection Control + Hospital Epidemiol  
2011 32: 9-19

# TIMI – UA/NSTEMI – RCT data

- Patients with unstable angina
- Broadly applicable,
- Easily calculated at patient presentation,
- No computer required,
- Identifies patients with different responses to treatment

Antman et al JAMA 2000 284:835-44

# Model development on TIMI patients

- Multivariable model for prognosis – using RCT patients
- Endpoint, patients experience at least one element of primary endpoint
- Baseline characteristics easily identified at presentation
- 12 baseline characteristics evaluated in dichotomous structure
- Logistic regression
- Those achieving significant at  $p < 0.2$  proceed to MV
- Assessment of model for classification (c-statistic) and impact of missing data on classification

Antman et al JAMA 2000 284:835-44

# TIMI

**Table 1.** Baseline Characteristics Analyzed for Development of TIMI Risk Score for UA/NSTEMI\*

Characteristics†	Univariate Analysis			Multivariate Analysis		
	$\beta$ Coefficient	P Value	OR (95% CI)	$\beta$ Coefficient	P Value	OR (95% CI)
Age, $\geq 65$ y	0.4681	<.001	1.60 (1.25-2.04)	0.5575	<.001	1.75 (1.35-2.25)
At least 3 risk factors for CAD‡	0.3717	.009	1.45 (1.10-1.91)	0.4336	.003	1.54 (1.16-2.06)
Significant coronary stenosis (eg, prior coronary stenosis $\geq 50\%$ )	0.5473	<.001	1.73 (1.34-2.23)	0.5284	<.001	1.70 (1.30-2.21)
Prior MI	0.2386	.06	1.27 (0.99-1.63)			
Prior CABG	0.3004	.07	1.35 (0.97-1.88)			
Prior PTCA	0.4828	.004	1.62 (1.16-2.26)			
ST deviation	0.3356	.02	1.40 (1.06-1.85)	0.4125	.005	1.51 (1.13-2.02)
Severe anginal symptoms (eg, $\geq 2$ anginal events in last 24 h)	0.4521	<.001	1.57 (1.24-2.00)	0.4279	.001	1.53 (1.20-1.96)
Use of aspirin in last 7 days	0.6179	.002	1.86 (1.26-2.73)	0.5534	.006	1.74 (1.17-2.59)
Use of IV unfractionated heparin within 24 hours of enrollment	0.1665	.19	1.18 (0.92-1.51)			
Elevated serum cardiac markers§	0.3486	.004	1.42 (1.12-1.80)	0.4420	<.001	1.56 (1.21-1.99)
Prior history of CHF	-0.1068	.70	0.90 (0.53-1.53)			

\*UA/NSTEMI indicates unstable angina/non-ST elevation myocardial infarction; OR, odds ratio; CI, confidence interval; CAD, coronary artery disease; MI, myocardial infarction; CABG, coronary artery bypass graft surgery; PTCA, percutaneous transluminal coronary angioplasty; IV, intravenous; and CHF, congestive heart failure.

†Bold indicates variables that remained statistically significant in the multivariate analysis and were used as the final set of predictor variables.

‡Risk factors included family history of CAD, hypertension, hypercholesterolemia, diabetes, or being a current smoker.

§Creatine kinase MB fraction and/or cardiac-specific troponin level.

# Baseline characteristics TIMI score UA/ NSTEMI

Characteristic	OR
Age, >65	1.75
At least 3 risk factors	1.54
Significant coronary stenosis	1.70
ST deviation	1.51
Use aspirin in last 7 days	1.74
Severe angina symptoms	1.53
Elevated serum cardiac markers	1.56

Antman et al JAMA 2000 284:835-44

## TIMI score

- After MV analysis TIMI score developed
- Simple arithmetic sum of the number of variables present at presentation
- Event rates according to level of TIMI risk score evaluated by chi-square goodness of fit
- Score then validated in 3 separate cohorts
  
- => Basis for clinical decision making

Antman et al JAMA 2000 284:835-44

## Summary: model building

- No standard approach
- No clear or consistent approach to missing data
- Target of model may not be well defined in terms of outcome for the ultimate use of model

