

## Supplementary Online Content

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This supplementary material has been provided by the authors to give readers additional information about their work.

**eTable 1. Description of Attributes and Levels**

Attribute	Description	Levels
<b>How treatment works</b>	How the treatment helps you lose weight	<ul style="list-style-type: none"> <li>• Reduce calories, increase exercise, behavior modification, and education.</li> <li>• Restricts amount of food that can be eaten at one time but may not decrease feelings of hunger.</li> <li>• Restricts the amount of food that can be eaten at one time and decreases feelings of hunger.</li> <li>• Restricts the amount of food that can be eaten at one time, decreases feelings of hunger, and restricts absorption of nutrients from food.</li> </ul>
<b>Extensiveness</b>	Amount of recovery time needed based on the difficulty of the treatment procedure.	<ul style="list-style-type: none"> <li>• No recovery needed. This treatment is reversible.</li> <li>• You will need one week to recover from the procedure, which includes a small cut to your body and placement of a medical device to make your stomach smaller. This treatment is reversible.</li> <li>• You will need two weeks to recover from the procedure, which removes part of your stomach. This treatment is not reversible.</li> <li>• You will need four weeks to recover from the procedure, which makes your stomach smaller and bypasses part of your intestines. The treatment can only be reversed in rare situations.</li> </ul>
<b>Years treatment available</b>	How long the treatment has been available to patients	<ul style="list-style-type: none"> <li>• 1 year</li> <li>• 5 years</li> <li>• 10 years</li> <li>• 20 years</li> </ul>
<b>Weight Loss<sup>a</sup></b>	Number of pounds (lbs) above your ideal body weight that you are anticipated to lose in years 1 and year 2	<ul style="list-style-type: none"> <li>• You are expected to lose [40% excess body weight] lbs in year 1 and regain [20% excess body weight] lbs in year 2 for a total loss of [20% excess body weight] lbs</li> </ul>

		<ul style="list-style-type: none"> <li>You are expected to lose [40% excess body weight] lbs in year 1 and regain [0% excess body weight] lbs in year 2 for a total loss of [40% excess body weight] lbs</li> </ul>
		<ul style="list-style-type: none"> <li>You are expected to lose [80% excess body weight] lbs in year 1 and regain [20% excess body weight] lbs in year 2 for a total loss of [60% excess body weight] lbs</li> </ul>
		<ul style="list-style-type: none"> <li>You are expected to lose [80% excess body weight] lbs in year 1 and regain [0% excess body weight] lbs in year 2 for a total loss of [80% excess body weight] lbs</li> </ul>
<b>Resolution of weight-related medical conditions at 1 year</b>	Number of other weight-related medical conditions that are no longer a problem after you start treatment. These conditions may include pre-diabetes, diabetes, high blood pressure, high cholesterol, and sleep apnea.	<ul style="list-style-type: none"> <li>No change, you still have diabetes, high cholesterol, high blood pressure, and sleep apnea.</li> </ul>
		<ul style="list-style-type: none"> <li>You still have high blood pressure and sleep apnea, but you no longer have diabetes and high cholesterol .</li> </ul>
		<ul style="list-style-type: none"> <li>You still have diabetes, but you no longer have sleep apnea, high blood pressure, or high cholesterol.</li> </ul>
		<ul style="list-style-type: none"> <li>You no longer have diabetes, high blood pressure, high cholesterol, and sleep apnea</li> </ul>
<b>Risk of complications within 3 years</b>	Percent of individuals that are expected to experience a complication within 3 years of the treatment. Examples of complications include internal bleeding, leaking, infection, and blood clots directly after the procedure or treatment. Later complications could include problems like ulcers, bowel obstructions, hernia, kidney stones and gallbladder removal.	<ul style="list-style-type: none"> <li>0% or 0 in 100</li> </ul>
		<ul style="list-style-type: none"> <li>5% or 5 in 100</li> </ul>
		<ul style="list-style-type: none"> <li>20% or 20 in 100</li> </ul>
		<ul style="list-style-type: none"> <li>35% or 35 in 100</li> </ul>

