

**Supplement Table S1. Random parameter logit with main effects (Model 1), country effects (Model 2)
and interaction effects with sex, age, wealth, HIV status and belief in ART effectiveness (Model 3)**

	Model 1					Model 2					Model 3							
	Coef.	SE ^a	SD ^a		SE ^a	Coef.	SE ^a	SD ^a		SE ^a	Coef.	SE ^a	SD ^a	SE ^a				
Main effects																		
Support for linkage																		
<i>SMS</i>	-0.071	0.057	0.330	***	0.110	-0.072	0.061	0.127		0.239	0.093		0.195	0.363	***	0.109		
<i>Phone call</i>	0.162	***	0.061	0.290	**	0.132	0.160	**	0.067	0.182		0.149	0.357	*	0.200	0.071	0.410	
<i>In person</i>	-0.114	**	0.050	0.040		0.112	-0.091	*	0.052	0.035		0.132	-0.256		0.174	0.025	0.138	
Location																		
<i>HF^b (HIV inclusive)</i>	-0.249	***	0.081	0.962	***	0.122	-0.183	**	0.083	0.387	*	0.230	-0.033		0.276	0.894	***	0.135
<i>HF^b (HIV separated)</i>	0.261	***	0.080	0.776	***	0.135	0.262	***	0.085	0.668	***	0.176	0.504	*	0.262	0.691	***	0.159
<i>MC^c (HIV inclusive)</i>	-0.396	***	0.094	1.309	***	0.124	-0.234	**	0.107	0.844	**	0.374	-0.638	**	0.321	1.264	***	0.125
<i>Own home</i>	0.145	**	0.071	0.637	***	0.119	0.095		0.077	0.728	***	0.110	-0.142		0.241	0.620	***	0.133
<i>Counsellor's home</i>	0.100		0.074	0.941	***	0.130	0.149	**	0.076	0.434		0.351	0.017		0.253	0.842	***	0.134

User fee for services (per dollar)	-1.495	***	0.107	1.203	***	0.115	-1.396	***	0.118	0.114		0.159	-1.268	***	0.254	1.123	***	0.131
Waiting time for services (per hour)	-0.437	***	0.038	0.374	***	0.058	-0.415	***	0.041	0.339	***	0.060	-0.320	***	0.120	0.383	***	0.061
Neither (opt-out)	-4.988	***	0.259	3.373	***	0.199	-4.574	***	0.236	0.324		0.569	-7.425	***	0.663	3.261	***	0.236

Zambia effects

Support for linkage

<i>SMS</i>							0.128	**	0.061	0.314	**	0.127	0.094		0.071			
<i>Phone call</i>							-0.052		0.068	0.282	**	0.130	0.018		0.075			
<i>In person</i>							-0.038		0.052	0.092		0.114	-0.068		0.061			

Location

<i>HF^b (HIV inclusive)</i>							0.560	***	0.088	0.790	***	0.172	0.398	***	0.096			
<i>HF^b (HIV separated)</i>							-0.325	***	0.088	0.510	***	0.188	-0.298	***	0.094			
<i>MC^c (HIV inclusive)</i>							0.272	***	0.104	0.990	***	0.311	0.257	**	0.118			
<i>Own home</i>							-0.130	*	0.077	0.047		0.196	-0.115		0.088			

<i>Counsellor's home</i>						-0.049		0.076	0.685	***	0.187	-0.081		0.090
User fee for services (per dollar)	0.667	***	0.087	0.112	0.091	0.618	***	0.106	1.105	***	0.121	0.629	***	0.117
Waiting time for services (per hour)						0.084	**	0.039	0.127	*	0.076	0.070		0.044
Neither (opt-out)						0.993	***	0.163	3.219	***	0.200	0.453	**	0.183

Interaction effects

Age														
<i>Support – In person</i>												0.009	**	0.003
<i>Location – MC^c</i> <i>(HIV inclusive)</i>												0.014	**	0.006
<i>Fee</i>												-0.010	**	0.005
<i>Neither</i>												0.036	***	0.010
Food insecure														
<i>Location HF^b</i>												-0.226	***	0.086

<i>(HIV inclusive)</i>		
<i>Neither</i>		-0.448 *** 0.173
HIV - positive		
<i>Location – HF^b</i>		0.206 * 0.107
<i>(HIV separated)</i>		
ART non believer		
<i>Location – Home</i>		0.135 * 0.069
<i>Neither</i>		0.637 *** 0.153

Model fit statistics

Number of participants	941	941	941
Number of observations	5632	5632	5368
Log Likelihood function	-4311	-4268	-3992
AIC	8669	8624	8159
AIC/N	1.539	1.531	1.520

^a SE = Standard Error, SD = Standard Deviation; ^b Health facility; ^c Mobile clinic. *10%, ** 5%, ***1% level of significance with *p* value.

