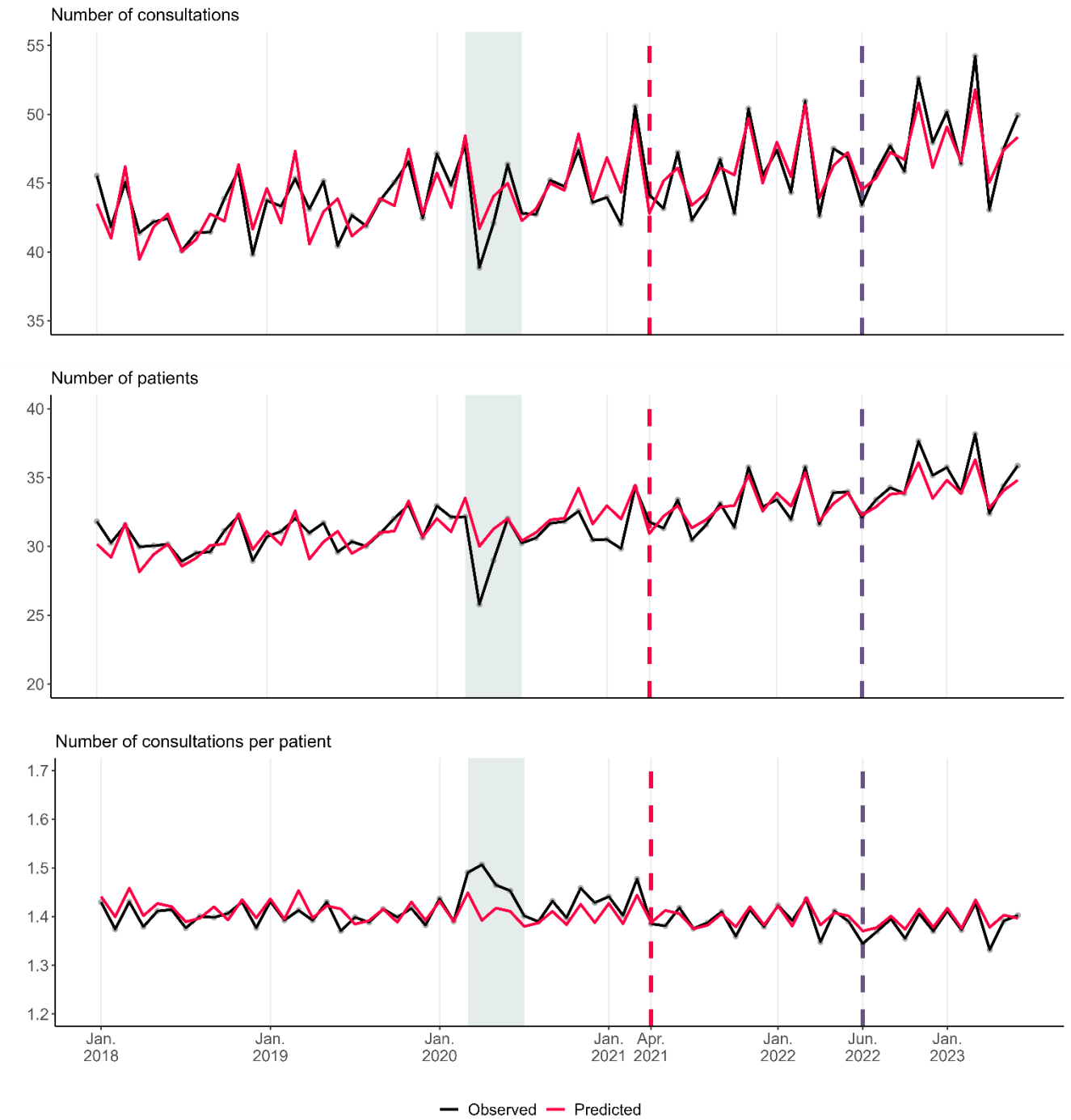


1 Additional files 2: Figures

1.1 Figure A1

Title: "Number of consultations, number of patients, and number of consultations per patient over time"

