

Supplementary File 1. Keywords for coding

Variable name	Keyword search
COMPANY	<p>A. Menarini Australia Pty Ltd; Abbott Australasia Pty Ltd OR AbbVie Pty Ltd; Actelion Pharmaceuticals Australia Pty Ltd; Alexion Pharmaceuticals Australasia PTY LTD; Allergan Australia Pty Ltd; Amgen Australia; Astellas Pharma Australia Pty Ltd; Astrazeneca Pty Ltd; Baxter Healthcare Pty Ltd; Bayer Australia Ltd; Besins Healthcare Australia; BioCeuticals; Biogen Idec Australia Pty Limited; Boehringer Ingelheim Pty Limited; Bristol-Myers Squibb Australia Pty Limited; Celgene Pty Ltd; CSL (includes also bioCSL Australia Pty Ltd and CSL Behring); Eisai Australia Pty Ltd; Eli Lilly Australia Pty Ltd; Fresenius Kabi Australia; Gilead Sciences Pty.; GlaxoSmithKline Australia Pty Ltd; iNova Pharmaceuticals (Aus) Pty Ltd; IPSEN Pty Ltd; Janssen; LEO Pharma Pty Ltd; Lundbeck Australia; Merck Serono Australia Pty Ltd; MSD Australia Pty Ltd; Mundipharma Pty Ltd; Mylan EPD; Norgine Pty Limited; Novartis Pharmaceuticals Australia Pty Limited (includes also Alcon Laboratories); Novo Nordisk</p>

	Pharmaceuticals; Pfizer Australia; Roche Products Pty Limited; Sanofi/Sanofi Aventis Australia Pty Ltd; Servier Laboratories (Australia) Pty Ltd; Shire Australia; Takeda Pharmaceuticals Australia Pty Ltd (includes also Nycomed Pty Ltd Report); UCB Pharma; Vifor Pharma Pty Ltd
LOCATION	
New South Wales	NSW, New South Wales, Sydney, other cities or suburbs, and postal codes of NSW*
Victoria	VIC, Victoria, Melbourne, other cities or suburbs and postal codes of VIC*
Australian Capital Territory	ACT, Australian Capital Territory, Canberra, other cities or suburbs, and postal codes of ACT*
Western Australia	WA, Western Australia, Perth, other cities or suburbs, and postal codes of WA*
South Australia	SA, South Australia, Adelaide, other cities or suburbs, and postal codes of SA*
North Territory	NT, North Territory, other cities or suburbs, and postal codes of NT*
Tasmania	TAS, Tasmania, Hobart, other cities or suburbs, and postal codes of Tasmania*
Overseas	Overseas: outside of Australia**
<p>*Where the state or capital was not listed, events were hand coded based on postal codes, cities or suburbs</p> <p>**Events not taking place in an Australian state were hand-coded</p>	

MEALS	
<ul style="list-style-type: none"> Lunch 	Lunch
<ul style="list-style-type: none"> Dinner 	Dinner
<ul style="list-style-type: none"> Breakfast 	Breakfast
<ul style="list-style-type: none"> Tea 	Afternoon tea, morning tea, light refreshments, light meals, sandwiches & drinks, coffee cart, snack and beverage, sushi
<ul style="list-style-type: none"> All day events with meals 	Day delegate package*; conference package**
<ul style="list-style-type: none"> Food unspecified 	food & beverages, meals, drinks, in hospital catering, beverages, wine
<ul style="list-style-type: none"> No meals provided 	Sponsorship/accommodation only, no hospitality provided, travel/accommodation only (domestic events)
<p>*Note: “day delegate package” consisted of entries where multiple meals were listed ((Lunch, tea), (Breakfast, tea), (Dinner, tea), (Breakfast, lunch, tea))</p> <p>**Note: “conference package” consisted of events lasting multiple days and typically included a day delegate package, often accommodation (food and beverage not reported separately), registration (food and beverage not reported separately), or travel (including flights, registration, airfares, accommodation and food and beverages not reported separately)</p>	
EVENTS HELD IN CLINICAL SETTING	Hospital; clinic; practice; medicare local; health centre; surgery; medical centre; medical; health care centre; specialist centre; cancer centre; cancer care centre; heart centre; medical and dental centre;

