

**Appendix 1: Service attributes and levels for three discrete choice experiments**

Features	DCE #1 Primary Care Office Visit	DCE #2 Knee MRI	DCE #3 Newborn Delivery
Provider relationship	1. A doctor that you know 2. A doctor recommended by a friend 3. A new doctor	1. A facility recommended by your doctor 2. A facility that you found online	1. A doctor that you know 2. A doctor recommended by a friend 3. A new doctor
Hospital or Facility Quality Rating	1. ★ 2. ★★ 3. ★★★ 4. ★★★★ 5. ★★★★★	1. ★ 2. ★★ 3. ★★★ 4. ★★★★ 5. ★★★★★	1. ★ 2. ★★ 3. ★★★ 4. ★★★★ 5. ★★★★★
Travel time from home	1. 15 minutes 2. 30 minutes 3. 60 minutes 4. 90 minutes	1. 15 minutes 2. 30 minutes 3. 60 minutes 4. 90 minutes	1. 15 minutes 2. 30 minutes 3. 60 minutes 4. 90 minutes
Out-of-pocket cost	1. \$50 2. \$150 3. \$250 3. \$350	1. \$250 2. \$500 3. \$800 4. \$1200	1. \$500 2. \$3000 3. \$6000 4. \$9000

**Source:** Authors' study design, December 2021 – January 2022

**Notes:** Each respondent was assigned to one of three discrete choice experiment scenarios

**(DCEs):** a primary care office visit, a knee MRI, or a newborn delivery. Respondents were given nine tasks in which they had to choose one of three options for care or select “none of the above.” Each option had three features: out-of-pocket cost (or price), quality rating, a description about the physician relationship, and travel time (in minutes from home). The software generated 300 versions of the question sets. See appendix A1 for an example of the survey from the respondents' perspective. Price levels were based on real out-of-pocket expenses in the United States.

## Appendix 2

We would like to ask you a few questions about how you make choices about health care.

Suppose that you want to schedule a routine check-up or well visit with a primary care doctor. You will answer 9 questions for this scenario. Please choose answers based on your own preferences.

Next

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If these were your only options for a **primary care visit**, which would you choose?

(1 of 9)

Price	\$350	\$50	\$150
Doctor Relationship	A doctor that you know	Recommended by a friend	A new doctor
Hospital Quality	★★	★★★	★★★★
Driving time from home	90 minutes	15 minutes	60 minutes
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

NONE: I wouldn't choose any of these.

If these were your only options for a primary care visit, which would you choose?

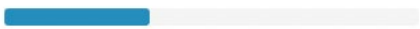
(2 of 9)

Price	\$250	\$50	\$150
Doctor Relationship	A doctor that you know	A new doctor	A new doctor
Hospital Quality	★	★	★★★★
Driving time from home	30 minutes	15 minutes	15 minutes
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

NONE: I wouldn't choose any of these.

Back

Next

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If these were your only options for a primary care visit, which would you choose?

(3 of 9)

Price	\$250	\$350	\$250
Doctor Relationship	A doctor that you know	Recommended by a friend	Recommended by a friend
Hospital Quality	★★★★	★★	★★★★★
Driving time from home	30 minutes	90 minutes	90 minutes
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

NONE: I wouldn't choose any of these.

Back

Next

0%  100%

If these were your only options for a primary care visit, which would you choose?

(4 of 9)

Price	\$250	\$50	\$350
Doctor Relationship	A new doctor	Recommended by a friend	A doctor that you know
Hospital Quality	★★★★★	★★★	★★★
Driving time from home	30 minutes	90 minutes	60 minutes
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

NONE: I wouldn't choose any of these.

Back

Next



If these were your only options for a primary care visit, which would you choose?

(5 of 9)

Price	\$150	\$50	\$350
Doctor Relationship	A doctor that you know	A new doctor	Recommended by a friend
Hospital Quality	★★★	★	★★
Driving time from home	30 minutes	15 minutes	60 minutes
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

NONE: I wouldn't choose any of these.

Back

Next



If these were your only options for a primary care visit, which would you choose?

(6 of 9)

Price	\$350	\$50	\$350
Doctor Relationship	A new doctor	A new doctor	A doctor that you know
Hospital Quality	★★★	★	★★★★★
Driving time from home	30 minutes	60 minutes	15 minutes
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

NONE: I wouldn't choose any of these.

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If these were your only options for a primary care visit, which would you choose?

(7 of 9)

Price	\$150	\$250	\$50
Doctor Relationship	Recommended by a friend	Recommended by a friend	A doctor that you know
Hospital Quality	★★★★	★★★★★	★★★★
Driving time from home	60 minutes	30 minutes	90 minutes
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

NONE: I wouldn't choose any of these.

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If these were your only options for a primary care visit, which would you choose?

(8 of 9)

Price	\$250	\$250	\$150
Doctor Relationship	A new doctor	A doctor that you know	A doctor that you know
Hospital Quality	★★★	★★	★★★★★
Driving time from home	90 minutes	15 minutes	60 minutes
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

NONE: I wouldn't choose any of these.

Back

Next

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If these were your only options for a primary care visit, which would you choose?

(9 of 9)

Price	\$150	\$350	\$50
Doctor Relationship	Recommended by a friend	A new doctor	A new doctor
Hospital Quality	★	★★★	★★★★★
Driving time from home	90 minutes	15 minutes	30 minutes
	<input type="button" value="Select"/>	<input type="button" value="Select"/>	<input type="button" value="Select"/>

NONE: I wouldn't choose any of these.



Thank you

Thank you for taking our study

**Appendix 3: Coefficient estimates for multinomial logistic models to assess effects of respondent trade-offs between provider attributes**

<b>Main effects (coefficients)</b>	<b>Primary Care</b>	<b>Knee MRI</b>	<b>Newborn Delivery</b>
Price (\$, unadjusted) <sup>†</sup>	-0.00613***	-0.00252***	-0.000231***
Price (\$, adjusted) <sup>†</sup>	-0.613***	-0.798***	-0.656***
Quality (stars)	0.339***	0.379***	0.498***
Travel time (minutes)	-0.0110***	-0.0106***	-0.00975***
<b>Provider</b>			
Known	0.374***	-	0.362***
Recommended	-0.121***	0.216***	-0.0340
New	-0.252***	-0.216***	-0.328***
Akaike information criterion	12233	10907	8655
2 Log Likelihood (Chi square)	2127	2578	1937
Number of observations	5175	4860	3816
<b>Significant Interaction Effects</b>			
<b>price x travel time</b>	0.283***	0.210***	0.416***
<b>doctor x travel time</b>			
Known x time	0.0000689		-0.000436
Recommended x time	-0.000723	0.000822	-0.00300*
New x time	0.000654	-0.000822	0.00343**
<b>quality x travel time</b>	0.285***	0.212***	0.408***

**Source:** Authors' discrete choice experiment data, **NOTES:** Price, quality, and travel time were treated as linear variables. Provider relationship was treated as a categorical variable. Multiple models were run to investigate interaction effects. The model effects that improved model performance are shown. All other interactions effects were insignificant and are not shown.

<sup>†</sup>Unadjusted price is the regression coefficient for a single dollar. Adjusted price coefficients are normalized based on the range of price levels (primary care is per \$100; knee MRI is per \$317; newborn delivery is per \$2833). \*  $p < 0.05$  \*\*  $p < 0.01$  \*\*\*  $p < 0.001$