

Appendix 2: Interview Structure

Research Study: Interactions with the pharmaceutical industry: a qualitative study of Australian cancer physicians.

These indicative questions are displayed in their intended branching logic. The probing questions within the sub-branches are likely to be modified or expanded based on the responses given to the base questions.

1. Introduction

The interviews will commence with the interviewer expressing the researchers' neutrality around the topic. The interviewer will state that there are many types of interactions with industry, and that we are interested in understanding and learning about the current types of interactions occurring in medical oncology and haematology. Participants will be encouraged to be as open and honest as possible, but will be specifically asked not to identify or provide information that may identify any other practitioners in their answers.

2. Contextual demographic information

- Can you tell me a bit about your workplace and the types of patients you see?
 - What are some of the main ways you interact with industry?
 - For example, do you see drug reps, or have much contact with trials sponsors or access programs?

3. Specific interaction description

- Can you describe your last interaction with a drug rep?
 - What drug were they promoting and what did they say?
 - How did you feel about the interaction?
 - What did you find was most positive about the interaction?
 - Did you have any specific concerns?

4. Exploration of views on general industry interactions

- How do you feel about interacting with reps or industry in general?
 - Are there certain types of interactions that you are more comfortable with than others?
 - Are there any situations that make you feel uncomfortable?
 - What about situations you've seen other oncologists/haematologists in?
 - How do these affect your own interactions?
 - How do you feel about payments to cancer physicians?
 - When do you think these are reasonable or justified?
 - When do you think they aren't?
 - What do you see as the role of public disclosure of payments?

5. Exploration of policy opinions

- What do you see as the main role or benefits of industry in general to our profession?
 - What about industry-physician relationships specifically?
- What do you see as the main risks or harms, for both industry in general and industry-physician relationships specifically?
- What can our profession do to improve our relationships with industry?
 - What changes would you like to see?
- What do you see as the role of ethical guidelines?
- What do you see as the role of senior colleagues or mentors?
- Are you aware of any other initiatives to try and manage industry relationships?
 - How do you feel about these?

6. Conclusion

- Is there anything else would you like me to know about industry relationships?

Interviewer will then thank the participant for their time and insights and then end interview.