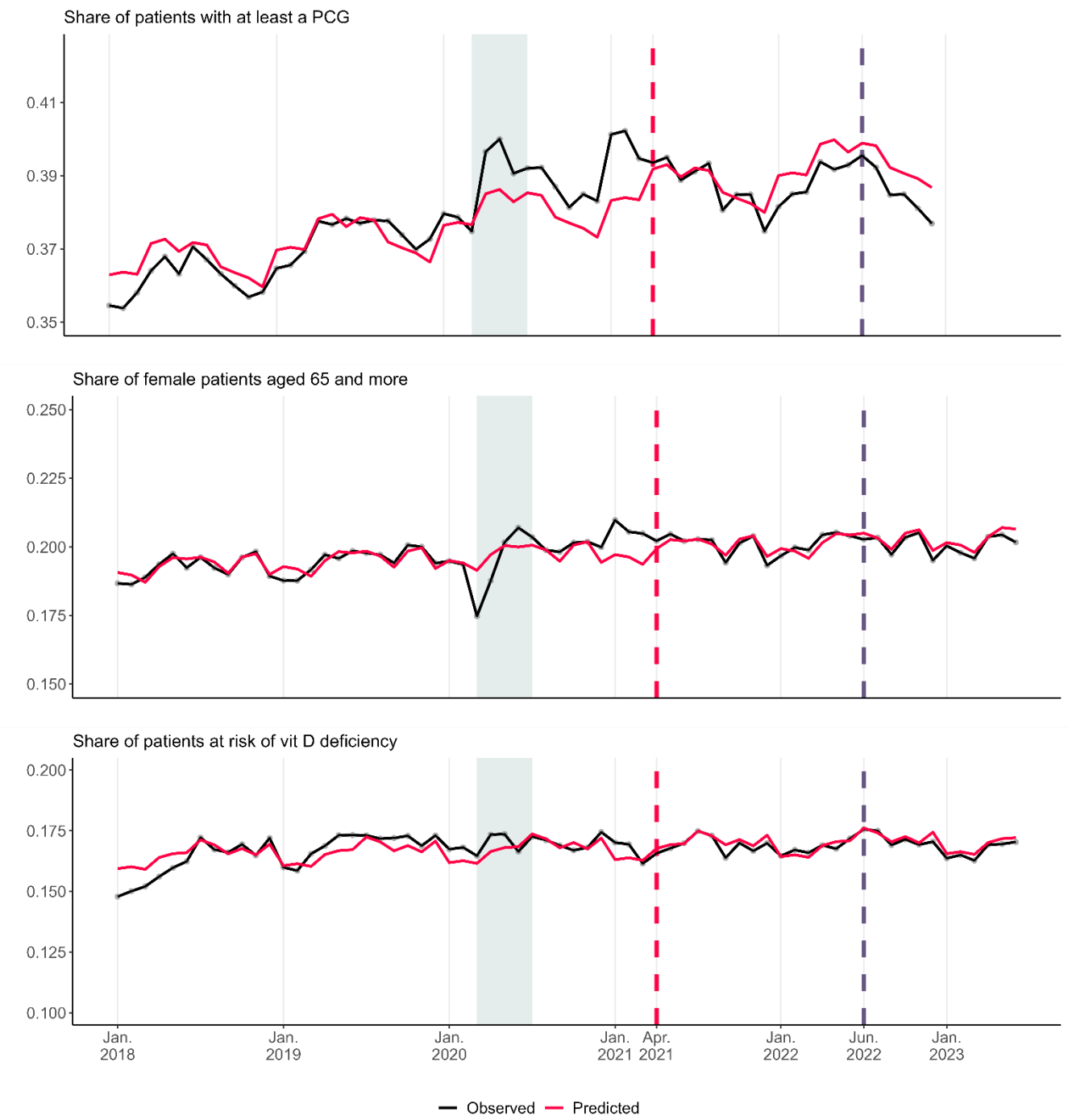
Legend: This figure depicts the observed and predicted number of consultations, number of patients, and number of consultations per patient over time. The Smarter Medicine Recommendation in April 2021 and the coverage restriction in June 2022 are represented with vertical lines. The lockdown period due to Covid19 is shaded in blue. For prediction, a time trend and monthly indicators are included.



