

Supplementary material

The prominence effect in health care priority setting

S1. Additional analyzes referenced in the results section

S2. Experimental instructions

S1. Additional analyzes referenced in the results section

Table S1. Prominence effect for men vs. women and for participants with vs. without healthcare work experience, planned exploratory analysis in Study 1.

Scenario	Men	Women	With experience	Without experience
Cancer	0.88 (95% CI, 0.85, 0.92) [n = 355]	0.92 (95% CI, 0.89, 0.95) [n = 302]	0.91 (95% CI, 0.86, 0.97) [n = 93]	0.90 (95% CI, 0.87, 0.92) [n = 564]
Spinal disk herniation	0.93 (95% CI, 0.91, 0.96) [n = 439]	0.96 (95% CI, 0.94, 0.98) [n = 402]	0.96 (95% CI, 0.92, 0.99) [n = 118]	0.94 (95% CI, 0.92, 0.96) [n = 723]

Note: For each column (subsample), the table shows *pr. less risky*, which is the proportion of participants who chose the treatment that had a lower health risk, i.e. the treatment that was better on the more important (prominent) dimension. 95% Confidence intervals (one-sample proportion tests) in parentheses.

Table S2. Prominence effect by participants' expressed valuation for the safer treatment (stated cost in stage 1), unplanned exploratory analysis in Study 1.

	Cancer scenario	Spinal disk herniation scenario
1 st cost quartile	0.96 (0.02) [z = 11.9, n = 168]	0.96 (0.01) [z = 14.4, n = 242]
2 nd cost quartile	0.93 (0.02) [z = 11.2, n = 174]	0.97 (0.01) [z = 14.4, n = 239]
3 rd cost quartile	0.90 (0.02) [z = 10.5, n = 172]	0.93 (0.02) [z = 10.9, n = 157]
4 th cost quartile	0.79 (0.03) [z = 7.1, n = 146]	0.90 (0.02) [z = 11.6, n = 206]

Note: One-sample test of proportion (z-test), null hypothesis is random choice (i.e., prop. = 0.5). Dependent variable is *pr. less risky*, the proportion of participants that chose the less risky treatment in that particular scenario and for each quartile of participants' expressed valuation (stated cost) for the safer treatment. Standard errors in parentheses.

Table S3. Prominence effect by participants' expressed valuation for the safer treatment (stated cost in stage 1), planned exploratory analysis in Study 2.

	Cancer scenario	Spinal disk herniation scenario
1 st cost quartile	0.96 (0.04) [z = 4.9, n = 28]	0.83 (0.07) [z = 3.5, n = 29]
2 nd cost quartile	0.85 (0.07) [z = 3.5, n = 26]	0.92 (0.04) [z = 5.1, n = 37]
3 rd cost quartile	0.81 (0.07) [z = 3.3, n = 27]	0.88 (0.07) [z = 3.7, n = 24]
4 th cost quartile	0.62 (0.10) [z = 1.2, n = 26]	0.78 (0.09) [z = 2.7, n = 23]

Note: One-sample test of proportion (z-test), null hypothesis is random choice (i.e., prop. = 0.5). Dependent variable is *pr. less risky*, the proportion of participants that chose the less risky treatment in that particular scenario and for each quartile of participants' expressed valuation (stated cost) for the safer treatment. Standard errors in parentheses.

S2. Experimental instructions

The experiment was conducted online as part of a survey designed to investigate (i) the prominence effect (this paper) and (ii) cost neglect in public and private decision-making (see Persson & Tinghög [2020, *Journal of Economic Behavior & Organization*, 170, 301–312] for more on the cost neglect part).

Below we show the outline of the full survey, noting the order in which questions appeared to participants, and we provide full transcripts of the scenarios included for the purpose of investigating the prominence effect. The survey was conducted in Swedish for Study 1 (general population) and translated to English for Study 2 (experts).

[**New page**; information & consent]

[**New page**; general instructions]

In this survey you will face a number of hypothetical scenarios. Some of the scenarios concern your individual decision-making. Other scenarios concern the decisions you would make in the role of a health-care decision-maker.

When you make your decisions, please remember that:

- *You should only consider information that is given explicitly in a particular scenario.*
- *You should decide on a case-by-case basis and not consider your choices in the previous scenarios.*
- *There are no right or wrong answers.*

It is important that you read each scenario very carefully. You will not be able to proceed from one screen to the next until at least ten seconds have passed. The full survey takes around 15 minutes to complete.

Please click on the arrow when you are ready to begin.

[**New block**; ten short scenarios for the cost neglect part (not this paper) presented on one page each, in randomized order for each participant]

[**New page**; instructions for prominence, first stage]

In the following two scenarios, you should imagine that you have a job where you have to make decisions about how resources should be allocated between different medical treatments.

Each scenario contains information about two suggested medical treatments that are comparable. The two treatments are very similar but vary on one or two dimensions.

