

	Three month drug costs per patient (in \$)	Value of utility gain from symptomatic recovery (in \$)
Baseline	67.25	929.90
Effects of copayment policies		
	Change in three month drug costs per patient (in \$)	Change in symptomatic recovery (in \$)
All copayments set to \$5	30.28	10.42
Value-based design	3.13	193.35
Effects of informational campaigns		
	Change in three month drug costs per patient (in \$)	Change in symptomatic recovery (in \$)
Discourage use of reformulation products	(0.04)	(1.85)
Endow all physicians with psychiatrists' priors	0.65	2.18