

Supplementary Material S1—Additional Methods:

The CHERRIES¹ and ESTIMATE² checklists were consulted for reporting the results of survey and discrete choice studies, respectively.

Design Efficiency

Design efficiency for the study's design was assessed using D-efficiency, the standard metric used in determining experimental design efficiency in discrete choice experiments.³ The D-efficiency was 1412.6 for the present study. This indicated a high level of design efficiency relative to a design having levels and attributes included independently, without regard for balance. D-efficiency was also used to determine an a priori minimum sample size of 300 for each independent DCE exercise for the study within Sawtooth Software's Lighthouse Studio (version 9.15.9, Sawtooth Software, Provo, Utah).

Model Fit

Model fit was measured in Sawtooth Software's Lighthouse Studio (version 9.15.9, Sawtooth Software, Provo, Utah) using root likelihood (RLH) scoring and percent certainty. The final model for the present discrete choice experiment achieved an RLH of 0.51 and a percent certainty of 51.7%. A chance model is expected to have a Percent Certainty of 0% and a perfect model 100%, while RLH for a chance model would be expected to be 0.25 (one divided by the four sets of information presented per task, including the none option).⁴ While the final Hierarchical Bayesian model in this study does not represent a perfect model, it does meet the requirements for producing robust attribute importances.

References

1. Eysenbach G. Improving the Quality of Web Surveys: The Checklist for Reporting Results of Internet E-Surveys (CHERRIES). *J Méd Internet Res*. 2004;6(3):e34. doi:10.2196/jmir.6.3.e34

2. Hauber AB, González JM, Groothuis-Oudshoorn CGM, et al. Statistical Methods for the Analysis of Discrete Choice Experiments: A Report of the ISPOR Conjoint Analysis Good Research Practices Task Force. *Value Heal.* 2016;19(4):300-315. doi:10.1016/j.jval.2016.04.004
3. Kuhfeld WF, Tobias RD, Garratt M. Efficient Experimental Design with Marketing Research Applications. *J Mark Res.* 1994;31(4):545-557. doi:10.1177/002224379403100408
4. Orme B. The CBC/HB System Technical Paper V5.6. *Sawtooth Software Technical Paper Series.* 2021;8:0-31.