

Table SII. Examples of discrete choice scenarios

	Treatment A	Treatment B
<i>Group 1</i>		
Overall response rate, %	25–40	55–70
Progression-free survival, months	5–7	11–13
Type of adverse events	Pyrexia, chills and flu-like symptoms	Autoimmune disorders that could affect, e.g. thyroid gland, bowel or liver
Frequency of administration	Twice daily	Every 2 weeks
Frequency of consultations	Every 4 weeks	Every 2 weeks
Which treatment would you prefer?	<input type="checkbox"/>	<input type="checkbox"/>
<i>Group 2</i>		
2-year survival rate	60–70%	50–60%
Time to response	12–16 weeks	4–8 weeks
Probability of treatment discontinuation due to adverse events	30–40%	20–30%
Route of administration	Infusions, administered by a physician	6–12 tablets per day
Frequency of consultations	Every 2 weeks	Every 4 weeks
Which treatment would you prefer?	<input type="checkbox"/>	<input type="checkbox"/>