

Online Appendix. Interview guides

Interview-guide – Patients with prescription

Introduction

- Introduce yourself and introduce the study. Tell what the interview will be used for.
- Ask permission to record the interview on tape
- Assure anonymity of the interviewee
- Ask the interviewee to introduce her/him-self, including age and occupation

Last face-to-face consultation with physician leading to prescription with an AB for a respiratory tract infection

Process of diagnosis of AB

- When was the last time you got a prescription for a respiratory tract infection (should be within the last 3 months)
- What was the situation – why did you seek a doctor?
- How did you seek the doctor?
- What did you want from the doctor?
- What did you expect from the doctor?
- What doctor did you seek – why him or her?
- How did the consultation go? What happened? What was said – by whom?
- Did the doctor make the diagnosis/ examine you? If so, how and do you know what was your diagnosis?

Why a specific AB was chosen / Satisfaction with AB prescription process

- Who chose to use an AB? Were you involved in this decision? If the doctor solemnly made the decision – was any explanation given why to use an AB?
- What AB was chosen? (with regard to both active substance, form and strength)
- Were you yourself involved in the decision of what AB to use? If yes, please describe how. If the doctor chose the AB, did he/she explain why to use this specific AB?
- Did the doctor give any instructions on how to use the AB? If yes – which ones?
- Were you satisfied with the way the consultation went? If yes, why? If no, why not?

Where was AB purchased/ Satisfaction with AB purchase process

- Where did you purchase the prescription?
- Why did you choose this place?
- Please describe how the purchase went about? What happened? What was said – by whom?
- Were you yourself involved in what specific AB was purchased? (due to generic substitution or drug in store/ not in store, etc.) If yes, please describe how
- Did the pharmacist give any instructions on how to use the AB? If yes – which ones? Were these instructions similar to the ones provided by the doctor?
- Were there any challenges with regard to the purchase in terms of price, was the drug in store, etc.?
- Were you satisfied the way the purchase went? If yes, why? If no, why not?

Use of AB/ Satisfaction with AB use

- How did you use the AB when coming home? (How many tablet/ dosages per day for how long?)
- Did this use correspond the instruction given by doctor or health care worker? If yes, why? If no, why not?
- Did the AB alleviate or cure your symptoms? If yes, please explain how and how quickly?

AB use in general

The last time compared to other times

- Have you had AB prescribed before? If yes, approximately how many times? When did it take place?
- Did the consultations you had with your doctor at these times resemble the last time you had a prescription written?
- Were the diagnosis carried out before the same way as the last time you got an AB consultation? If no, please describe how it usually took place?
- Was the way the AB was chosen before similar to the last time you has an AB prescription? If no, please describe how it usually took place?
- Did the doctor give similar instructions about how to use AB compared to the last time you had an AB prescription? If no, please describe how it usually took place?
- Did the visits where you formerly purchased your prescribed AB resemble the way you purchased the AB the last time?
- Were you formerly involved yourself in what AB was purchased the same way as the last time you purchased an AB? (due to distinction between brand drug/ generic drug, in store/ not in store, etc.) If no, please describe how it usually took place?

- **Did the former health care workers give instructions about AB use the same way as the last time you purchased an AB? If no, please describe how it usually took place?**

Knowledge and attitudes about when to use AB– could be further specified integrating scientific literature

- **Can you explain what AB does in your body? From where do you have this knowledge?**
- **In which situations do you think AB should be used? Why do you think that AB should be given in these situations? From where do you have this knowledge?**
- **Are there situations in which you think AB should not be used? Which situations are those? Why do you think that AB should not be used in these situations? From where do you have this knowledge?**
- **Have you ever seen public campaign addressing AB use? If yes, what can you remember from these campaigns? Did the campaigns affect you in any way? If yes, in which way? If no, why not?**

Finalizing interview

- **Thank the interviewee for spending their time with you**
- **Ask if their have any additional comments to what was said during the interview**
- **Tell the interviewee what will happen to the recordings now**

Interview-guide – Patients without prescription

Introduction

- Introduce yourself and introduce the study. Tell what the interview will be used for.
- Ask permission to record the interview on tape
- Assure anonymity of the interviewee
- Ask the interviewee to introduce her/him-self, including age and occupation

Last time when purchased an AB for respiratory tract infection without a prescription

Process of diagnosis of AB

- When was the last time you purchased an AB for a respiratory tract infection (should be within the last 3 months otherwise the patient has to be excluded from the project)
- What was the situation – why did you seek to purchase an AB?
- Why did you seek the pharmacy and not physician?
- What health care clinic/ pharmacy did you choose? – why this place?
- How did the consultation go? What happened? What was said – by whom?
- Do you know the education of the health care worker who served you?
- Did the health care worker make a diagnosis or did you simply order a certain AB?
- If a diagnosis was made - what was your diagnosis? Did the health care examine you? If yes, please describe how?

