Syntax
design
;alts(M1) = alt1*, alt2*
;rows = 12
;eff = M1(mnl, d, mean)
;bdraws = halton(250)
;model(m1):
U(alt1) = a.dummy[(n,-0.4,0.1)|(n,-0.6,0.15)]*A[1,2,0] + b[(n,-0.0002,0.00005)]
*B[0,100,300,500]+ c.dummy[(n,-0.1,0.025)|(n,-0.1,0.025)|(n,-0.1,0.025)]*C[1,2,3,0] +
d.dummy[(u,-0.05,0.05)|(u,-0.05,0.05)]*D[1,2,0] /
U(alt2) = a.dummy * A + b * B + c.dummy * C + d.dummy * D $

	Attribute & Levels	Reasoning based on expert & patient interviews
a[1]	Tooth loss within next 10 years 0= no tooth loss 1= 1 tooth lost 2= 2 teeth lost	Patients disliked loosing teeth in comparison to not losing teeth. Losing two teeth was also assumed to be less desirable than losing one tooth. Since tooth loss was assumed to be the most important attribute, it has the highest (negative) priors.
b[1]	Own costs for treatment, follow-up care and re-treatment per year (in Euro)	Costs were expected to be associated with a decrease in utility. This decrease was expected to be low based on patient interviews.
c[1]	Complaints & symptoms 0= no complaints 1= occasional gum bleeding 2= "long teeth" due to gum recession 3= sensitive tooth necks	Patients disliked having symptoms and complaints in comparison to being free of complaints. Interviews did not reveal any particular preference order regarding the selected symptoms and complaints.
d	Frequency of periodontist visits 0= none necessary 1= 4 x per year 2= 2 x per year	Patients did not like periodontist visits, but since they considered them important, no particular preference trends could be identified. Therefore a uniform Distribution around zero was assumed for this attribute or levels, respectively.

[1]a normal distribution was assumed for preferences, the standard deviations were chosen to be ¼ of the assumed coefficient