

Preferences for sexual health services among middle-aged and older adults in the United Kingdom: A discrete choice experiment

Sexual health is an integral part of mental/physical well-being, throughout life course. However, The sexual health needs and desires of older people have been largely disregarded in policy, healthcare practice, and even research scope.

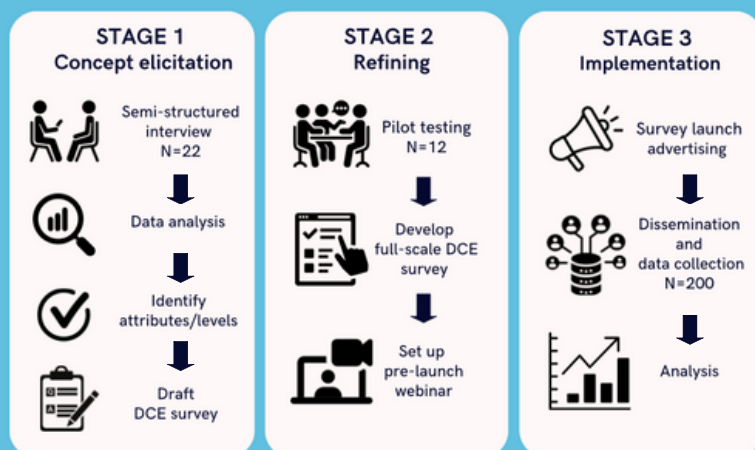
OUR AIM

By utilising the Discrete Choice Experiment (DCE) survey, our research aims to identify service preferences to improve the access and uptake of sexual health services among adults 45+ in the UK.

WHAT IS THE DCE SURVEY?

DCE surveys elicit preferences by asking individuals to choose between options with varying attributes, identifying key factors influencing choices. 'What matters most to people?'

METHODS



- Participants were each asked to complete six choice sets of two unlabelled alternatives and an opt-out.



Accessibility

- Text-to-read function
- Pictorial images
- Online support session



Participants

- We received 200 responses.
- Including 71 disabled people and 52 sexual minorities.

OUR FINDINGS



01

Prioritise sexual health services

The majority of older adults prioritised the mode of delivery and location over cost.



02

Specialised care

Older adults prefer attending a sexual health clinic than a general practice.



03

Direct interaction

Older adults prefer face-to-face consultation over videoconference consultations.



04

Preference vs. Usage gap

While 84% of older adults prefer certain services, only 54.1% are likely to use them.