

---

## Supplementary Online Content

Kaambwa B, Bryan S, Frew E, et al. What drives responses to willingness-to-pay questions? A methodological inquiry in the context of hypertension self-management, *JHEOR* 2016;4(2):158-71.

**Appendix.** Willingness to pay questionnaire

This supplementary material has been provided by the authors to give readers additional information about their work.

## Appendix – Willingness to pay questionnaire

### Telemonitoring and Self Management in Hypertension Study (TASMINH2)

#### The Value of Self Management of Blood Pressure to Patients

The TASMINH2 study is designed to see whether self management leads to better control of blood pressure compared to normal care. Self management is where patients measure their own blood pressure and then adjust their medication following instructions from their GP. If self management led to better blood pressure control then this might reduce your risk of heart disease and stroke.

We are trying to get an idea of the value that you place on self-monitoring and self management of blood pressure by asking how much you would be prepared to pay for various medical services. We realise that some of these are available on the NHS but asking you to put a price on them allows us to get an idea of their value to you.

Some of you will have done self management during the study and others will not. In order to help us with the study, we would be grateful if you could take the time to complete the enclosed questionnaire.

There are no right or wrong answers to the questions asked. We are interested in your view.

Some questions will ask you to fill in a circle like this #

Other questions will ask you to write your answer in the space provided.

Please use a black (or blue) pen.

Your answers will be treated as confidential. You do not have to complete the questions if you do not wish to. Filling in the questionnaire or not will not affect your medical care or your participation in the TASMINH2 study.

If you have any questions, please contact < NAME >, Study lead on  
0800 234 6 432

Thank you for your time in completing the questionnaire

< Contact details of study lead >

We would like to ask you about your experience of blood pressure machines:

**1. a) Do you currently own a blood pressure machine?**

Yes  Go to question 1b                      No  Go to question 2

**b) If Yes, please indicate roughly when and where you bought it and how much it cost.  
If you cannot remember the details then please fill in what you can.**

Place (Shop) of Purchase .....  
 Approximate date of purchase .....  
 Approximate Price £.....

**2. Has anyone ever recommended that you buy a blood pressure monitor?**

*Please mark whichever apply*

- No
- Recommendation from a GP
- Recommendation from a Practice Nurse
- Recommendation from a hospital doctor
- Recommendation from friend or family
- Recommendation from patient group (e.g., Blood Pressure Association)
- Recommendation from someone else Please specify\_\_\_\_\_

**3. What would you consider important if you were buying a blood pressure machine?**

*Please indicate the extent to which you agree or disagree with the statements below*

	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
Price	<input type="radio"/>				
Accuracy	<input type="radio"/>				
Ease of use	<input type="radio"/>				
Make or model	<input type="radio"/>				
Machine my GP uses	<input type="radio"/>				

**Blood pressure machines that can be used at home are now available in many high street shops and pharmacies. Their price ranges are:**

- **£10-20** for a basic machine that measures blood pressure but does not have a memory
- **£30-£75** for a more accurate machine that measures blood pressure and also has a memory (i.e. the ability for readings to be stored electronically and reviewed subsequently.)
- **£75-150** for a more complicated machine that measures blood pressure, has a memory and can also be connected to a computer or the internet for the purpose of automatically sending blood pressure readings to your GP

4. What is the most you would be willing to pay to buy a blood pressure machine to use at home that does not send blood pressure readings to your GP?

(please write your answer below)

£ .....

5. Please say why this is the most you would be willing to pay.

.....  
.....  
.....

6. a) Would you be willing to pay more for a package similar to that used in the TASMINH2 study: a blood pressure machine, the ability to send readings to your general practitioner automatically and a written plan to adjust your medication depending on the level of your home readings.

Yes  Go to question 6b

No  Go to question 8

b) How much more would you be willing to pay  
(please write your answer below)

£ .....

7. Please say why you would be willing to pay this much more.

.....  
.....

Finally, we would like to ask you some questions about yourself. You do not have to answer them if you do not wish to. We have asked you for other details about yourself before, but here we are interested in your current position with regards to income as this may affect your ability to pay for things like a blood pressure machine.

8. Are you currently:

(please fill the appropriate circle)

- Employed
- Unemployed
- House-wife/house-husband
- Retired
- Student
- Other (please state) .....

**9. Please estimate the annual income of your household before deducting tax and national insurance?  
(If you receive any benefits or pensions include them as income).**

(please fill the appropriate circle)

- Less than £20 000
- £20 000 - £30 000
- £30 001 - £40 000
- £40 001 - £50 000
- More than £50 000

**THANK YOU FOR YOUR VALUABLE CONTRIBUTION TO OUR STUDY**

**WE WOULD LIKE TO REMIND YOU THAT YOUR ANSWERS ARE CONFIDENTIAL**

**PLEASE RETURN THE QUESTIONNAIRE TO THE RESEARCHER OR IN THE ENVELOPE PROVIDED**