## Contrast with YCR-YDR

- Consensus approach
- Definite or probably causes of cancer as original model.
- Applied more broadly to CHD, Stroke, Diabetes, osteoporosis
- Plans to add dementia going forward
- Design with end user in mind

**Your Disease Risk**  
  
THE SOURCE ON PREVENTION

# YDR: Usage

Heavy usage, varies over time

Conservatively we can estimate

1000 visitors per day,  
365 days a year,  
for 12 years

***4,000,000 visitors***



[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

February 03, 2000

the HARVARD UNIVERSITY **Gazette**

HARVARD GAZETTE ARCHIVES

**New Cancer Risk Website Logs Record-breaking Launch**

More than 13,000 visits were logged on to a new Website of the Harvard Center for Cancer Prevention within the first week

contents  
notes  
newsmakers  
police log

Gazette home

Advertisement

**Guardian Unlimited**

technology

Home | Technology blog | Ask Jack blog | Gamesblog | Games | Opinion | Innovations | Inside IT

Online

**www. quitsmokingandstartexercisingbeforeitstoolate.com**

Harvard can now assess your health risks via the internet

Recent articles

Jo Revill, health editor  
Sunday July 4, 2004

The New York Times  
Wednesday, May 27, 2009

**Health**

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH | SPORTS | OPINION

RESEARCH | FITNESS & NUTRITION | MONEY & POLICY | VE

**Well**

Tara Parker-Pope on Health

March 27, 2009, 9:48 AM

**A Better Health Quiz**

By TARA PARKER-POPE

More than 27 mil which asks quest young or old you

Date	Number of Visits
3/1	~1,000
3/6	~1,500
3/11	~1,500
3/16	~1,500
3/21	~1,500
3/26	~6,800
3/31	~4,000
4/5	~1,500
4/10	~1,500
4/15	~1,500
4/20	~1,500
4/25	~1,500
4/30	~1,500
5/5	~1,500



WSJ.com **THE WALL STREET JOURNAL.**  
ONLINE

October 31, 2006

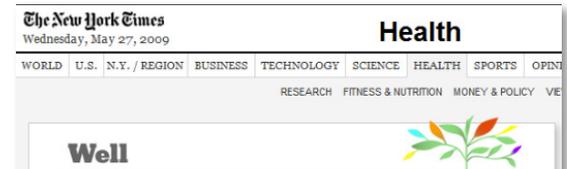
**HEALTH JOURNAL**  
By TARA PARKER-POPE

**Web Site Tallies Your Risk Of Disease And Tells You What You Can Do About It**

October 31, 2006; Page D1

Everybody worries about cancer, heart disease and other illnesses, but



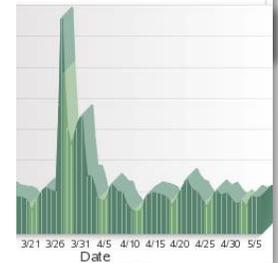


February 03, 2000

HARVARD GAZETTE ARCHIVES

## New Cancer Risk Website Logs Record-breaking Launch

More than 13,000 visits were logged on to a new Website of the Harvard Center for Cancer Prevention within the first week of its launch in mid-January, making it the most successful site launched at the Harvard School of Public Health.



8 2009



October 31, 2006; Page D1

Everybody worries about cancer, heart disease and other illnesses, but

February 03, 2000

the HARVARD UNIVERSITY **Gazette**

HARVARD GAZETTE ARCHIVES

New Cancer Risk Website Logs Record-

contents  
notes  
newsmakers  
police log

More than 1  
the Harvard

Gazette home

The New York Times  
Wednesday, May 27, 2009

**Health**

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH | SPORTS | OPINION

RESEARCH | FITNESS & NUTRITION | MONEY & POLICY | VIDEOS

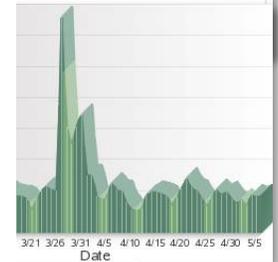
**Well**




Advertisement

**technology**

Home | Technology blog | Ask Jack blog | Gamesblog | Games | Opinion | Innovations | Inside IT