<b>Side Effects</b>	Common negative side effects that may result from the treatment. These side effects may be present for the rest of your life after treatment.	<ul style="list-style-type: none"> <li>• None</li> </ul>	
		<ul style="list-style-type: none"> <li>• Nausea, vomiting, difficulty swallowing, acid reflux, stomach pains, intolerances to certain foods.</li> </ul>	
		<ul style="list-style-type: none"> <li>• Dumping syndrome, loose stools, and diarrhea</li> </ul>	
		<ul style="list-style-type: none"> <li>• Malabsorption and nutrient deficiencies which can result in bone loss, hair loss, etc.</li> </ul>	
<b>Diet changes</b>	There are special diets that must be followed after the treatment in order to maintain weight loss over the long term. After a procedure, the diet is considered a permanent lifestyle change.	<ul style="list-style-type: none"> <li>• No restrictions.</li> </ul>	
		<ul style="list-style-type: none"> <li>• Calories are significantly restricted each day and you must purchase special food products</li> </ul>	
		<ul style="list-style-type: none"> <li>• You can eat normal foods in smaller portions to avoid side effects, but you must also purchase vitamins the rest of your life</li> </ul>	
		<ul style="list-style-type: none"> <li>• You must avoid foods high in sugar and fat to avoid side effects. You must also purchase supplements like protein shakes and vitamins for the rest of your life.</li> </ul>	
<b>Initial Out of Pocket Costs</b>	Amount of out-of-pocket costs associated with the treatment and follow-up care in the first year following treatment	<ul style="list-style-type: none"> <li>• \$100</li> </ul>	<ul style="list-style-type: none"> <li>• \$3,000</li> </ul>
		<ul style="list-style-type: none"> <li>• \$500</li> </ul>	<ul style="list-style-type: none"> <li>• \$5,000</li> </ul>
		<ul style="list-style-type: none"> <li>• \$1,000</li> </ul>	<ul style="list-style-type: none"> <li>• \$10,000</li> </ul>
		<ul style="list-style-type: none"> <li>• \$2,000</li> </ul>	<ul style="list-style-type: none"> <li>• \$15,000</li> </ul>

<sup>a</sup>The weight loss attribute was dynamic. Respondents were given a personalized expected weight loss based on their reported BMI.

**eTable 2. Attribute Variables for 2 Main Models**

Attribute	Model with Effects Coded Variables			Model with Continuous Variables		
	Coef.	95% CI	P>z	Coef.	95% CI	P>z
<b>How treatment works:</b>						
Reduce calories, increase exercise, behavior modification	0.003	-.089, .094	0.952	.014	-.031, .059	.539
Restricts amount of food, may not decrease hunger	-0.105	-.181, -.029	0.007	-.052	-.090, -.014	.007
Restricts amount of food, decreases hunger	0.079	-.010, .168	0.084	.020	-.024, .064	.364
Restricts amount of food, decrease hunger, reduces absorption	0.023	-.035, .082	0.430	.018	.016, .051	.295
<b>Extensiveness:</b>						
No recovery, treatment reversible	0.020	-.049, .090	0.568	.006	-.033, .044	.774
1 week recovery, treatment reversible	-0.071	-.134, -.007	0.029	-.042	-.080, -.004	.029
2 week recovery, treatment not reversible	0.258	.174, .341	<0.001	.197	.148, .246	<0.001
4 week recovery, treatment reversible in rare cases	-0.207	-.282, -.131	<0.001	-.160	-.206, -.114	<0.001
<b>Years treatment available:<sup>a</sup></b>						
1 year	-0.086	-.148, -.025	0.006	.029	.014, .044	<0.001
5 years	-0.030	-.093, .033	0.347			
10 years	-0.049	-.113, .015	0.133			
20 years	0.165	.097, .234	<0.001			
<b>Weight loss:<sup>b</sup></b>						
Lose 40% excess weight, regain 20%, total loss of 20%	-0.473	-.563, -.384	<0.001	.185	.166, .205	<0.001
Lose 40% excess weight, regain 0%, total loss of 40%	-0.140	-.201, -.080	<0.001			
Lose 80% excess weight, regain 20%, total loss of 60%	0.154	.086, .221	<0.001			
Lose 80% excess weight, regain 0%, total loss of 80%	0.460	.373, .546	<0.001			
<b>Resolution of weight-related medical conditions:</b>						
Still have diabetes, high cholesterol, HBP, or apnea	-0.319	-.389, -.248	<0.001	-.207	-.254, -.159	<0.001
Still have HBP/apnea but no diabetes or high cholesterol	-0.026	-.101, .048	0.491	-.038	-.073, -.002	.040
Still have diabetes but no HBP, apnea, or high cholesterol	-0.020	-.090, .051	0.582	.016	-.026, .057	.463
No diabetes, high cholesterol, HBP, or apnea	0.365	.289, .440	<0.001	.229	.177, .280	<0.001

