SUPPLEMENTARY MATERIAL 2: DETAILS ON ANALYSIS

Relative attribute importance

The relative importance of an attribute ($Imp_{Attribute}$), conditional upon the attributes and levels used in this study, was calculated as the utility difference between the best and worst levels of an attribute ($UD_{Attribute}$), divided by the sum of utility differences for all attributes in a 100% scale:

$$Imp_{Attribute} = 100\% * UD_{Attribute} / \Sigma_z UD_z$$

where $\Sigma_z UD_z$ denotes the sum of utility differences of all product attributes. This was calculated only for potential adaptors using the estimates from the rank-ordered logit model.

Uptake calculation

The probability of uptake of a specific injection A relative to eye drops for potential adaptors was calculated using the following formula which follows from the adoption of the logit model:

Probability of uptake of option A = $\exp(V_{optionA}) / (\exp(V_{optionA} + V_{Eyedrops})$

Uptake was assumed to be 0% for non-adopters. Overall uptake was calculated by taking a weighted average of uptake of the potential adaptors and non-adaptors (0% uptake).