2000



**www.  
quitsmokingandstartexercisingbeforeitstoolate.  
com**

8 2009

Harvard can now assess your health risks via the internet

**Recent articles**  
[Students marked on writing in Wikipedia](#)

**Jo Revill, health editor**  
**Sunday July 4, 2004**  
**[The Observer](#)**

It is a hypochondriac's dream come true. Harvard, the Ivy League



October 31, 2006; Page D1

Everybody worries about cancer, heart disease and other illnesses, but

February 03, 2000

the HARVARD UNIVERSITY **Gazette**

HARVARD GAZETTE ARCHIVES

New Cancer Risk Website Logs Record-

contents  
notes  
newsmakers  
police log

More than 1  
the Harvard  
Gazette

Gazette home

The New York Times  
Wednesday, May 27, 2009

**Health**

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPEN

RESEARCH FITNESS & NUTRITION MONEY & POLICY VE

**Well**




October 31, 2006

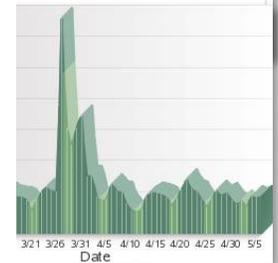
**HEALTH JOURNAL**  
By TARA PARKER-POPE



## Web Site Tallies Your Risk Of Disease And Tells You What You Can Do About It

October 31, 2006; Page D1

Everybody worries about cancer, heart disease and other illnesses, but most people don't have any idea what their long-term risk for developing a serious health problem really is.



8 2009



October 31, 2006; Page D1

Everybody worries about cancer, heart disease and other illnesses, but

February 03, 2000

the HARVARD UNIVERSITY **Gazette**

HARVARD GAZETTE ARCHIVES

New Cancer Risk Website Logs Record-

contents  
notes  
newsmakers  
police log

More than 1  
the Harvard

Gazette home

2000



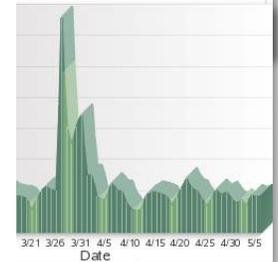
The New York Times  
Wednesday, May 27, 2009

**Health**

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH | SPORTS | OPINION

RESEARCH | FITNESS & NUTRITION | MONEY & POLICY | VE

**Well**



8 2009



October 31, 2006; Page D1

Everybody worries about cancer, heart disease and other illnesses, but

February 03, 2000



Gazette

HARVARD GAZETTE ARCHIVES

New Cancer Risk Website Logs Record-

- contents
- notes
- newsmakers
- police log

Gazette home

More than 1 the Harvard

The New York Times  
Wednesday, May 27, 2009

Health

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH | SPORTS | OPINION

RESEARCH | FITNESS & NUTRITION | MONEY & POLICY | VE

Well



## Well

### Tara Parker-Pope on Health

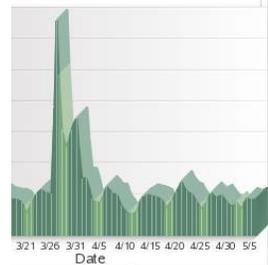
March 27, 2009, 9:48 AM

## A Better Health Quiz

By TARA PARKER-POPE, Editor

More than 27 million people reportedly have taken the RealAge health quiz, which asks questions about lifestyle and family history to determine how young or old your habits make you. But [a recent story in The New York Times notes that RealAge](#) often targets its members with health information that may be sponsored by drug marketers.

My problem with the RealAge quiz is its lack of scientific validity. The notion that health behaviors can translate into a meaningful “biological age” is just marketing hype, not real science.



