

Coding tree

Participant details - previous occupation/experience; role (CEO/director, other staff, Board)

Group details - location (local, national); focus (disease specific, health services); funding sources; involvement of pharma in group's foundation

Interactions with pharmaceutical industry – how many companies; who initiates; relationships and who has power; what events are funded (what kinds, frequency); what other benefits or resources are provided by industry; what group gives to industry; companies overstepping the mark

What companies wants – views on why pharma is sponsoring you

Rules – personal or group rules on what you would / would not accept pharma funding for; Medicines Australia code of conduct

Reasons – why your group accepts pharma sponsorship; why your group doesn't accept pharma sponsorship; why it might be different for other groups; responding to critics; in an ideal world would you accept pharma funding? (why/why not)

Independence – trust; perceived independence / brand; transparency