

Table SI. Outcome and process attributes and attribute levels used in the discrete choice experiments

	Level
<i>Outcome attribute</i>	
<i>Cure rate</i>	98–100%
The chance of permanent cure is:	93–97%
	85–92%
	<85%
<i>Recurrence rate</i>	<2%
The risk of recurrence of the tumour is:	3–7%
	8–15%
	>15%
<i>Cosmetic outcome</i>	Very good
The cosmetic outcome is:	Relatively good
	Satisfactory
	Disappointing
<i>Temporary complications</i>	<2%
There is a risk for temporary complications (e.g. wound infection, bleeding, impaired wound healing) of:	2–5%
	5–10%
	10–20%
<i>Persistent complications</i>	0%
There is a risk of persistent complications (e.g. nerve injury, paraesthesia, impaired movement, distortion of the face) of:	<1%
	1–5%
	>5%
<i>Process attribute</i>	
<i>Type of therapy</i>	An operation
The treatment will occur by:	Applying a cream on the tumour
	Phototherapy after applying a cream on the tumour
	Exposure to X-rays
<i>Location</i>	At home
The treatment will take place:	At the local physician's office
	At an outpatient clinic
	During an inpatient stay in a hospital
<i>Anaesthesia</i>	Without anaesthesia
The treatment is done:	In local anaesthesia
	In local anaesthesia with pain-relieving tablets
	In general anaesthesia
<i>Wound closure</i>	Heals by itself
The wound:	Is immediately closed by suturing
	Is left open and closed by suturing after histological diagnosis (2-step approach)
	Will be closed by a skin transplant at a later date
<i>Duration of wound healing</i>	2 weeks to complete
Wound healing will take:	4 weeks to complete
	8 weeks to complete
	12 weeks to complete
<i>Cost</i>	Nothing to cover the cost of my treatment
I will have to pay:	Additional 200 € to cover the cost of my treatment
	Additional 500 € to cover the cost of my treatment
	Additional 1,000 € to cover the cost of my treatment