8 2009



October 31, 2006; Page D1

Everybody worries about cancer, heart disease and other illnesses, but

2000

February 03, 2000

# the HARVARD UNIVERSITY Gazette

HARVARD GAZETTE ARCHIVES

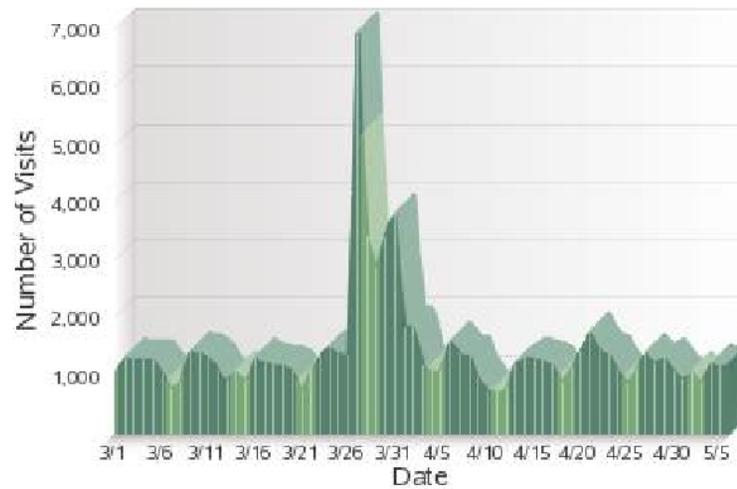
## New Cancer Risk Website Logs Record-

- contents
- notes
- newsmakers
- police log

More than 1 the Harvard

Gazette home

2000



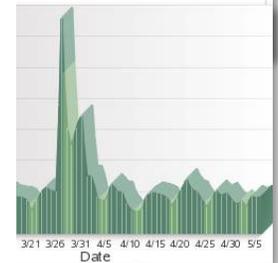
The New York Times  
Wednesday, May 27, 2009

Health

WORLD | U.S. | N.Y. / REGION | BUSINESS | TECHNOLOGY | SCIENCE | HEALTH | SPORTS | OPINION

RESEARCH | FITNESS & NUTRITION | MONEY & POLICY | VE

Well



8 2009



October 31, 2006; Page D1

Everybody worries about cancer, heart disease and other illnesses, but

# Site development – Communication and usability

Research conducted by Neil D. Weinstein, Karen M. Emmons, Mike Atkinson, Hank Dart, and others

Communication strategies based on principles of risk perception, risk communication, and health behavior change

*Help people recognize that they can change their risk (i.e., specific behavioral recommendations)*

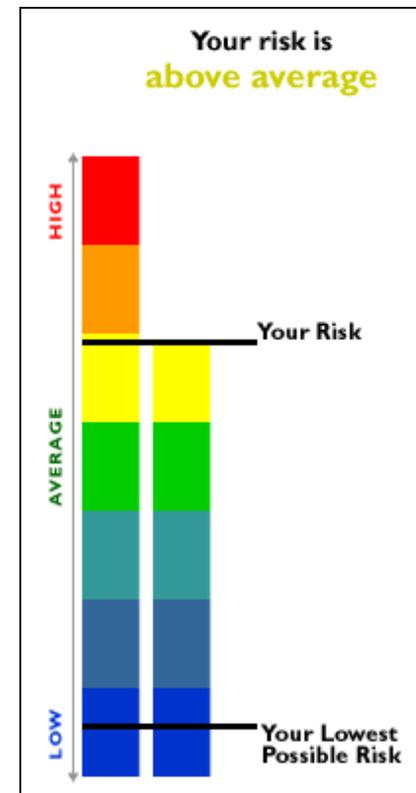


[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Site development – Communication and usability

## Issues considered

- Principles of risk communication
  - Number of risk levels (5 vs 7)
  - What types of words as descriptors
  - What type of visual display (thermometer, speedometer, bar)
  - Conveying an approximation of personal absolute risk



[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Site development – Communication and usability

## Issues considered

- Principles of risk communication
- Principles of health behavior change
- Need to provide personalized risk reduction strategies and tips for complex behaviors

- Take a single aspirin (325 mg tablet) 4 to 6 times a week. But check with your doctor first! [\[Tips\]](#)
- Eat less than 3 servings of red meat a week. [\[Tips\]](#)
- Increase your physical activity: work towards at least 30 minutes a day. [\[Tips\]](#)
- Achieve and maintain a healthy weight. [\[Tips\]](#)
- Get screened for colon cancer regularly. [\[Tips\]](#)
- Drink less than 2 servings of alcohol a day. [\[Tips\]](#)
- Take a multivitamin every day or nearly every day. [\[Tips\]](#)

**Keep up the good work!**  
You're already doing these things to lower your risk:

- You eat enough dairy foods every day or nearly every day. [\[More\]](#)
- You take a vitamin D supplement. [\[More\]](#)

### Tips

[Close window](#)

#### Weight

**Try to achieve and maintain a healthy weight. It's one of the best things you can do for your health.**

The best way to lose weight is to be physically active. A lot of things count as physical activity, like walking, jogging, or dancing – whatever you enjoy! Try to get at least 30 minutes a day. Make it a fun part of your normal routine.