<b>Risk of complications within 3 years:<sup>c</sup></b>							
0%	0.172	.110, .234	<0.001	-0.072	-.092, -.052	<0.001	
5%	0.081	.013, .150	0.020				
20%	-0.023	-.086, .041	0.481				
35%	-0.231	-.303, -.158	<0.001				
<b>Side effects:</b>							
None	0.223	.143, .303	<0.001	.169	.124, .214	<0.001	
Dumping syndrome, diarrhea	0.031	-.039, .100	0.385	.020	-.021, .060	.341	
Nausea, vomiting, acid reflux, stomach pains, etc.	-0.154	-.214, -.093	<0.001	-0.096	-.130, -.061	<0.001	
Malabsorption; can result in hair and bone loss	-0.100	-.170, -.030	0.005	-0.093	-.135, -.051	<0.001	
<b>Diet Changes:</b>							
No restrictions	0.103	.039, .167	0.002	.071	.034, .108	<0.001	
Normal foods small portion, buy vitamins	0.114	.044, .183	0.001	.081	.041, .122	.004	
Calories restricted, must buy special foods	-0.104	-.178, -.030	0.006	-0.067	-.113, -.021	<0.001	
Avoid foods high fat and sugar, buy supplements	-0.113	-.187, -.040	0.003	-0.085	-.127, -.043	<0.001	
<b>Initial out of pocket costs:<sup>d</sup></b>							
\$100	0.309	.211, .406	<0.001	-0.034	-.042, -.025	<0.001	
\$500	0.343	.206, .480	<0.001				
\$1,000	0.087	.001, .173	0.047				
\$2,000	0.107	.007, .208	0.037				
\$3,000	0.018	-.074, .109	0.708				
\$5,000	0.018	-.083, .120	0.721				
\$10,000	-0.338	-.448, -.228	<0.001				
\$15,000	-0.544	-.680, -.408	<0.001				

Note: For the main coefficient, a value greater than 0 indicates that including the associated attribute level makes a surgical profile more likely to be selected. A value less than 0 indicates that the associated attribute level makes a surgical profile less likely to be selected. For the marginal willingness to pay, a value indicates the amount an individual would be willing to pay (if positive) or would have to be paid (if negative) to have the associated attribute level in their surgical profile.