Why a specific AB was chosen / Satisfaction with AB purchase process

- What AB was chosen?
- Who chose the AB? (with regard to both active ingredient, form and strength)
- If health care worker – was any explanation given?
- If patient – why did you choose this specific AB?
- If health care worker in collaboration with patient – please describe how the conversation went about?
- Did the health care worker give any instructions on how to use the AB? If yes – which ones?
- Were you satisfied with the way the consultation went? If yes, why? If no, why not?

Use of AB/ Satisfaction with AB use

- How did you use the AB when coming home? (How many tablet/ dosages per day for how long?)
- Did this use correspond the instructions given by the health care worker? If yes, why? If no, why not?
- Did the AB alleviate or cure your symptoms? If yes, please explain how and how quickly?

AB use in general

The last time compared to other times

- Have you purchased AB medicine before? If yes, approximately how many times? When did it take place?
- Did you use to purchase AB in the same or in a different place? Please explain the reasons for choosing either the same or different places
- Did the consultations you had with the health care worker at these times resemble the last time you purchased an AB?
- Was a diagnosis made at your former visits for purchasing an AB? If yes or no, how did it take place?
- Who usually decided which AB to use? If you simply give an order usually when purchasing AB - which AB did you usually choose? Why did you choose these ones?
- If the health care worker chose the AB – have they ever given any explanations for these choices?
- Did the health care worker give similar instructions about how to use AB compared to the last time you purchased an AB? If no, please describe how it usually took place?

Knowledge and attitudes about when to use AB

- Can you explain what AB does in your body? From where do you have this knowledge?
- In which situations do you think AB should be used? Why do you think that AB should be given in these situations? From where do you have this knowledge?
- Are there situations in which you think AB should not be used? Which situations are those? Why do you think that AB should not be used in these situations? From where do you have this knowledge?
- Have you ever seen public campaign addressing AB use? If yes, what can you remember from these campaigns? Did the campaigns affect you in any way? If yes, in which way? If no, why not?

Finalizing interview

- Thank the interviewee for spending their time with you
- Ask if their have any additional comments to what was said during the interview
- Tell the interviewee what will happen to the recordings now

Interview-guide – Pharmacists

Introduction

- Introduce yourself and introduce the study. Tell what the interview will be used for
- Ask permission to record the interview on tape
- Assure anonymity of the interviewee
- Ask the interviewee to introduce her/him-self, including age, exact education and years of practice

Examples of purchase of AB without prescription for a respiratory tract infection within the last week

- How many AB have you sold approximately during the last week for respiratory tract infection? Were all of these products sold without a prescription?
- Please provide three examples of a consultation where you sold AB without prescription for respiratory tract infection within the last week – how did the consultations go about? What was the situation? Why did the patient seek you out? Did the patient tell why he/ she did not seek a physician? Who said and did what during the consultation?
- Did you carry out a diagnosis or did the patient order a specific AB?
- If you carried out a diagnosis, how did you do this? What was your rationale for diagnosing this way?
- If you made a diagnosis – which AB to use did you select (active substance, strength and from). Why did you choose this specific drug? Was the patient involved in the decision making regarding which AB to use? If yes, why and how was the patient involved in the decision?
- If the patient simply ordered a special AB – can you remember any details regarding how this was done?
- If the patient ordered a specific AB – why did you comply with the order? Did you pose any questions regarding choice of AB?
- Did you give any instructions on appropriate AB use? If yes, which ones did you provide? What was your rationale for providing this specific instruction?
- Did you pose any questions in relation to providing instructions on how to use AB?
- If yes, which ones and why? What did you use the answer for?
- Are you aware of any guidelines regarding selling AB?
- Do you always comply with existing guidelines? If yes, why? If no, why so?

AB purchase in general

Examples as compared to usual practice

- Do the three examples of a situation where you recently sold AB for a respiratory tract infection resemble situations in which you usually sell these medicinal products? In which ways were the three cases typical or untypical with regard to your usual way of diagnosing/ complying patient orders, choosing specific AB, involvement of patient and instructions on AB use?
- Do you sell the specific ABs purchased in the three examples to other indications without prescription than the ones described above?
- What are the most typical indications for which you usually sell AB without prescription?

General knowledge and attitude

- For which indications do you think AB should be purchased without a prescription? Why do you think that AB should be purchased for these indications?
- Are there indications for which you think AB should not be purchased? Which indications are those? Why do you think that AB should not be purchased in these situations?
- Do you think that AB resistance is a problem in your country? If yes, why? If not, why so?
- From where do you have your basic knowledge about AB diagnosis, choice of specific AB as well as how to use specific AB?
- How do you keep yourself updated in these matters?
- Have you ever seen public campaign addressing AB use? If yes, what can you remember from these campaigns? Did the campaigns affect you in any way? If yes, in which way? If no, why not?
- When did you receive a visit by a sales representative the last time? Do you think these visits are helpful in obtaining good purchase practices?

Finalizing interview

- Thank the interviewee for spending their time with you
- Ask if their have any additional comments to what was said during the interview
- Tell the interviewee what will happen to the recordings now