Likelihood ratio test between the random parameter logits with and without the country effect: $LL_{\text{Model 1} - \text{Model 2}} = 85.50\chi^2$ (degrees of freedom=20); $p < 0.001$.

Likelihood ratio test between country adjusted random parameter logits with and without interaction effect: $LL_{\text{Model 2} - \text{Model 3}} = 552.67\chi^2$ (degrees of freedom=44); $p < 0.001$.

Supplement Table S2a. Random parameter logit (Model 3) with interaction effects: sex, age, wealth, HIV status and belief in ART effectiveness

	Main effect		Country		Age		Men				
	Coef.	SE ^a	Coef.	SE ^a	Coef.	SE ^a	Coef.	SE ^a			
Support for linkage											
<i>SMS</i>	0.093	0.195	0.094	0.071	-0.006	0.004	-0.031	0.058			
<i>Phone call</i>	0.357	*	0.200	0.018	0.075	-0.004	0.004	-0.029	0.059		
<i>In person</i>	-0.256	0.174	-0.068	0.061	0.009	**	0.003	-0.033	0.052		
Location											
<i>HF^b (HIV inclusive)</i>	-0.033	0.276	0.398	***	0.096	-0.008	0.005	0.037	0.083		
<i>HF^b (HIV separated)</i>	0.504	*	0.262	-0.298	***	0.094	0.001	0.005	-0.041	0.079	
<i>MC^c (HIV inclusive)</i>	-0.638	**	0.321	0.257	**	0.118	0.014	**	0.006	0.043	0.095
<i>Own home</i>	-0.142	0.241	-0.115	0.088	0.000	0.005	0.001	0.072			
<i>Counsellor's home</i>	0.017	0.253	-0.081	0.090	-0.004	0.005	-0.041	0.077			
User fee for services (per dollar)	-1.268	***	0.254	0.629	***	0.117	-0.010	**	0.005	0.076	0.071

Waiting time for services (per hour)	-0.320	***	0.120	0.070		0.044	-0.002		0.002	-0.014	0.036
Neither (opt-out)	-7.425	***	0.663	0.453	**	0.183	0.036	***	0.010	0.081	0.172

Model fit statistics

Number of participants	941
Number of observations	5368
Log Likelihood function	-3992
AIC	8159
AIC/N	1.520

^a SE = Standard Error, SD = Standard Deviation; ^b Health facility; ^c Mobile clinic. *10%, ** 5%, ***1% level of significance.

Supplement Table S2b. Random parameter logit (Model 3) with interaction effects: sex, age, wealth, HIV status and belief in ART effectiveness

	Food insecure		HIV-positive		ART non-believer	
	Coef.	SE ^a	Coef.	SE ^a	Coef.	SE ^a
Support for linkage						
<i>SMS</i>	0.024	0.059	0.014	0.079	0.018	0.056
<i>Phone call</i>	-0.014	0.060	-0.100	0.080	-0.058	0.056
<i>In person</i>	-0.048	0.054	0.014	0.071	-0.082	0.052
Location						
<i>HF^b (HIV inclusive)</i>	-0.226	*** 0.086	-0.183	0.113	0.012	0.079
<i>HF^b (HIV separated)</i>	-0.007	0.081	0.206	* 0.107	-0.099	0.075
<i>MC^c (HIV inclusive)</i>	-0.018	0.098	-0.087	0.133	-0.043	0.092
<i>Own home</i>	0.111	0.075	-0.028	0.098	0.135	* 0.069
<i>Counsellor's home</i>	0.050	0.080	-0.116	0.104	0.091	0.074
User fee for services (per dollar)	-0.017	0.077	-0.098	0.089	0.078	0.056

Waiting time for services (per hour)	0.048		0.037	-0.001	0.048	-0.031		0.033
Neither (opt-out)	-0.448	***	0.173	-0.262	0.231	0.637	***	0.153

Model fit statistics

Number of participants	941
Number of observations	5368
Log Likelihood function	-3992
AIC	8159
AIC/N	1.520

^a SE = Standard Error, SD = Standard Deviation; ^b Health facility; ^c Mobile clinic. *10%, ** 5%, ***1% level of significance.