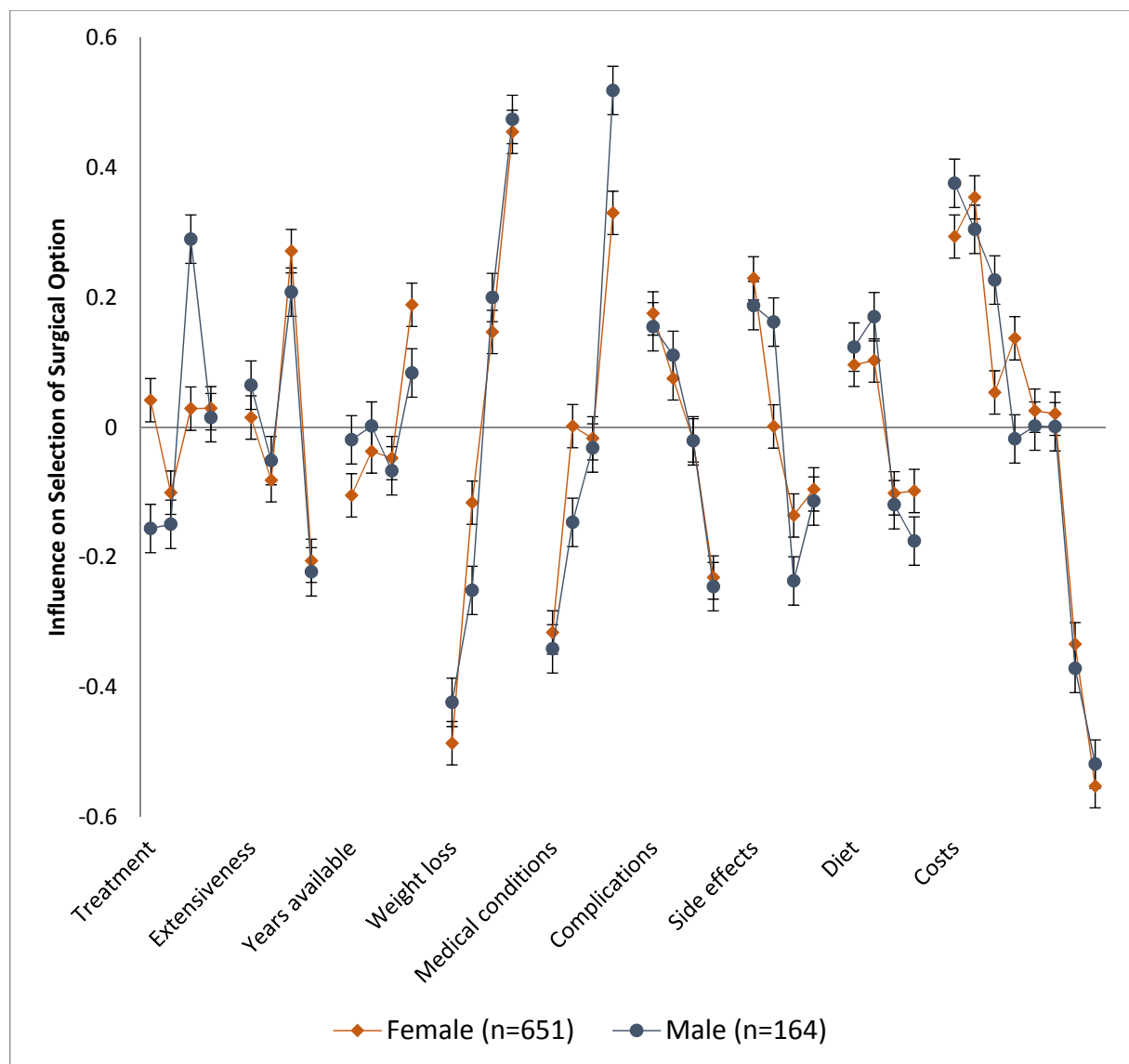
<sup>a</sup> Coefficient for continuous model indicates change in preference for every 5 additional years treatment has been available

<sup>b</sup> Coefficient for continuous model indicates change in preference for every 20% of additional total weight loss

<sup>c</sup> Coefficient for continuous model indicates change in preference for every 10% of additional risk of complications within 3 years

