

Supplementary File 3. The most vs least preferred service configurations

Service configurations	Uptake	Mode of delivery	Location	Cost	Accessibility	Extra support	Consultation
Worst	44%	Video conference	GP	>£100	Conventional messaging	None	Patient-centred
Status Quo	66%	Face-to-face	GP	Free	Conventional messaging	None	Not patient-centred
Best	84%	Face-to-face	Sexual health clinic	£50-£100	Accessible messaging	Other healthcare professionals	Not patient-centred