

Supplement File S2. Interview guide for feedback initiative leads

Section A: Background information

1. Please tell me about your current role and provide a brief outline of what this involves
2. How long have you been in this role?
3. How many years have you been working at this ambulance service/hospital trust *[delete as appropriate]*?
4. Could you talk me through your involvement with this prehospital feedback initiative?
5. What is the prehospital feedback initiative called locally?
6. Can you tell us a bit more about the setting where this prehospital feedback initiative is located? *[For emergency department-based initiatives: type of emergency department, geographical area, staff skill mix, patient mix. For ambulance service-based initiatives: local call volume, geographical area, staff skill mix.]*

Section B: Initiative context and motivation

7. Thinking back, how did you first become involved in prehospital feedback?
8. When did you first decide to do something locally regarding prehospital feedback?
 - a. How did this initiative come about?
 - b. Was there a specific problem you were trying to address?
9. What were the original aims and motivations for starting the project?
 - a. Why was that important? Why was this on the agenda at the time?
 - b. What were you trying to change with the project?

Section C: The design and mechanisms of the prehospital feedback initiative

10. Let's talk about the development of the initiative. How was it actually designed?
 - a. Who was involved? Staff/users, developers?
 - b. What were the key design decisions?
 - c. What was the rationale/theory underpinning these decisions?
11. I'd like to find out a little more specifically about how you think your initiative should ideally work. Can you explain this to me in as much detail as possible?
[Confirm any items relating to this initiative which were unclear from online data collection instrument completed in Work stream 2]
12. What are the resources involved in this initiative? What are the costs?

Section D: Initiation and implementation of the prehospital feedback initiative

13. Now, I want to talk about how it actually went when you first implemented the initiative.
 - a. Could you give us an idea of the project timeline and key project dates?
14. How was the initiative set up?
 - a. How many staff were involved directly in the project?
 - b. Funding, equipment, technical support?
15. How was the initiative introduced to staff?
 - a. Any training? Incentives?
16. What were your initial intentions?
 - a. Did you implement the initiative more widely after success in one location?

Section E: Evaluation of the initiative

17. This last section is about evaluation of your initiative. So, taken as a whole, how would you evaluate the initiative?
 - a. Did the initiative achieve what you hoped it would?
 - b. What other effects did the initiative have? Did that come as a surprise for you?
18. How would you evaluate the implementation of the initiative when it first started?
 - a. Were there any issues, what were these, how were they addressed?
 - b. What were the main barriers to the design and implementation of your initiative? [*prompt to cover patient confidentiality, time & effort involved in generating feedback*]
 - c. Did you adjust your initiative when you faced barriers? If yes, how?
19. How did ambulance staff react to your initiative initially?
 - a. Did that change over time?
 - b. Were there any concerns about the initiative expressed by staff?
20. How did hospital staff react to your initiative initially?
 - a. Did that change over time?
 - b. Were there any concerns about the initiative expressed by staff?
21. How well was the initiative adopted by ambulance staff? [*confirm number of staff using the initiative as provided in data collection instrument of Work stream 2*]
22. Overall, what do you think has been the impact of this initiative on clinical practice?
 - a. What effect do you think this prehospital feedback initiative has on individual prehospital clinicians?
 - b. What about at a team-level? Organisational-level?
23. Have you had any feedback from senior leadership or stakeholders regarding this initiative?
24. Will the project be sustainable?
 - a. If yes, how has this been achieved? If no, how could this be achieved?

- b. What are the plans for this initiative going forwards?
25. What do you think are the most important characteristics of this prehospital feedback initiative?
- c. What makes this initiative different from other prehospital feedback initiatives?
 - d. What would you do differently if you were planning an initiative like this again?
26. Is there anything else you would like to say before we end our time together?