

Counterfactual policies	None	TCA	NDRI	SSRI	SNRI	NaSSA	SARI
Pricing							
Baseline	31.7	4.9	12.1	31.9	12.1	2.4	4.9
All copayments set to \$5	31.1	4.8	11.9	33.1	11.9	2.4	4.8
Value-based design	16.5	6.6	16.5	34.1	16.5	3.3	6.6
Informational campaigns							
Baseline	31.7	4.9	12.1	31.9	12.1	2.4	4.9
Discourage use of reformulations	31.8	4.9	12.2	31.7	12.2	2.4	4.9
Psychiatrists' priors	31.6	4.8	12.1	32.2	12.1	2.4	4.8