# Supplementary material

### Table S1. Mixed logit model outputs with who reviews results and trial arm interaction term included (N =199)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Attributes** | **Attribute levels** | **Β** | **Standard Error** | **P>|z|** | **Confidence interval 95%** | | **Standard deviation (SD) for distribution** | |
| **SD** | **P>|z|** |
| Method of screening | Visit your GP | Reference | | | | | | |
| Diagnosis using a phone camera | 0.073 | 0.138 | 0.597 | -0.198 | 0.344 | 1.382 | 0.000 |
| Visit a skin cancer clinic (type2) – did not use teledermoscopy | -0.249 | 0.135 | 0.065 | -0.515 | 0.016 | 0.257 | 0.364 |
| Who reviews the result | GP | Reference | | | | | | |
| Teledermoscopy dermatologist (participants did not use teledermoscopy) | 0.835 | 0.144 | 0.000 | 0.554 | 1.117 | 0.842 | 0.000 |
| Teledermoscopy dermatologist (participants did use teledermoscopy) | 0.946 | 0.337 | 0.565 | 0.286 | 1.607 | 1.305 | 0.029 |
| Time away from home/office/usual activities including travel | 1-2 hours | Reference | | | | | | |
| 3-4 hours | -1.119 | 0.141 | 0.000 | -1.395 | -0.842 | -0.451 | 0.037 |
| More than 4 hours | -1.399 | 0.138 | 0.000 | -1.669 | -1.128 | 0.523 | 0.054 |
| Chance of detection of melanoma if one is present | 65-75% | Reference | | | | | | |
| 85-95% | 1.668 | 0.127 | 0.000 | 1.418 | 1.917 | 0.726 | 0.000 |
| More than 95% | 2.446 | 0.186 | 0.000 | 2.082 | 2.810 | 1.644 | 0.000 |
| Wait time to get result | Up to 3 days | -0.241 | 0.128 | 0.059 | -0.492 | 0.009 | -0.160 | 0.300 |
| Up to 1 day | 0.186 | 0.133 | 0.161 | -0.074 | 0.446 | 0.306 | 0.117 |
| Less than 4 hours (GP/skin cancer clinic) | Reference | | | | | | |
| Number of non-cancerous moles removed to find one melanoma | 3 non-cancerous for one skin cancer (would use 3 non-cancerous moles for one melanoma) | 1.447 | 0.152 | 0.000 | 1.150 | 1.744 | -1.190 | 0.000 |
| 5 non-cancerous for one skin cancer | 0.615 | 0.127 | 0.000 | 0.365 | 0.864 | 0.858 | 0.000 |
| 10 non-cancerous for one skin cancer | Reference | | | | | | |
| Out of pocket cost | Cost (not including additional costs for biopsy or follow-up tests/treatment) | -0.023 | 0.002 | 0.000 | -0.027 | -0.019 |  |  |
| Skin self-examination | Not applicable, described in survey preamble | -2.673 | 0.231 | 0.000 | -3.125 | -2.220 |  |  |
| Do nothing | Not applicable, described in survey preamble | -1.448 | 0.199 | 0.000 | -1.838 | -1.057 |  |  |

*\*Model fit characterised by an AIC of 3465 and a BIC of 3554*