	endocrine centre; radiotherapy centre; radiation centre; optical centre; eye centre; renal unit; ward; department; dept; community health; family planning; education centre.
PROFESSIONAL STATUS	
<ul style="list-style-type: none"> • Primary care doctors 	GP; general practitioner; family medicine.
<ul style="list-style-type: none"> • Nurses 	Nurse
<ul style="list-style-type: none"> • Pharmacists 	Pharmacist
<ul style="list-style-type: none"> • Trainees 	Registrar; resident; intern; student; advanced trainee; RMO; resident medical officer; JHO; SHO; senior house officer; PHO; principal house officer; fellow
<ul style="list-style-type: none"> • Specialty care 	<p>Specialist; consultant; senior medical officer; SMO; visiting medical officer; VMO; general medicine; general physician; *ology physician; *ology doctor;</p> <p>allergist; allergy physician; anesthesiologist; anesthetist; anaesthesiologist; anaesthetist; andrologist; cardiologist; dermatologist, diabetologist; emergency physician; emergency medicine physician; endocrinologist; epileptologist; gastroenterologist; geriatrician; getriatric physician; gynaecologist; obstetrician; OB/GYN; haematologist; hematologist; hepatologist; immunologist; infectious</p>

	disease physician; infectious disease doctor; internal medicine physician; microbiologist; neonatologist; neurologist; nuclear medicine physician; nephrologist; renal physician; renal doctor; urologist; oncologist; pharmacologist; pulmonologist; psychogeriatrician; ophthalmologist; rheumatologist; radiologist; respiratory physician; respiratory medicine physician; respiratory medicine doctor; palliative care physician; pathologist; sexual health physician; sexual health doctor; psychiatrist; psychiatry doctor; paediatrician; surgeon; surgery doctor; intensive care doctor; intensivist; intensive care physician; cardiothoracic
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CLINICAL FOCUS	
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• Allergy/Immunology	Allergist; allergy; immunologist; immunology
• Anaesthesiology	Anesthesiologist; anesthetist; anaesthesiologist; anaesthetist; anaesthesiology
• Andrology	Andrologist
• Cardiology	Cardiologist; cardiology
• Dermatology	Dermatologist; dermatology
• Emergency	Emergency
• Endocrinology	endocrinologist; endocrinology; diabetologist; diabetology; diabetes
• Gastroenterology	Gastroenterologist; gastroenterology; Hepatologist; hepatology

• Geriatrics	Geriatrician; geriatric; psychogeriatrician; elderly
• Haematology	Haematologist; haematology; hematology; hematologist
• Infectious Diseases	Infectious disease; microbiologist; microbiology
• Internal Medicine	Internal medicine
• Intensive care	Intensive care; intensivist; critical care
• Neonatology	Neonatologist; neonatology; NICU; neonatal
• Nuclear medicine	Nuclear medicine
• Nephrology	Nephrologist, nephrology; renal; kidney
• Neurology	Neurologist; neurology; epileptologist
• Obstetrics/Gynaecology	Gynaecologist; gynaecology; obstetrician; OB/GYN; obstetrics
• Oncology	Oncologist; oncology; cancer
• Ophthalmology	Ophthalmologist; ophthalmology
• Otolaryngology	Otolaryngology
• Palliative care	Palliative care
• Pathology	Pathologist; pathology
• Pharmacology	Pharmacologist; pharmacology
• Paediatrics	Paediatrician; paediatric*; pediatric*
• Psychiatry	Psychiatrist; psychiatry; mental health
• Radiology	Radiologist; radiology
• Rheumatology	Rheumatologist; rheumatology
• Respiratory medicine	Lung specialist; respiratory; pulmonologist
• Sexual health	Sexual health
• Surgery	Surgeon; surgery; surgical; operating theatre
• Urology	Urologist; urology

*Note: the clinical focus is a proxy variable based on clinical specialty of attendees

and/or event description.	
EVENT TYPE	
• Meeting (all inclusive/NOS)	Search for generic word “meeting”
• Journal club	Journal club; journalclub
• Inservice	Inservice
• Workshop	Workshop
• Grand rounds	Grand round; grandround
• Scientific meeting	scientific meeting; congress; conference AND NOT videoconference/teleconference
• Clinical meeting	internal meeting; departmental meeting; clinical meeting; case review, case conference; case study meeting; case study conference
• Multidisciplinary meeting	Multidisciplinary meeting