**ONLINE APPENDIX**

**EXPERIMENTAL INSTRUCTIONS**

**EQ-5D sample**

1. Thank you for agreeing to take part in this experiment. My name is XX and I am a research assistant. This interview is part of a bigger project about people’s attitudes towards health improvements. It will involve making a number of choices between possible health improvements, and will last about 30 minutes.
2. You will receive £20 towards expenses and your answers will remain anonymous.
3. First of all, we are going to spend some time doing some practice exercises to allow you to familiarise yourself with the process, so don’t worry if this seems difficult at first.

Learning Exercise 1

1. Here is a card.

**O**

1. Each card asks you to imagine experiencing a different health state.
2. As you will see, down the left hand side there are **5 different health characteristics**: mobility, self-care, usual activities, pain/discomfort and anxiety/depression.
3. On the right hand side, each characteristic is described by one of **5 levels,** which can be seen on this blue sheet.

**BLUE SEVERITY GRADING**

1. No problem is the best, then slight, then moderate, then severe, through to unable or extreme, which is the worst. This ranking should be considered throughout.
2. Before we move on, I’d like you to spend a moment imagining that **you** are experiencing severe problems with all 5 characteristics.

**GIVE SEVERE CARDS**

1. Think about how experiencing severe problems with each of the characteristics would affect **you**. Then I’d like you to rank the 5 cards from the card that you would find it easiest to cope with at the top, through to the card that you would find it most difficult to cope with at the bottom.
2. **What were you thinking** when you made your decision?
3. Then for each of the 5 characteristics, just take a moment to **think** about what it would mean for you to go from severe, to moderate, to slight, to no problems.
4. Now that you have considered the importance of the 5 characteristics **to you**, let’s go back to the original card.
5. Remember that you are being asked to imagine that **you** are experiencing the symptoms described on the card.
6. These symptoms will remain for the rest of your life, although they will not affect how long you expect to live for.
7. I will talk you through the first few cards to help demonstrate how to read them.

**READ THROUGH CARD AND INDICATE ON GRADING HAND OUT.**

1. I am now going to show you another card with different characteristics.

**F**

**READ THROUGH CARD AND INDICATE ON GRADING HAND OUT.**

1. Please take the time to look at **both** cards, imagine **yourself** experiencing the health states described on the 2 cards, and then decide which of the two health states you prefer.
2. You may use notepaper to help you make a decision if you wish.
3. **What were you thinking** when you made your decision?
4. Do you have any questions?
5. We are now going to repeat this process with 2 more cards.

**A, B**

1. Which of the two do you prefer? What were you thinking when you made your decision?

Learning Exercise 2

1. For the next practice, we are going to do something slightly different. Now, I’d like you to think about **gains** in health. For example, imagine that you are given a treatment which improves **at least one** of your health characteristics, so that in the after state each characteristic has either stayed the same or improved.
2. I will talk you through this first example to help demonstrate the process.
3. You will be asked to consider 2 health **gains**, and then asked which of the two you prefer. Because we are interested in **changes** in health, we want to know which change gives **you** the **greatest improvement**. We do **not** want to know which change leaves you in the best final position, we know this. For this reason, you should bear in mind both the “before” **and** “after” states of health.
4. You must imagine **yourself** in this position and try to give the responses that you would give if this was a real situation.
5. Gain X: **V, U**

“Health Gain X” is an **increase** in health from state ‘A’ to state ‘B’.

**TALK THROUGH CARDS – HORIZONTAL COMPARISON.**

1. Now, let’s consider an alternative health gain. “Health Gain Y” is an increase in health from state C to state D.

Gain Y: **Z, W**

**TALK THROUGH.**

1. Take a moment to consider these two health gains and what they would mean to **you**.
2. Remember that we are interested in **which change you prefer**, not which change leaves you in the best position. You may use notepaper if you wish.
3. Once you have considered the changes - do you prefer “Health Gain X” or “Health Gain Y”?
4. **What were you thinking** when you made your decision?
5. Do you have any questions?
6. This is the **end of the practice stage**, so all answers from now on are for real.
7. There are many **possible strategies**, each one is equally valid, so you should make your decision in a way which you feel is suitable for you. Remember, there are no right or wrong answers; we just want to know what **you** think.

Real Exercises

* In exactly the same way as we have just done, I am going to show you two health gains.
* Health gain X is an increase in health from A to state B.
* Health gain Y is an increase in health from state C to state D.
* Remember to imagine **yourself** experiencing these health gains and to think of which **change** you prefer, **not** which end state you prefer.
* Once you have considered the two gains, tell me whether you prefer “Health Gain X” or “Health Gain Y”.
* All I am going to do now, is change this card. Consider the new card and then tell me whether you prefer gain X, gain Y.

**Example of VAS Presentation of Health Improvement X**

**HEALTH IMPROVEMENT X**

 **BEFORE; HEALTH STATE A**

Best

Worst

Best

Worst

**AFTER; HEALTH STATE B**

|  |
| --- |
| **Imagine that you are experiencing the following symptoms:** |
| **Sight** | Able to see well enough to read ordinary newsprint and recognize a friend on the other side of the street, without glasses or contact lenses. |
| **Hearing** | Unable to hear at all. |
| **Speech** | Able to be understood completely when speaking with strangers or friends. |
| **Mobility** | Able to walk around the neighbourhood without difficulty, and without walking equipment. |
| **Dexterity** | Full use of two hands and ten fingers. |
| **Emotion** | Somewhat unhappy. |
| **Cognition** | Somewhat forgetful, but able to think clearly and solve day to day problems. |
| **Pain** | Mild to moderate pain that prevents no activities. |

**Example of HUI Presentation of Health Improvement X**

 **BEFORE; HEALTH STATE A**

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| --- |
| **Imagine that you are experiencing the following symptoms:** |
| **Sight** | Able to see well enough to read ordinary newsprint and recognize a friend on the other side of the street, without glasses or contact lenses. |
| **Hearing** | Able to hear what is said in a group with at least three other people, without a hearing aid. |
| **Speech** | Able to be understood completely when speaking with strangers or friends. |
| **Mobility** | Able to walk around the neighbourhood without difficulty, and without walking equipment. |
| **Dexterity** | Full use of two hands and ten fingers. |
| **Emotion** | Happy and interested in life. |
| **Cognition** | Able to remember most things, think clearly and solve day-to-day problems. |
| **Pain** | Free of pain and discomfort. |

**AFTER; HEALTH STATE B**

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| --- |
| **Imagine that the following describes your state of health:** |
| **OBILITY** | I have moderate problems in walking about |
| **SELF-CARE** | I have no problems washing or dressing myself |
| **USUAL ACTIVITES** | I have no problems doing my usual activities |
| **PAIN/DISCOMFORT** | I have no pain or discomfort |
| **ANXIETY/DEPRESSION** | I am moderately anxious or depressed |

**Example of EQ-5D Presentation of Health Improvement X**

**BEFORE; HEALTH STATE A AFTER; HEALTH STATE B**

|  |
| --- |
| Ima**gine that the following describes your state of health:** |
| **MOBILITY** | I have no problems in walking about |
| **SELF-CARE** | I have no problems washing or dressing myself  |
| **USUAL ACTIVITES** | I have no problems doing my usual activities |
| **PAIN/DISCOMFORT** | I have no pain or discomfort |
| **ANXIETY/DEPRESSION** | I am not anxious or depressed |