





Evidence accumulated included:	
<ul> <li>Actual data (e.g.PK data, results from previous publications,)</li> </ul>	clinical studies,
- Scientific knowledge of the molecule/mechanisi	m
<ul> <li>Clinical experience of treating patients</li> </ul>	
Different levels of uncertainty in predictability information	or relevance of the
- Often a translational gap between previous and	current studies
In 2014, GSK implemented a formal expert elic translate prior data and expert knowledge into distributions	itation process to quantitative prior























	gsk
<ul> <li>Judgements elicited from several opinion and expertise</li> <li>But (ideally) a single prior is needed</li> <li>SHELF protocol uses behavioural aggreg</li> <li>Alternative is mathematical aggreg</li> </ul>	experts to cover range of scientific ed for decision-making egation for consensus prior ation (weighted average)
Benefits of Behavioural Aggregation	Risks of Behavioural Aggregation
<ul> <li>Encourages sharing knowledge</li> <li>Avoids using an arbitrary mathematical rule</li> </ul>	<ul> <li>Difficulty of managing the experts</li> <li>Difficulty of ensuring all opinions are treated on their merits</li> </ul>
Consensus prior intended to	<ul> <li>Experts required to 'put themselves in someone else's shoes'</li> </ul>



