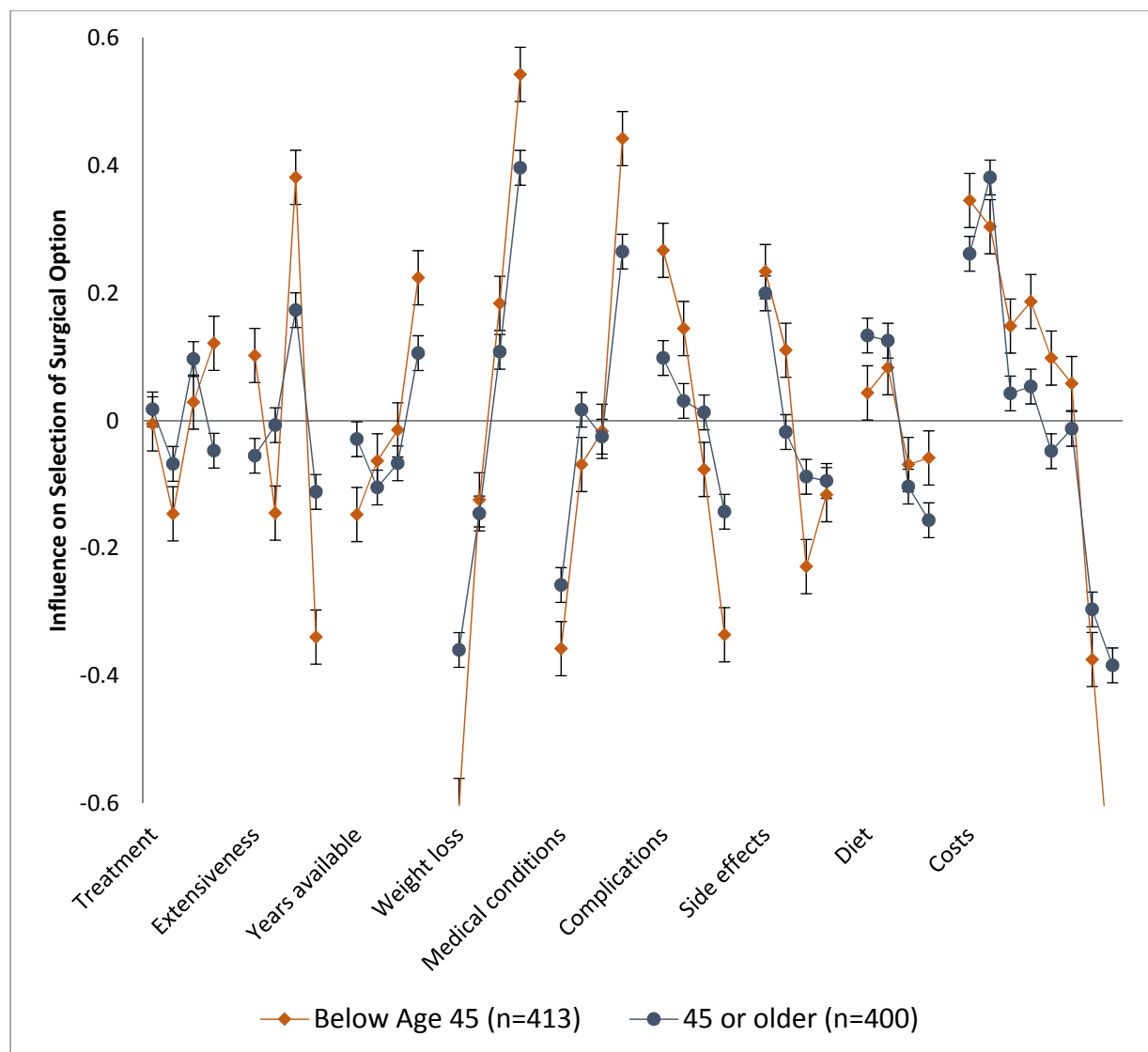
<sup>d</sup> Coefficient for continuous model indicates change in preference for every \$1000 of additional initial out-of-pocket costs

eFigure 1. Sensitivity Analysis by Sex



Note: A value greater than 0 indicates that including the associated attribute level makes a surgical profile more likely to be selected. A value less than 0 indicates that the associated attribute level makes a surgical profile less likely to be selected.

