The authors have provided a unique perspective on the management of vesicoureteral reflux (VUR) that incorporates parental preferences regarding various aspects of treatment options. They utilized an innovative, crowd-sourced approach to recruit a national sample of parents online who presumably did not have any “real-world” experience with VUR. Many readers may question whether the wisdom of crowds should supplant the experience of those who have actually dealt with a given scenario in their own children. Previous studies in political science, economics, and psychology, however, have confirmed the external and internal validity of a similar approach to subject recruitment. In addition, the description of a “preference model” in the current study is a precursor to the development of a decision aid for parents of children with VUR. The authors have presented a type of “values clarification exercise” that the International Patient Decision Aid Collaboration considers a key component of patient decision aids. Decision aids are tools designed to help people make informed, values-based choices about their healthcare options in partnership with their providers. Shared decision-making represents the state of the art in counseling patients faced with difficult or uncertain medical decisions and its implementation has been widely encouraged by The American Urologic Association. The current study is an important contribution to the pediatric urologic literature because it will have future implications for the dissemination of shared decision-making and the development of decision aids in our field.

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