**Supplementary File 20: Process evaluation topic guides for Trials 1 and 2**

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| **Interview topic guide for trial 1.**  |
| 1. Firstly, were you in your current post at this site when the feedback from the surgical PBM audit was delivered (Oct 2015)?
2. Can you talk me through what the surgical PBM audit was about?
3. Have you received any feedback on the findings from the surgical PBM audit?
4. How much, if any, of the feedback materials have you read?
5. In your opinion, how easy was it to understand the feedback from the surgical PBM audit?
6. In your opinion, how accurate was the feedback from the surgical PBM audit?
7. How well do you think your site was doing compared with the audit standards?
8. Did the feedback materials include any recommendations for changing practice in light of feedback?
9. Did the feedback materials from the surgical PBM audit provide you with any tools for responding to the feedback?
10. Have you received any support over the telephone alongside the feedback materials from the surgical PBM audit?
11. To what extent do you feel that practice or procedures need to change based on feedback from the surgical PBM audit?
12. Can you talk me through what you and your team have done so far in response to the feedback from the surgical PBM audit?

[If not done anything yet in response to surgical PBM audit, skip to Q12b]12b. Can you talk me through any reasons why you have not yet responded to the feedback from the surgical PBM audit? (e.g. time, competing priorities, tasks) 1. How receptive have your clinical colleagues been to making changes in response to feedback from the surgical PBM audit?
2. How confident are you in you and your colleagues’ ability to respond to feedback from the surgical audit?
3. Were there any negative feelings that influenced your response to feedback from the surgical PBM audit?
4. To what extent does your team have the necessary resources to respond to feedback from the surgical audit?
5. Have you encountered any other problems when trying to respond to feedback from the surgical PBM audit?
6. To what extent has your response to feedback from the surgical PBM audit been influenced by any factors external to your hospital?
7. In your opinion, are there any downsides to responding to feedback from the surgical PBM audit?
8. Lastly, to what extent has your response to the 2015 audit of surgical PBM differed from what you normally do when responding to feedback from the national comparative audit?
9. [IF DEFINITELY HAS NOT RECEIVED ANY FEEDBACK MATERIALS]

21a. Do you normally receive feedback on findings from the national comparative audits of blood transfusions? 21b. Would you expect to receive feedback on the findings from the surgical PBM audit?21c. Can you think of any reasons why you have not yet received feedback from the surgical PBM audit?1. Do you have any additional comments regarding the feedback materials and/or your response to the 2015 audit of surgical PBM? Or is there anything else you would like to add?
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| **Interview topic guide for trial 2.**  |
| 1. Firstly, were you in your current post at this site when the feedback from the haematology audit was delivered (August 2016)?
2. Can you talk me through what the haematology audit was about?
3. Have you received any feedback on the findings from the haematology audit?
4. How much, if any, of the feedback materials have you read?
5. Approximately how much time did it take to read these materials?
6. In your opinion, how easy was it to understand the feedback from the haematology audit?
7. In your opinion, how accurate was the feedback from the haematology audit?
8. How well do you think your site was doing compared with the audit standards?
9. Did the feedback materials include any recommendations for changing practice in light of feedback?
10. Did the feedback materials from the haematology audit provide you with any online resources for planning your response to the feedback?
11. Did the feedback materials from the haematology audit provide you with any tools for planning your response to the feedback?
12. Has anyone rang you to discuss the haematology audit?
13. Has anyone else rang you to discuss the haematology audit?
14. To what extent do you feel that practice or procedures need to change based on feedback from the haematology audit?
15. Can you talk me through what you and your team have done so far in response to the feedback from the haematology audit?
16. [If has not done anything yet in response to haematology audit, skip to Q16b]

16b. Can you talk me through any reasons why you have not yet responded to the feedback from the haematology audit? (e.g. time, competing priorities, tasks) 1. How receptive have your clinical colleagues been to making changes in response to feedback from the haematology audit?
2. How confident are you in you and your colleagues’ ability to respond to feedback from the haematology audit?
3. Were there any negative feelings that influenced your response to feedback from the haematology audit?
4. To what extent does your team have the necessary resources to respond to feedback from the haematology audit?
5. Have you encountered any other problems when trying to respond to feedback from the haematology audit?
6. To what extent has your response to feedback from the haematology audit been influenced by any factors external to your hospital?
7. In your opinion, are there any downsides to responding to feedback from the haematology audit?
8. Lastly, to what extent has your response to the haematology audit differed from what you normally do when responding to feedback from the national comparative audit?
9. [IF DEFINITELY HAS NOT RECEIVED ANY FEEDBACK MATERIALS OR BEEN INVOLVED IN RESPONSE TO FEEDBACK]
10. Do you normally receive feedback on findings from the national comparative audits of blood transfusions?
11. Would you expect to receive feedback on the findings from the haematology audit?
12. Would you expect to be involved in planning your site’s response to the haematology audit?
13. Can you think of any reasons why you have not yet received feedback from the haematology audit?
14. Do you have any additional comments regarding the feedback materials and/or your response to the 2016 haematology audit? Or is there anything else you would like to add?
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