

Appendix 3: Initial coding analysis framework

Category	Code	Sub-code
Industry interactions	Descriptive experiences	Positive experiences
		Negative/uncomfortable experiences
	Style of engagement ¹	Confident
		Ambivalent
	Avoidant	
Role of industry	Perceived benefits	Research funding
		Education funding
		Access programs/patient-centred
	Perceived risks	Perception of influence (personal and education) ²
Research dependence		
Industry payments	Approaches	Unconditional acceptance
		Conditional acceptance
		Refusal
	Perceived appropriateness	Remuneration of work (eg advisory boards)
Sponsorship of travel/accommodation		
Management strategies	Ethical guidelines	Lack of utility of guidelines
	Education/colleague guidance	Need for more education
Ideas for change	Proposals for change	
Emerging themes		

1. Doran et al., Soc Sci Med. 2006;62:1510–1519
2. Larkin J et al. BJGP Open. 2021; DOI: 10.3399/BJGPO.2021.0057