*In each scenario there will be a gray box with a number missing. Your task is to **write a number that makes the two suggested treatments exactly equally attractive**. With “equally attractive” we mean that it would not matter to you which of the two treatments that were implemented.*

Please click on the arrow when you are ready to begin.

[New page; first stage, first scenario (cancer)]

	Treatment 1	Treatment 2
Type of illness	Cancer	Cancer
Who can be affected by the illness?	All adults	All adults
In what country will the treatment be implemented?	Country of patient's residence	Country of patient's residence
Number of patients currently in need of treatment	Appr. 1,000 patients currently need treatment	Appr. 1,000 patients currently need treatment
Life expectancy <u>without</u> treatment	1 year	1 year
Life expectancy <u>with</u> treatment	10-15 years	10-15 years
Risk of serious complications with treatment	1% die immediately during treatment	Nobody dies from treatment
Cost of treatment	100 000 USD per patient	??

As you can see, information is missing for the cost of Treatment 2. What amount would make both treatments equally attractive to you?

Both treatments are exactly equally attractive if the cost of Treatment 2 is (USD per patient)
 (Please write an amount greater than zero, don't use blank spaces or commas)

[New page; first stage, second scenario (spinal disk herniation)]

	Treatment 1	Treatment 2
Type of illness	Spinal disk herniation	Spinal disk herniation
Who can be affected by the illness?	All adults	All adults
In what country will the treatment be implemented?	Country of patient's residence	Country of patient's residence
Number of patients currently in need of treatment	Appr. 300 patients currently need treatment	Appr. 300 patients currently need treatment
State of health <u>without</u> treatment	Bedridden and in severe pain	Bedridden and in severe pain
State of health <u>with</u> treatment	Full recovery	Full recovery
Risk of serious complications with treatment	2% become paralyzed from the waist down	Nobody becomes paralyzed
Cost of treatment	30 000 USD per patient	??

As you can see, information is missing for the cost of Treatment 2. What amount would make both treatments equally attractive to you?

Both treatments are exactly equally attractive if the cost of Treatment 2 is (USD per patient)
 (Please write an amount greater than zero, don't use blank spaces or commas)

[**New block**; questions relevant for the cost neglect part (not this paper), first the mental budgeting scale (short instructions then subsequently four items) and then the short-version cultural cognition world view scale (short instructions then subsequently six items)]

[**New page**; instructions for prominence, second stage (choice stage)]

In the following two scenarios, you should imagine that you have a job where you have to make decisions about how resources should be allocated between different medical treatments.

*Each scenario contains information about two suggested medical treatments that are comparable. The two treatments are very similar but vary on one or two dimensions. Your task is to compare both treatments and **decide which treatment that you would fund if you had to choose one of them.***

Please click on the “arrow” when you are ready to begin.

[New page; second stage, first scenario (cancer)]

	Treatment 1	Treatment 2
Type of illness	Cancer	Cancer
Who can be affected by the illness?	All adults	All adults
In what country will the treatment be implemented?	Country of patient's residence	Country of patient's residence
Number of patients currently in need of treatment	Appr. 1,000 patients currently need treatment	Appr. 1,000 patients currently need treatment
Life expectancy <u>without</u> treatment	1 year	1 year
Life expectancy <u>with</u> treatment	10-15 years	10-15 years
Risk of serious complications with treatment	1% die immediately during treatment	Nobody dies from treatment
Cost of treatment	100 000 USD per patient	[Participant's answer to first-stage scenario]

Which of the two treatments would you fund if you had to choose one of them?

You must choose one of the treatments, even if both treatments are equally attractive to you – in that case you could choose randomly, for example by flipping a coin.

I would choose

Treatment 1

Treatment 2

[**New page**; second stage, second scenario (spinal disk herniation scenario)]

	Treatment 1	Treatment 2
Type of illness	Spinal disk herniation	Spinal disk herniation
Who can be affected by the illness?	All adults	All adults
In what country will the treatment be implemented?	Country of patient's residence	Country of patient's residence
Number of patients currently in need of treatment	Appr. 300 patients currently need treatment	Appr. 300 patients currently need treatment
State of health <u>without</u> treatment	Bedridden and in severe pain	Bedridden and in severe pain
State of health <u>with</u> treatment	Full recovery	Full recovery
Risk of serious complications with treatment	2% become paralyzed from the waist down	Nobody becomes paralyzed
Cost of treatment	30 000 USD per patient	[Participant's answer to first-stage scenario]

Which of the two treatments would you fund if you had to choose one of them?

You must choose one of the treatments, even if both treatments are equally attractive to you – in that case you could choose randomly, for example by flipping a coin.

I would choose

Treatment 1

Treatment 2

[**New block**; background questions about age, sex, education, and for Study 2 (experts) about academic background and experience of priority setting]

[End of survey]