# Appendix 1: interview guide

**Introductory statement:** With reference to specific health technologies (including drugs, devices and diagnostics), we are interested in your views about professional endorsement by clinical peers and the extent to which it influences individuals’ decision to adopt.

**Question:** Can you think of examples where professional endorsement has had an impact on the uptake of technology?

**Prompts:** Which technology? Was it positive or negative? What was the impact? What was the scale of impact?

**Question:** What are the factors that make it successful?

**Prompts:** Are academic and clinical credentials important? Is the mode of communication important? What are the most compelling elements of the message?

**Question:** Should clinical professionals play a role in endorsing technologies?

**Prompts:** If yes, should it be an increased role? How can this be facilitated appropriately? Are there other routes of communication which might be used for this?