To see where you fall on the weight range, click [here](#)

Don't feel like you have to tackle losing weight alone. Losing weight and maintaining a healthy weight can be difficult. Talk to a doctor or other health care provider for advice. And remember: small changes can make a big difference over time.

Maintaining a healthy weight lowers your risk of several cancers like colon, breast, kidney, uterine, pancreatic, and esophageal cancer. It also lowers your risk of heart disease, diabetes, and stroke.

To learn more about eating well and exercising visit these web sites:

*Fitness Center*  
[American Heart Association](#)

*Fit Forever*  
[American Heart Association](#)

*Healthy Eating Tips*  
[Centers for Disease Control and Prevention](#)

[Community Action](#)

[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Site development – Communication and usability

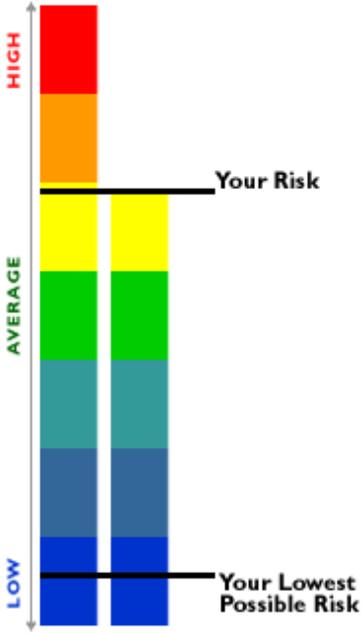
## Issues considered

- Principles of risk communication
- Principles of health behavior change
- Principles of persuasion and adult learning

[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Site development – Communication and usability

**Your risk is above average**



**Watch Your Risk Drop**  
You have 7 things you can do to lower your risk. To see what your risk could be, click on a box and watch your risk drop:

- Take a single aspirin (325 mg tablet) 4 to 6 times a week. But check with your doctor first! [\[Tips\]](#)
- Eat less than 3 servings of red meat a week. [\[Tips\]](#)
- Increase your physical activity: work towards at least 30 minutes a day. [\[Tips\]](#)
- Achieve and maintain a healthy weight. [\[Tips\]](#)
- Get screened for colon cancer regularly. [\[Tips\]](#)
- Drink less than 2 servings of alcohol a day. [\[Tips\]](#)
- Take a multivitamin every day or nearly every day. [\[Tips\]](#)

**Keep up the good work!**  
You're already doing these things to lower your risk:

- You eat enough dairy foods every day or nearly every day. [\[More\]](#)
- You take a vitamin D supplement. [\[More\]](#)

[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Site development – Communication and usability

## Key points

- “Watch Your Risk Drop” function provides “active involvement” in learning about risk.
- “What makes up my risk?” and “What does my risk mean?” buttons provide options for examining more detailed information.

**Your risk could be below average**

**Watch Your Risk Drop**  
You have 7 things you can do to lower your risk. To see what your risk could be, click on a box and watch your risk drop:

- Take a single aspirin (325 mg tablet) 4 to 6 times a week. But check with your doctor first! [\[Tips\]](#)
- Eat less than 3 servings of red meat a week. [\[Tips\]](#)
- Increase your physical activity: work towards at least 30 minutes a day. [\[Tips\]](#)
- Achieve and maintain a healthy weight. [\[Tips\]](#)
- Get screened for colon cancer regularly. [\[Tips\]](#)
- Drink less than 2 servings of alcohol a day. [\[Tips\]](#)
- Take a multivitamin every day or nearly every day. [\[Tips\]](#)

**Keep up the good work!**  
You're already doing these things to lower your risk:

- You eat enough dairy foods every day or nearly every day. [\[More\]](#)
- You take a vitamin D supplement. [\[More\]](#)

[What makes up my risk?](#)

[What does my risk mean?](#)

# Site development – Communication and usability

## Issues considered

- Principles of risk communication
- Principles of health behavior change
- Principles of persuasion and adult learning
  
- User ability/facility
  - Access to and familiarity with computers
  - Numeracy
- Website interaction and navigation
  - Colors
  - Location of buttons
  - Branding