1.2 **Figure A2**

Title: "Share of patients belonging to at least one PCG, share of female patients aged 65 and more, and share of patients at risk of Vit. D deficiency over time"

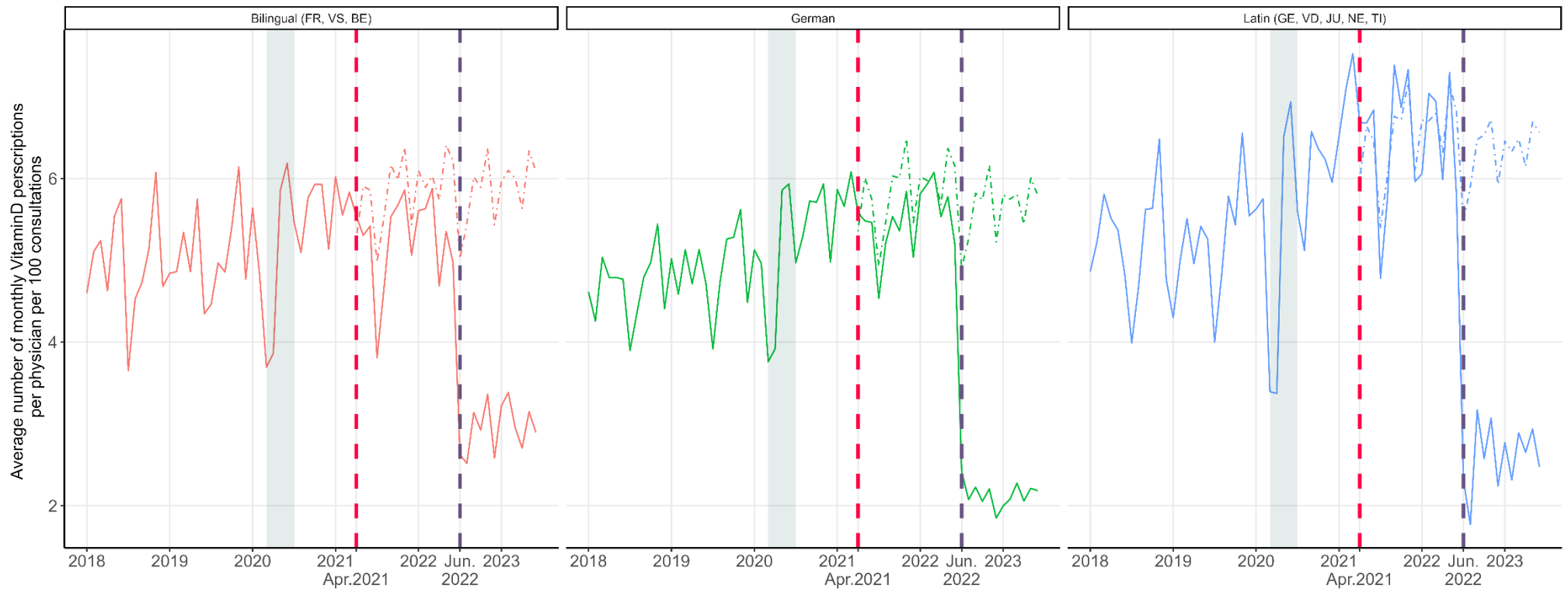
Legend: This figure depicts the observed and predicted share of patients belonging to at least one PCG, share of female patients aged 65 and more, and share of patients at risk of Vit. D deficiency over time. The Smarter Medicine Recommendation in April 2021 and the coverage restriction in June 2022 are represented with vertical lines. The lockdown period due to Covid19 is shaded in blue. For prediction, a time trend and monthly indicators are included.



1.3 Figure A3

Title: "Average number of vit. D tests prescriptions per physician per 100 consultations in the three Swiss language regions."

Legend: This figure depicts the observed, predicted and counterfactual average number of vit. D tests prescriptions per physician per 100 consultations over time. The Smarter Medicine Recommendation in April 2021 and the coverage restriction in June 2022 are represented with vertical lines. The lockdown period due to Covid19 is shaded in blue. For prediction and the estimation of the counterfactual, our main regression model presented in the main text is used.



Predicted values for the counterfactual prediction are represented with dashed lines. Observed values are represented with lines.