

THE EDUCATION UNIVERSITY OF HONG KONG
FACULTY OF LIBERAL ARTS AND SOCIAL SCIENCES

Research Output Prize
for the Dean's Research Fund 2021/22

**Brief Introduction of Awardee's
Research Output/Publication and Future Research Development**

Awardee (Dept):	Dr He Jingwei Alex, Associate Professor (APS) Prof Chou Kee-lee, Chair Professor (APS)
Publication/Research Output Title/project:	Preferences for private long-term care insurance products in a super-ageing society: a discrete choice experiment in Hong Kong

A. Briefly introduce your research output/publication for which you have received the prize.

Published in *Social Science & Medicine*, one of the premier journals in health policy, this research article reports key findings arising from Dr He's research project supported by the Public Policy Research Funding Scheme (PPR). The primary research objective was to examine the market demand for private long-term care insurance in Hong Kong, one of the world's super-ageing societies. This topic is of high social and policy importance given the mounting need for long-term care services and related financial protection among the city's large elderly population. The academic merit of this study lies in the novel two-phase approach that combines rigorous actuarial analysis and a discrete choice experiment. This study has revealed the key attributes of hypothetical private long-term care insurance products in Hong Kong that are essential for initial product design, market segregation, and policy planning.

B. How you used/will use your prize and perhaps its usefulness to your research development?

We shall use this prize to further our ongoing research initiative on social policy reforms in Hong Kong and beyond.

C. Expected research outcomes/outputs/impacts arising from this prize.

We expect research publications in reputable international journals.