

Appendix

Figure 1. Balance sheet task

Balance Sheet Task

Please study the following table or “balance sheet” and consider all options for colon cancer screening.
Select the option that you prefer **the most** at the bottom of the table.

Test Features	No screening	FOBT	Sigmoidoscopy	Colonoscopy	Radiological Testing
Nature of the screening test	-No prep time -no discomfort -no recovery time	-No prep time -home test, non-invasive but requires taking stool sample -no discomfort -no recovery time	-1/2 day prep time -invasive test in medical facility -mild-moderate discomfort -1 hour recovery	-1 day prep time -invasive test in medical facility -mild-moderate discomfort -24 hour recovery	-1/2 day prep time -somewhat invasive test in medical facility - mild-moderate discomfort -1 hour recovery
Frequency of screening test	None	Every year	Every 5 years	Every 10 years	Every 5 years
Risk over 25 years of having major complications from screening	0	7 in 1000	6 in 1000	8 in 1000	7 in 1000
Chance of needing 1 or more colonoscopies as a result of screening by age 65	0	62%	43%	100%	46%
Ability to reduce risk of getting and dying from colon cancer	Your risk of getting colon cancer remains about 6% Your risk of dying from colon cancer remains about 3%	Your risk of getting colon cancer is reduced from about 6% to 3% Your risk of dying from colon cancer is reduced from about 3% to 1.5%	Your risk of getting colon cancer is reduced from about 6% to 3% Your risk of dying from colon cancer is reduced from about 3% to 1.5%	Your risk of getting colon cancer is reduced from about 6% to 3% Your risk of dying from colon cancer is reduced from about 3% to 1.5%	Your risk of getting colon cancer is reduced from about 6% to 3% Your risk of dying from colon cancer is reduced from about 3% to 1.5%
My Preference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Figure 2 - Rating and ranking task

Rating Task

For this RATING task, please think about the 5 features of colon cancer screening INDIVIDUALLY. For questions 1-5 please rate each colon cancer screening test feature on a scale of 0 to 5, where 0 is NOT AT ALL IMPORTANT and 5 is VERY IMPORTANT. You may only check one box per question.

	NOT AT ALL IMPORTANT	←————→				VERY IMPORTANT
	0	1	2	3	4	5
1. Where the test is done (at home or in a special medical facility), the discomfort involved, how invasive the test is, and how long it takes to prepare for, and recover from the test.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. How often the test needs to be done to be effective.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The risk over 25 years of having major complications (being hospitalized) from screening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The chance of needing one or more colonoscopies by age 65.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Ability to reduce risk of getting and dying from colon cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ranking Task

Now we want to know, out of the 5 features of colon cancer screening, **what are the 3 most important features to you in order of importance?** The features are shown here with letters next to them.

- A. Where the test is done (at home or in a special medical facility), the discomfort involved, how invasive the test is, and how long it takes to prepare for, and recover from the test.
- B. How often the test needs to be done to be effective.
- C. The risk over 25 years of having major complications (being hospitalized) from screening
- D. The chance of needing one or more colonoscopies by age 65.
- E. Ability to reduce risk of getting and dying from colon cancer

Please write the letter for your first, second, and third most important feature choices in the boxes below.

- 1. First most important feature:
- 2. Second most important feature:
- 3. Third most important feature:

Figure 3. Discrete choice experiment task

Comparison 11

Which option do you prefer?

Feature	Option 1	Option 2	No Screening
Nature of test	Full day preparation, invasive test in medical facility, mild-moderate discomfort, 24 hour recovery time	No preparation time, home test, requires taking a stool sample, no discomfort, no recovery time	No preparation time, no discomfort, no recovery time
Frequency of test	Every year	Every 10 years	Never
Risk, over 25 years, of having major complications <u>from screening</u>	10 in 1000	6 in 1000	0 (none)
Chance of needing one or more colonoscopies by age 65 <u>as a result of screening</u>	60%	45%	0 (none)
Ability to reduce risk of getting and dying from colon cancer	Your risk of getting colon cancer is reduced from about 6% to 3% Your risk of dying from colon cancer is reduced from about 3% to 1.5%	Your risk of getting colon cancer is reduced from about 6% to 3% Your risk of dying from colon cancer is reduced from about 3% to 1.5%	Your risk of getting colon cancer remains about 6% Your risk of dying from colon cancer remains about 3%
	Prefer Option 1 <input type="checkbox"/>	Prefer Option 2 <input type="checkbox"/>	Prefer No Screening <input type="checkbox"/>

Figure 4 – Basic information about CRC and CRC screening provided before values clarification task

Colon Cancer Screening Preferences

Rate and Rank Task

Introduction

In this online survey, we are going to ask you to think about colon cancer screening. When you are answering these questions, remember to imagine that your doctor has told you that you need to complete a colon cancer screening test soon.

Before we go on, here are some important facts about colon cancer:

- The lifetime chance of getting colon cancer is about 6 out of 100. The lifetime chance of dying from colon cancer is about 3 out of 100.
- Screening for colon cancer beginning at age 50 reduces the chance of developing colon cancer or dying from it.
- There are several effective ways to be tested for colon cancer. Each of the different ways of screening for colon cancer, if used regularly, reduces the chances of both getting and dying from colon cancer by about 50% (half).
- If your screening test for colon cancer shows a problem, you will need to have a colonoscopy to see whether you have polyps (growths in the colon), a colon cancer or whether the first test was a “false alarm.” If polyps are found, they can be removed during the colonoscopy. If a cancer is found, it can be treated with surgery and in some cases, chemotherapy (medicine).
- The best test for you depends on how you feel about different features of the tests.

Figure 5 – Unlabeled Test Preference

Read the descriptions of 4 different colon cancer screening tests below.

OPTION 1:

- Is done at home with no preparation, requires taking stool sample, has no discomfort, and has no recovery time
- Is performed every year
- Has a risk of complications over 25 years of 7 in 1,000
- 62% of individuals require 1 or more colonoscopies by age 65
- Risk of getting cancer is reduced from about 6% to 3% and the risk of dying from colon cancer is reduced from about 3% to 1.5%

OPTION 2:

- Is done in a medical office, requires a half-day of preparation, invasive test, mild-moderate discomfort, 1 hour recovery time
- Is performed every 5 years
- Has a risk of complications over 25 years of 6 in 1000
- 43% of individuals require 1 or more colonoscopies by age 65
- Risk of getting cancer is reduced from about 6% to 3% and the risk of dying from colon cancer is reduced from about 3% to 1.5%

OPTION 3:

- Is done in a medical office, requires 1 day of preparation, invasive test, mild-moderate discomfort, 24 hour recovery time
- Is performed every 10 years
- Has a risk of complications over 25 years of 8 in 1000
- 100% of individuals require 1 or more colonoscopies by age 65
- Risk of getting cancer is reduced from about 6% to 3% and the risk of dying from colon cancer is reduced from about 3% to 1.5%

OPTION 4:

- Is done in a medical office, requires a half-day of preparation, somewhat invasive test, mild-moderate discomfort, 1 hour recovery time
- Is performed every 5 years
- Has a risk of complications over 25 years of 7 in 1000
- 46% of individuals require 1 or more colonoscopies by age 65
- Risk of getting cancer is reduced from about 6% to 3% and the risk of dying from colon cancer is reduced from about 3% to 1.5%

1. Which option above do you prefer?

- I prefer OPTION 1
- I prefer OPTION 2
- I prefer OPTION 3
- I prefer OPTION 4
- I prefer NOT TO BE TESTED FOR COLON CANCER