[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Going live

Go live when the science, communication, and technical aspects are solid

1. Is the science in line with the latest consensus review?
2. Are the messages and communication strategies scientifically sound?
3. Do the changes impede the website's usability?
4. Have the bugs/errors in programming been resolved?
5. Does the website follow good e-health practices (e.g., privacy policy)



[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Broader questions

- When is prediction model ready for use?
  - Moons et al for life cycle of prediction model
- Develop
  - Single study
- Validate
  - Independent or bootstrap methods (both preferred)
- Implement
  - Comparative study of model vs usual care
- Evaluate
  - Impact on decision making (individual consumer or provider)

# Validation

- Internal
  - How good is the method
- External
  - Are data sources available
  - Does validation report characteristics of population broadly enough to inform subsequent use?
- Different patient population
- Lack of performance may reflect deficiencies in model or differences in patient population

# Validation



Assessed the predictive validity for cancers of ovary, colon and pancreas: Breast and CHD ongoing.

- Concordance statistics calculated using 10-year risk from NHS and HPFS

*Also compared relative risk estimates*

- Supports overall assessment of performance and application in general population

## Validation

- Used prospective data from Nurses' Health Study and Health Professionals Follow-up Study to assess 10-year risk of cancer
  - Challenge – operationalizing all variables is not straightforward
- Calculated relative risk of cancer
- Calculated goodness of fit and
- Discriminatory accuracy

## Results

- Prevalence estimates varied substantially between US general population and cohort based estimates
- Compared the observed relative risks with the consensus based estimates.
- Agreement was good.

## Results (con't)

- Concordance statistics
  - Colon men: 0.71 (0.68-0.74)
  - Pancreas men: 0.72 (0.67-0.77)
  - Colon women: 0.67 (0.64-0.70)
  - Ovary women: 0.59 (0.56-0.62)
  
- Kim, Rockhill, Colditz. J Clin Epi 2004;57:332-40

# When to implement?

- How much development and validation is needed before implementation?
- Do you need to validate before implementing in a practical setting?
- Does the validation population look anything like the implementation setting?
  - Do you then need to adjust model?
- Does media (paper vs hand held device vs web etc) matter?

# Implementation issues

- Do different populations want different output, answers, etc?
  - Users: say MDs vs patients
- What is success for implementation?
  - How is this defined? How is it measured?
- Does MD/health care provider use constitute success?
- Does patient understanding of output constitute success?
  - If so, how is understanding measured?
- Is this research or evaluation of implementation – or both?

# Log-incidence model: Integrating exposures across lifecourse

- Our approach to incidence modeling is different from standard analytical approaches.
- Risk factors are assumed to have an effect on the rate of increase of breast cell proliferation.
- The cumulative number of breast cell divisions at age  $t$  is a latent variable that is assumed to be proportional to incidence at age  $t$ .

# Interpretation

- The effect of most risk factors is cumulative over more than one year; although possibly differential in different periods of life
  - e.g., premenopause vs. postmenopause.
- This makes it more difficult to quantify associations of risk factors with disease
- But our approach is more consistent with the evidence that tumors take many years to develop and are affected by risk factors early in life even when very few cases are present.

