

Supplemental materials for

McHugh M, Heinrich J, Philbin S, et al. Declining participation in primary care quality improvement research: a qualitative study. *Ann Fam Med.* 2023;21(5):388-394.

Appendix

Interview Guide

1. Why did your practice decide not to participate in INSPIRE?
2. What was the most/least attractive feature of INSPIRE?
 - The INSPIRE program provided 4 online education modules on screening and treatment interventions for unhealthy alcohol use, and we asked practices to commit 1 hour per month over 6 months to work with a dedicated practice coach. Is this time commitment reasonable? If not, what do you think is reasonable?
 - As part of INSPIRE, our practice coach would have collected data directly from your EHR at three time points. Do you think the data collection requirement was reasonable? If not, what do you think is reasonable?
 - Under INSPIRE, the practice coaches provide feedback to the participating practices every 6 months, based on EHR data, on measures related to best practices for patients with unhealthy alcohol use, such as screening, brief intervention, and medication. Do you think this information would have been valuable to your practice? If not, why not?
3. Did the focus of the project – unhealthy alcohol use– influence your decision to participate? How?
 - Were there specific barriers to participating in a project focused on unhealthy alcohol use, for example, provider discomfort or low applicability to your patient population?
4. Is there anything we could have done differently in the design of INSPIRE that would have made it more appealing for your practice to participate?
 - Some projects offer a financial incentive for practices to participate. Would a financial incentive made a difference in your decision to participate? What amount do you think is reasonable?
 - Is there anything else we could have offered that would have encouraged participation, for example, more data or support?

Survey

1. Why did your practice decide not to participate in INSPIRE?
2. Do you think the time commitment involved (1 hour per month over 6 months) was reasonable?
3. Are there aspect of the project that would have made it difficult for your practice to participate (e.g., data collection requirements)?
4. Did the focus of INSPIRE – unhealthy alcohol use– influence your decision about whether to participate? If so, how?
5. Is there anything we could have done differently in the design of INSPIRE that would have made it more appealing for your practice to participate (e.g., offer a financial incentive, provide other support to the practice)?