**Supplementary File 5: WS1c Intervention acceptability interview topic guide**

* **Can I firstly ask you how long you have been working at this hospital?**
* **And briefly, what is your role in blood transfusion?**
* **How often do you make decisions about blood transfusion?**
* **Do you have any influence over others’ decisions about transfusion?**

**In this interview we will be discussing the recent documents that you may have received related to the national comparative audit 2014 of medical use of blood. We are interested in hearing your views about the feedback and how you found the process.**

**Here are the four feedback reports and toolkit that were sent to your hospital as part of the Medical Use of Blood 2014 audit. Before we begin, can you tell me which, if any, of these materials you have seen before?**

Level 1 [ ]

Level 2 [ ]

Level 3 [ ]

Powerpoint [ ]

Toolkit [ ]

Present in support session [ ]

**This interview will be conducted in two parts. In this first part, we will focus on your thoughts regarding the revised format feedback reports. In part 2, we will discuss the toolkit (and support session). We will now begin part 1. For now, can I ask you to please focus on these feedback reports.**

**PART 1: Acceptability of Medical Use of Blood 2014 audit report**

**Firstly, can I begin by asking to what extent did you find the revised format of the Medical Use of Blood 2014 feedback reports acceptable?**

* **We are interested in what acceptable might mean to you, so any initial thoughts you might have?**

**1. Can you talk me through how you received the Medical Use of Blood Feedback reports (written, powerpoint, verbal)**?

*- Was this different to how you normally receive feedback reports?*

**2. Can you talk me through your overall impressions of the revised format medical use of blood 2014 feedback reports?**

* *Were these revised feedback reports different in anyway from those you typically receive from the National Comparative Audit?*

**3. Was there anything in particular that you liked about the medical use of blood 2014 feedback reports?**

* *Are there any parts that stand out?*
* *Was there anything in particular that you disliked?*

**4. What do you think are the advantages of the revised format feedback reports?**

* *Are there any disadvantages?*

**5. How much, if any, of the medical use of blood 2014 feedback reports did you read?**

* *How much time did this take?*
* *Was this more or less time than you would usually spend reading a normal feedback report?*

**6. In your opinion how easy or difficult was it to comprehend these feedback reports?**

- *What in particular was easy/difficult?*

**7. To what extent were you able to readily extract key information from the medical use of blood 2014 feedback reports?**

**8. Did you adapt any of the feedback reports in any way?**

* *If yes: can you talk me through this? (e.g. what/why)*
* *How much time did this take?*
* *Would you normally spend time adapting National Comparative Audit feedback reports?*

**9. Did you create any additional feedback materials?**

* *If yes: can you talk me through this? (e.g. what/why)*
* *How much time did this take?*
* *Would you normally spend time creating additional feedback materials?*

**10. To what extent do you think reading or not reading the medical use of blood 2014 feedback reports has ethical implications for patient care?**

* *Prompt- i.e. positive or negative consequences*

**11. In your opinion to what extent do you think the revised medical use of blood 2014 feedback reports hold the potential to make a difference to clinical practice?**

**12. To what extent do you feel that it is your responsibility to read the medical use of blood 2014 feedback reports?**

* *If no: whose responsibility do you think it is?*

**13. Can you think of anything you can do to encourage key members of staff to read these feedback reports?**

**14. How easy or difficult do you think the recommendations from these feedback reports will be to implement?**

**15. Can you think of anything that you can do to help implement these recommendations in practice??**

**16. Do you feel there is anything missing in the revised format medical use of blood 2014 feedback reports that you would have liked to have seen**?

**17. Can you think of any ways that these feedback reports could be improved?**

**18. To what extent are you likely to read future feedback reports if they are presented in this revised format?**

**Having gone through the questions regarding the Medical use of Blood 2014 feedback reports, do you still feel the revised format of reports are/ are not acceptable with regards to disseminating the recommendations?**

**Part 2: Acceptability of toolkit.**

**Thanks for your input so far. In this second part of the interview, we would like to move on to specifically discuss the toolkit you have received.**

**Again, before going through more specific questions, can I ask to what extent did you find the toolkit acceptable?**

**19. Can you talk me through your overall experience of having received the toolkit?**

**20. In your opinion was the toolkit easy or difficult to comprehend?**

*- What in particular was easy/difficult?*

**21. Can you think of any advantages to using the toolkit to disseminate and respond to feedback?**

* *Can you think of any disadvantages?*

**22. How much, if any, of the toolkit did you read?**

* *If yes, How much time did this take?*

**23. Did you use the toolkit in any way to disseminate recommendations from the feedback reports?**

* *If yes: can you talk me through this (what used / how used?)*
* *How much time did this take?*
* *Does this differ from what you normally do when you receive feedback from the national comparative audit?*

**24. Did you use the toolkit to plan your response to the feedback from the reports? (i.e. QuickAudit, action planning/ goal-setting)?**

* *If yes: can you talk me through this (what used / how used?)*
* *How much time did this take?*
* *Does this differ from what you normally do when you receive feedback from the national comparative audit?*

**25. Did you create any additional materials to facilitate dissemination and/or response to feedback?**

* *If yes: Can you talk me through these?*
* *How much time did this take?*

**26. Was there anything in particular that you liked about the toolkit?**

* *Did any parts or tools stand out in particular?*
* *Was there anything you disliked about the toolkit?*

**27. Can you think of any ways in which the toolkit could aid dissemination of the feedback report recommendations?**

**28. What do you think you or your colleagues could do to help implement the use of the toolkit?**

**29. Whose responsibility do you think it is to use the toolkit?**

**30. To what extent do you think using the toolkit to disseminate and respond to feedback has ethical implications for patient care?**

**31. Are there any aspects of the toolkit that you think may be effective in making a difference to clinical practice?**

**32. Do you feel there is anything missing in the toolkit that you would have liked to have seen?**

**33. Can you think of any ways that the toolkit could be improved?**

**34. How likely would you be to use the toolkit in future audit cycles?**

**35. Overall, to what extent do you feel you require any further support to use the toolkit?**

**36. To what extent do you think you would be more or less likely to use the toolkit if it was delivered in a web-based format?**

* *Do you feel you would require any additional support to do so? (e.g. webinar, telephone support).*
* *What could be done to promote engagement with the toolkit if it was online?*

**Having gone through the questions regarding the toolkit, do you still feel the toolkit is/ is not acceptable?**

**As you can see here, there was a different action planning template in the toolkit to the one in the feedback reports.**

* Do you have any comments about the different templates?
* Is there one that you would be more likely to use? Why?

**Part 3: Acceptability of the support sessions**

**37. Can you talk me through your experience of having attended the support session which focused on how to use the toolkit?**

**38. What did you find useful about the session?**

* *Was there anything about the session you did not find useful?*

**39. To what extent do you feel the support session provided added benefit over the toolkit on its own?**

**That concludes our questions. Do you have any additional comments, or is there anything else you would like to add? Thank you for your time.**