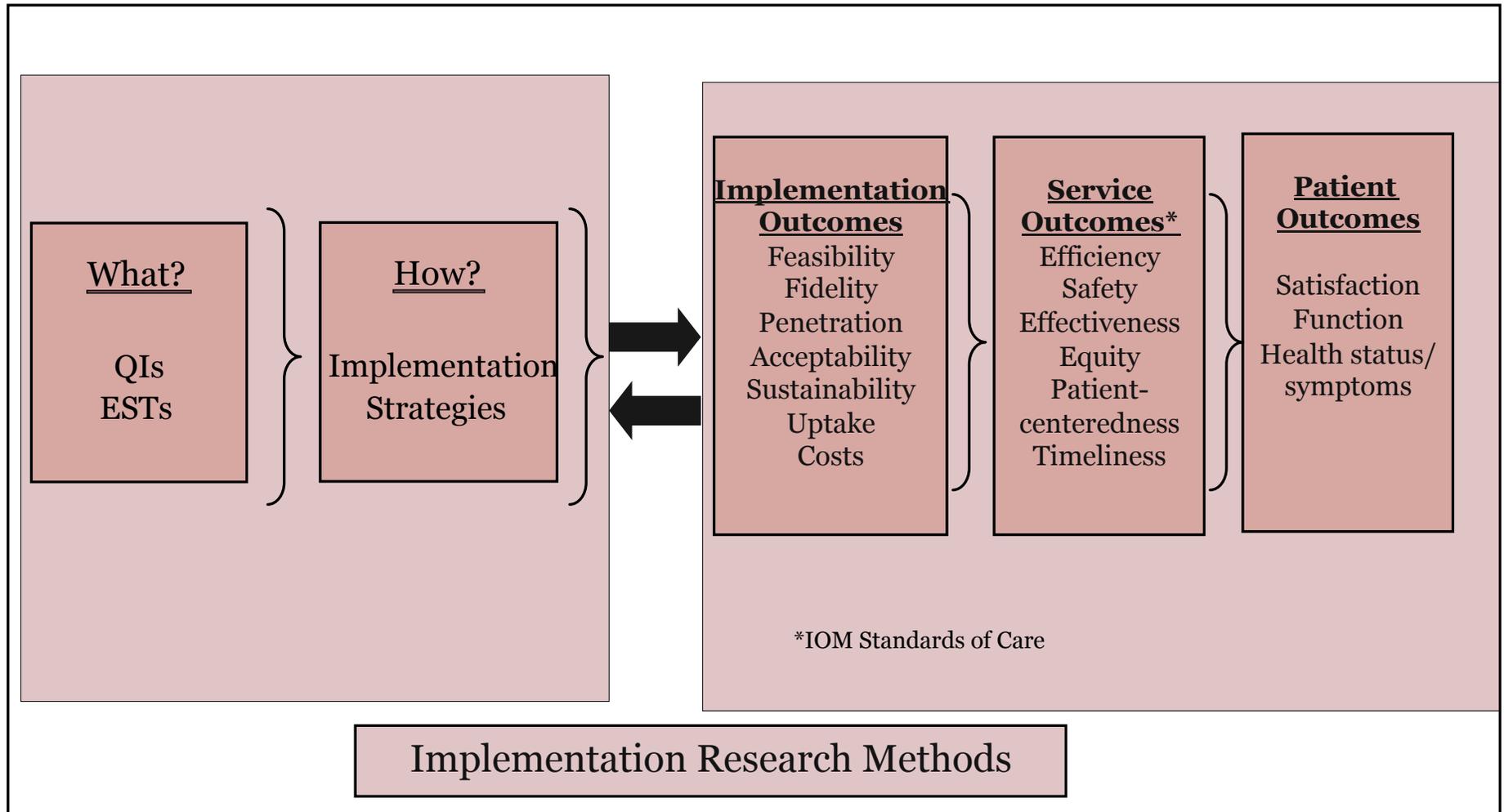
# Moving Rosner to breast health center: Missing data

- Menarche, first birth, age at each birth, menopause, type of menopause (bilateral oophorectomy; hysterectomy), use of hormones after menopause;
- Alcohol, weight, weight at age 18, height
- Different likelihood of missing for each, but it happens

## Options

- Model development with missing indicator
- Imputation
  - Both approaches have implications for development

# Conceptual Model for Implementation Research



Proctor et al 2009 Admin. & Pol. in Mental Health Services

# Impact evaluation: Moons et al 2012

Objective: to quantify the impact of using information (prediction models) on behavior/ decision making of provider or individuals

- Ultimately change in health outcomes
- Effectiveness of care
- Cost-effectiveness of care

Moons et al Risk prediction models II Heart 2012

# Implementation evaluation: Design

- Always a comparative design
- Ideally cluster randomized design with care providers, practices, or institutions being clusters
- Alternatives include individual level randomization; stepped wedge design; prospective before after study; decision analytic modeling, and cross sectional studies with decision making as outcome

Moons Heart 2012

# Method of model presentation

- Assistive: individual's predicted probability by the models presented without corresponding decision recommendations.
- Directive: with corresponding decision or management recommendations

## Analysis

- Compare outcomes in the index group (with prediction model output) and control group – usual care

Moons Heart 2012

# Considerations for application in practice

- Simpler model may aid clinic use
- Simpler model may aid use in general public
- No consensus on model building approaches
  - Royston, BMJ 2009 as noted earlier
- What will you measure for assessment of implementation?

