**Additional file 3: JAGS script of the multivariate analysis**

# transformation of the variable treatment preference into dummy variables with Weakcomplementary as reference category

# Coding of treatmentpref

# 1= Strictlyconventional

# 2= Weakcomplementary

# 3= Strongcomplementary

# 4= Alternative

Strictlyconventional<-ifelse(treatmentpref == 1, 1, 0)

Strongcomplementary<-ifelse(treatmentpref == 2, 1, 0)

Alternative<-ifelse(treatmentpref == 1, 1, 0)

# model of the multivariate model

model <-function(){

for (i in 1:N){

Strictlyconventional [i]~dbern(p\_conv[i])

logit(p\_conv[i])<- cons\_conv + priorsuj[suj[i]]

+ b1\_conv\*age[i] #linear predictors

+ b2\_conv\*distress[i]

+ b3\_conv\*treatability[i]

+ b4\_conv\*socialstigma[i]

+ c1\_conv\*[frequency[i]] #categorical predictors

+ c2\_conv\*[intensityofsymptoms[i]]

+ c3\_conv\*[typeofillness[i]]

Strongcomplementary [i]~dbern(p\_sc[i])

logit(p\_sc[i])<- cons\_sc + priorsuj[suj[i]]

+ b1\_sc\*age[i] #linear predictors

+ b2\_sc\*distress[i]

+ b3\_sc\*treatability[i]

+ b4\_sc\*socialstigma[i]

+ c1\_sc\*[frequency[i]] #categorical predictors

+ c2\_sc\*[intensityofsymptoms[i]]

+ c3\_sc\*[typeofillness[i]]

Alternative[i]~dbern(p\_alt[i])

logit(p\_alt[i])<-cons\_alt + priorsuj[suj[i]]

+ b1\_alt\*age[i] #linear predictors

+ b2\_alt\*distress[i]

+ b3\_alt\*treatability[i]

+ b4\_alt\*socialstigma[i]

+ c1\_alt\*[frequency[i]] #categorical predictors

+ c2\_alt\*[intensityofsymptoms[i]]

+ c3\_alt\*[typeofillness[i]]

}

for(m in 1:NSuj) { #intra subject variance

priorsuj[m]~ dnorm(0,tau)

tau[m]~dgamma(0.1,0.1)

}

**#priors**

cons\_conv~dnorm(0,0.01) #idem for cons\_sc and cons\_alt

b1\_conv~dnorm(0,0.04) #idem for all linear predictors

c1\_conv[1]<-0 #idem for all categorical predictors

c1\_conv[1]~dnorm(0,0.04)