

Supplemental Material

Table of Condition Descriptions Provided to Participants

Condition	Stimulus
1	<p>Health incentive programs (also called pay-for-performance programs) pay people for doing things that can improve their health, such as quitting smoking. Medical researchers at several major research hospitals in the United States have shown that health incentive programs can change behavior more effectively than other standard approaches. In addition to making people healthier, programs like this may help control the costs of healthcare by reducing unhealthy behavior and disease and detecting diseases earlier. One such program gets its funding from the U.S. government. The U.S. government gives a financial reward to people who quit smoking.</p>
2	<p>Health incentive programs (also called pay-for-performance programs) pay people for doing things that can improve their health, such as <i>quitting smoking</i>. Medical researchers at several major research hospitals in the United States have shown that health incentive programs can change behavior more effectively than other standard approaches. In addition to making people healthier, programs like this may help control the costs of healthcare by reducing unhealthy behavior and disease and detecting diseases earlier. One such program gets its funding from a private company. The private company gives a financial reward to employees who quit smoking.</p>
3	<p>Health incentive programs (also called pay-for-performance programs) pay people for doing things that can improve their health, such as reaching a healthy weight. Medical researchers at several major research hospitals in the United States have shown that health incentive programs can change behavior more effectively than other standard approaches. In addition to making people healthier, programs like this may help control the costs of healthcare by reducing unhealthy behavior and disease and detecting diseases earlier. One such program gets its funding from the U.S. government. The U.S. government gives a financial reward to people who reach a healthy weight.</p>
4	<p>Health incentive programs (also called pay-for-performance programs) pay people for doing things that can improve their health, such as reaching a healthy weight. Medical researchers at several major research hospitals in the United States have shown that health incentive programs can change behavior more effectively than other standard approaches. In addition to making people healthier, programs like this may help control the costs of healthcare by reducing unhealthy behavior and disease and detecting diseases earlier. One such program gets its funding from a private company. The private company gives a financial reward to employees who reach a healthy weight.</p>
5	<p>Health incentive programs (also called pay-for-performance programs) pay people for doing things that can improve their health, such as getting screened for colorectal cancer with colonoscopy. Medical researchers at several major research hospitals in the United States have shown that health incentive programs can change behavior more effectively than other standard approaches. In addition to making people healthier, programs like this may help control the costs of healthcare</p>

	by reducing unhealthy behavior and disease and detecting diseases earlier. One such program gets its funding from the U.S. government. The U.S. government gives a financial reward to people who get screened for colorectal cancer with colonoscopy.
6	<u>Health incentive programs</u> (also called pay-for-performance programs) pay people for doing things that can improve their health, such as getting screened for colorectal cancer with colonoscopy. Medical researchers at several major research hospitals in the United States have shown that <u>health incentive programs</u> can change behavior more effectively than other standard approaches. In addition to making people healthier, programs like this may help control the costs of healthcare by reducing unhealthy behavior and disease and detecting diseases earlier. One such program gets its funding from a private company. The private company gives a financial reward to employees who get screened for colorectal cancer with colonoscopy.

Note. Participants were randomly assigned (simple random assignment) to one of the six conditions.

Acceptability of Incentives Modified Constant-Sum Comparison Measure

You will now read about three different health programs. You will be asked to pretend that you are in charge of dividing the money among the three programs.

Suppose that you have \$3000 to divide among three different health programs. All of the programs are focused on encouraging people to *behavior*. The only information you have available to you when making decisions is what is provided below.

Internet program: This program encourages people to *behavior* by giving them information through a safe and simple website on how to successfully *behavior*.

Incentive program: This program encourages people to *behavior* by giving them a financial reward if they successfully *behavior*, in addition to giving them information on how to successfully *behavior*.

Education program: This program encourages people to *behavior* by offering small classes with a health educator to provide support and help them *behavior*, in addition to giving them information on how to successfully *behavior*.

If you had to divide \$3000 among the three programs, how would you do it? You have to use all of the money and give it to at least one of the three programs.

Program	Dollar Amount
Information	\$
Incentive/Reward	\$
Education/Support	\$

Note. The behavior in the above measure matched the behavior that participants were randomly assigned to in the condition descriptions.

Table of Funding Allocation by Program Type

Program Type	<i>M</i>	<i>SD</i>
Internet-based information	\$517.45	\$466.11
Incentive	\$1291.77	\$837.92
In-person education	\$1190.78	\$776.02

Note. Means and standard deviations are across all conditions, which varied by funding source (U.S. Government vs. a private company) and behavior (quitting smoking vs. reaching a healthy weight vs. getting screened for colorectal cancer with colonoscopy). Participants had \$3,000 to divide among the three programs.