

Table SII. Examples of pair-wise presented discrete choice scenarios

Please choose your preferred treatment scenario from each pair presented.	
Group 1	Option 2
Option 1	
I will have to pay no additional money to cover the cost of my treatment.	I will have to pay additional 200 € to cover the cost of my treatment.
The wound heals by itself.	The wound is immediately closed by suturing.
There is a risk of 2–5% for temporary complications (e.g. wound infection, bleeding, impaired wound healing).	There is a risk of 5–10% for temporary complications (e.g. wound infection, bleeding, impaired wound healing).
The cosmetic outcome is relatively good.	The cosmetic outcome is satisfactory.
The treatment will take place at my local physician's office.	The treatment will take place at home.
The chance of permanent cure is less than 85%.	The chance of permanent cure is 98–100%.
Group 2	Option 2
Option 1	
Wound healing will take 8 weeks to complete.	Wound healing will take 4 weeks to complete.
Anaesthesia is not required.	My treatment is done in local anaesthesia with pain-relieving tablets.
I will have to pay additional 200 € to cover the cost of my treatment.	I will have to pay no additional money to cover the cost of my treatment.
The risk of persistent complications (e.g. nerve injury, paraesthesia, impaired movement, distortion of the face) is < 1%.	The risk of persistent complications (e.g. nerve injury, paraesthesia, impaired movement, distortion of the face) is 1–5%
The treatment will occur by surgery.	The treatment will occur by applying a cream on the tumour.
The risk of recurrence of the tumour is 8–15%.	The risk of recurrence of the tumour is > 15%.