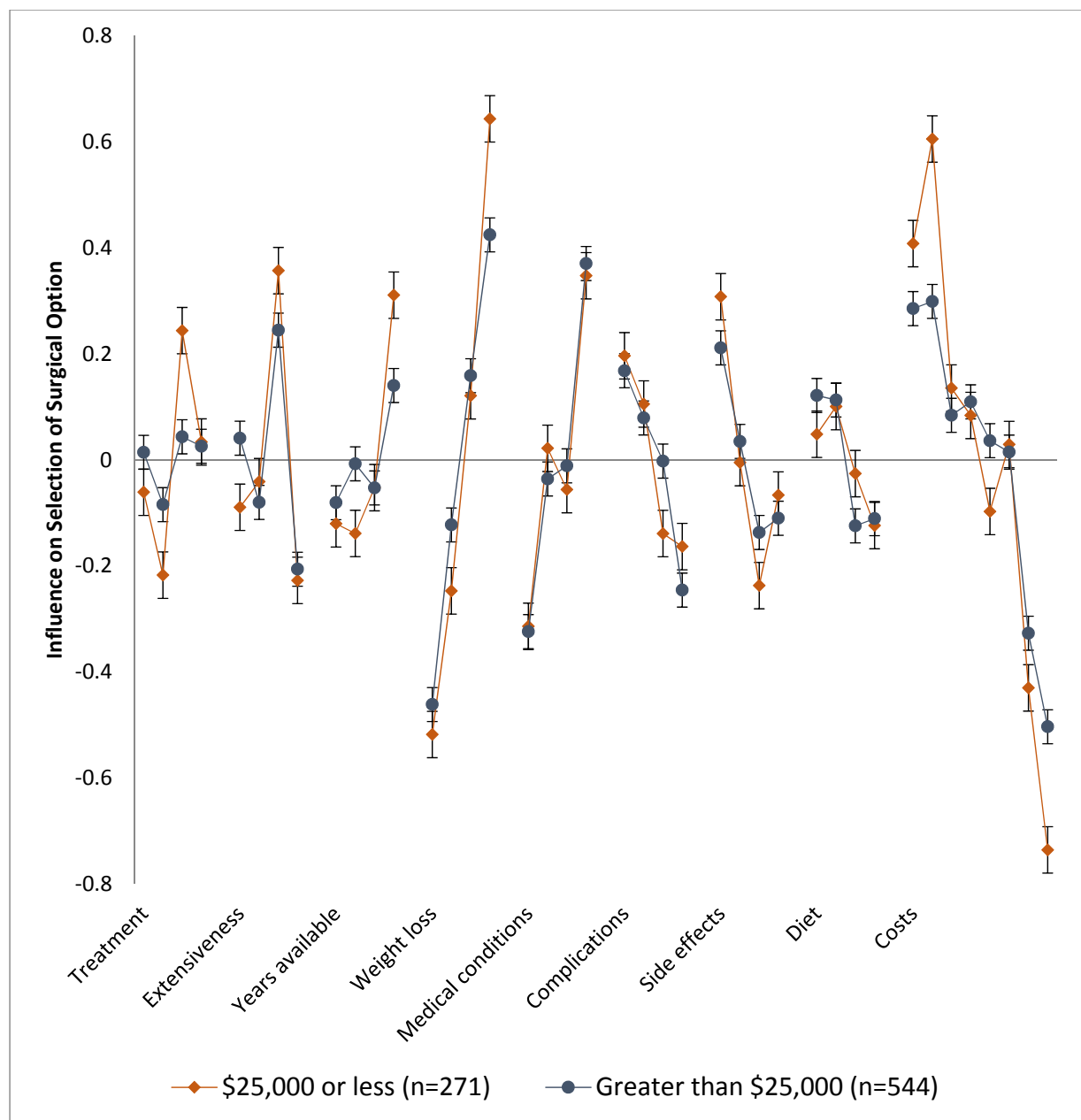
eFigure 2. Sensitivity Analysis by Age



Note: A value greater than 0 indicates that including the associated attribute level makes a surgical profile more likely to be selected. A value less than 0 indicates that the associated attribute level makes a surgical profile less likely to be selected.



**eFigure 3. Sensitivity Analysis by Income**



Note: A value greater than 0 indicates that including the associated attribute level makes a surgical profile more likely to be selected. A value less than 0 indicates that the associated attribute level makes a surgical profile less likely to be selected.