



Perceived Fairness of Direct-to-Consumer Genetic Testing Business Models

Supplementary Material 2

Exemplary Choice Set

Figure S2-1 depicts an exemplary choice set from the twelfth block (choice set 140/144). Respondents are given a short task description followed by a table showing three business models from the generic Service A, Service B, and Service C. Six of the sixteen attributes have varying levels, namely *business purpose*, *region of operation*, *sampling kit provider*, *genome test type*, *data storage*, and *additional value subscription*. The remaining ten share the same level between the three choices. As shown for the *business purpose* attribute clicking on an attribute will open a more detailed description of the attribute and its possible levels (see Supplementary Material 1 for all descriptions). Respondents may choose Service A, Service B, or Service C to have the fairest business model. Alternatively, they may deem all business models unfair by clicking *None*. In this example, the respondent chose Service A.

Your task:

You see **3** business models below. Please select the business model that **you** think is the fairest. If you think none of the presented business models are fair, you may also choose the **None** option instead.

Which business model do you consider to be the fairest?

Click on attribute to open help ▼	 Service A	 Service B	 Service C
► Test purpose	Relationship test		
▼ Business purpose	<u>Non-profit</u>	<u>For profit</u>	<u>Non-profit</u>
Does the service provider intend to make profit from the service? For-profit: The business currently makes or intends to make a profit from the service offered, either directly from the price the consumer pays or through indirect income (eg. reselling genome data). Non-profit: The business does not make profit from the service and only generates income to maintain and continue offering the service to the public. Also, it usually contributes to genomics research.			
► Region of operation	<u>Local</u>	<u>Worldwide</u>	<u>Local</u>
► Consumer research consent	Optional		
► Distribution channel	Internet only		
► Sampling site	Home collection		
► Sampling kit provider	<u>Service provider or Third party</u>	<u>Third party</u>	<u>Service provider</u>
► Sample storage	Consumer decision		
► Genome test type	<u>Genotyping or Sequencing</u>	<u>Sequencing</u>	<u>Genotyping</u>
► Data storage	<u>No storage</u>	<u>Isolated storage</u>	<u>Database for service provider</u>
► Data ownership	Service provider		
► Data processing	Value added interpretation		
► Price	\$1000		
► Additional value subscription	<u>No</u>	<u>Yes</u>	<u>No</u>
► Partial coverage by insurance	Yes		
► Reselling of genome data	Yes		

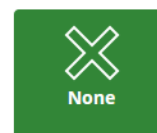
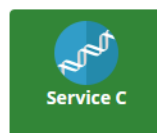
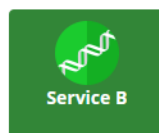
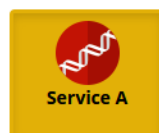


Figure S2-1: Exemplary choice set