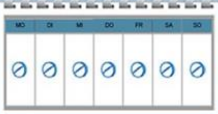


Supplementary Materials


Supplemental Figure 1: Example of a visualized DCE set

Please choose between these two options


Option 4A




Medication must be taken once daily



Medication comes as a hard capsule (approx. 20 mm)

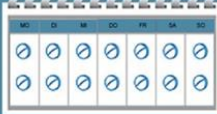


Medication can be taken with or without food




Treating physician is within a 10 km radius


Option 4B




Medication must be taken twice daily



Medication comes as a tablet (6 mm – 9 mm)



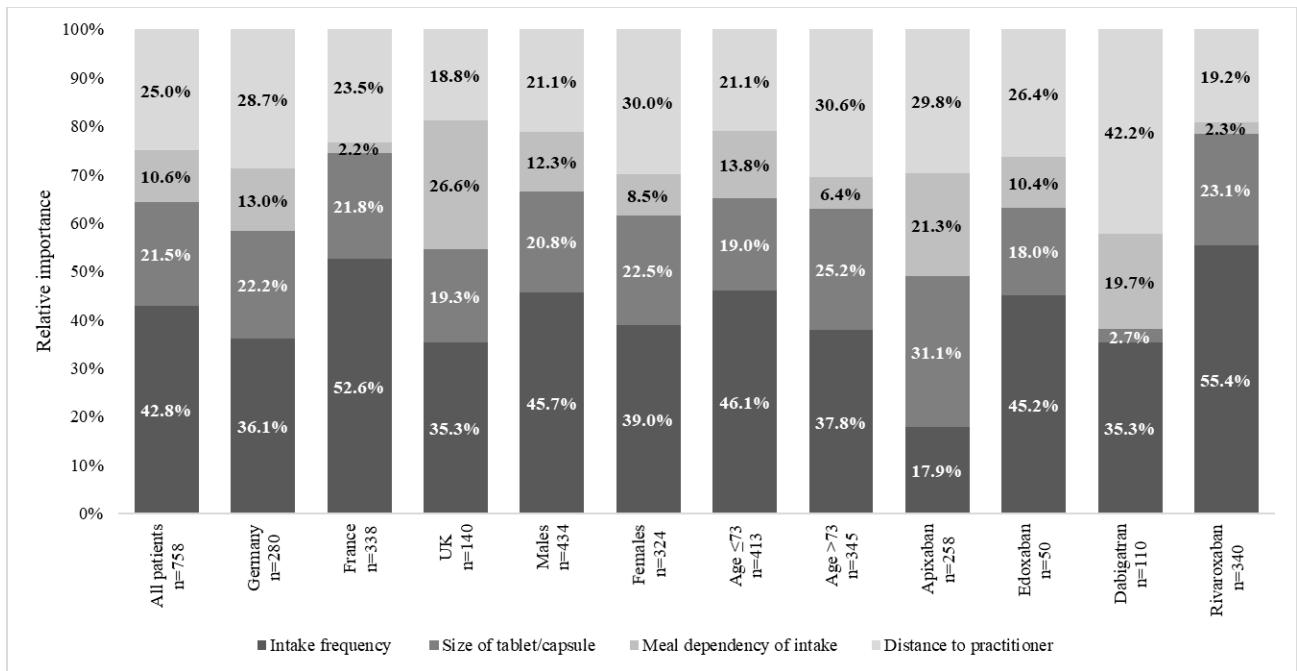
Medication must be taken with food



Treating physician is within a 1 km radius

Example of visualized applied choice sets. The DCE card shows two hypothetical NOAC alternatives derived from a combination of the defined attributes and their respective levels. Patients were required to decide between option A or B (no opt-out).

Supplemental Figure 2: Relative importance of NOAC treatment attributes



The figure shows the the relative importance of NOAC treatment attributes, estimated for the overall sample and for pre-specified subgroups. The DCE data were analyzed using logistic regression.