## Conclusion on impact

- Prognostic models generalize best to populations that have similar range of predictor variables to those in development population
- When performance is not great, adjust or modify model rather than beginning over
- Need unambiguous definition of predictors and outcomes
- Design of impact studies differs from validation design...

Moons BMJ 2009

## Comparison of characteristics of validation study and impact study for prognostic models

Characteristic	Validation study <sup>7</sup>	Impact study
Control group	No	Yes. Index group includes doctors exposed to or using the prognostic model; control group is usual care (without using the model)
Design	Prospective cohort (preferred); retrospective cohort	Cluster randomisation (preferred); before and after
Outcome	Usually occurrence of event (eg, death, complication, treatment response) after a certain time or follow-up period	(Change in) doctors' decisions or behaviour Patient outcome (eg, events, pain, quality of life) Cost effectiveness of care
Follow-up	Yes	No, if outcome is doctors' decisions or behaviour Yes, if outcome is patient outcome or cost effectiveness of care
Statistical analysis and reporting	Model's calibration and discrimination Defining particular risk groups by introducing thresholds Improving or updating a model (if needed)	Comparison of outcome between index and control group—eg, using relative risks, odds ratios, or difference in means

Moons BMJ 2009 338: 1487-90

# Conclusions

Essentially transdisciplinary, cooperative, and dynamic arrangements can grow, support, and enhance a risk assessment website.

Developed with end user in sight from beginning. Immediacy of action from model may change uptake.

Despite growth, fundamental principles remain the same

1. Scientific rigor
2. Source transparency
3. Bug-free and highly usable website/tool
4. Message consistency
5. Avoid financial conflicts of interest
6. Good e-health practices

[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

# Resources

[www.yourdiseaserisk.wustl.edu](http://www.yourdiseaserisk.wustl.edu)

- Emmons et al. Tailored computer-based cancer risk communication: Correcting colorectal cancer risk perception. *J Health Commun.* 2004 Mar-Apr;9(2):127-41.
- Harvard Report on Cancer Prevention. Volume 1: Causes of human cancer, summary. *Cancer Causes Control.* 1996;7 Suppl 1(3):S55-8.
- Harvard Report on Cancer Prevention. Volume 2: Prevention of human cancer. *Cancer Causes Control.* 1997;8 Suppl 1:S1-50.
- Harvard Report on Cancer Prevention, Volume IV: Harvard Cancer Risk Index *Cancer Causes and Control*, 2000; 11: 477-488
- Waters, EA et al. Formats for improving risk communication in medical tradeoff decisions. *J Health Commun.* 2006;11(2), 167-182.
- Waters, EA et al. What is my cancer risk? Identifying how Internet-based cancer risk calculators convey individualized risk estimates to the public: Content analysis. *Journal of Medical Internet Research.* 2009; 11(3), e33.
- Weinstein, ND. What does it mean to understand a risk? Evaluating risk comprehension. *J Natl Cancer Inst Monogr.* 1999;25:15-20.
- Weinstein ND et al. Colon cancer: risk perceptions and risk communication. *J Health Commun.* 2004 Jan-Feb;9(1):53-65.

# Resources

Health on the Net Foundation - <http://www.hon.ch>

New Cancer Risk Website Logs Record-Breaking Launch - Feb 2000  
Harvard Gazette  
[http://news.harvard.edu/gazette/2000/02.03/cancer\\_risk.html](http://news.harvard.edu/gazette/2000/02.03/cancer_risk.html)

Website Tallies Your Risk of Disease and Tells You What You Can Do About IT - Oct 2006  
Wall Street Journal  
<http://online.wsj.com/article/SB116225793407508406.html>

Best of the Web - Health: Finding a Digital Diagnosis - Nov 2006  
US News & World Report  
<http://www.usnews.com/usnews/biztech/articles/061112/20sites.health.htm>

A Better Health Quiz - Mar 2009  
New York Times  
<http://well.blogs.nytimes.com/2009/03/27/a-better-health-quiz/>

Graham A. Colditz  
colditzg@wustl.edu

©2012