

Appendix 1: Topic guide used to guide the interviews. The topic guide was adapted for each interview.

- Can you tell me about the information you got when you were first prescribed simvastatin?
- Have you ever seen an information leaflet like this inside your packet of medicine? What have you done with this information?
- In the last month, have there been any times where you have not taken your medicines as prescribed?
- What did you think of this information?
- Have you ever seen or been told information like this before?
- Which one of these did you prefer? Why?
- What changes if any would you recommend to this section?
- Here is a statement similar to first orange statement, only it is put in a **positive** way, that is it tells you how likely you are to not have a heart attack. Which of these statements do you prefer and can you tell me why.
- This statement could be organised in a different way, with the numbers of those taking the medicine put before those who don't take the medicine, so it might say (read below). Can you tell me which of these you prefer and why?
- Do you think that having this information about the chance of benefit and the chance of side effects helps you make a decision about whether the medicine is right for you?
- Imagine you received this information when you were first prescribed this medicine, what difference do you think this would have made to what you did and thought about the medicine?
- Do you think, if this type of information was commonplace in the leaflets, it would make people to do anything differently with their medicines?
- Having had our discussion, if you have the choice of having one of these formats which one would you have and why?