**Interview guide: Individual interviews**

<table>
<thead>
<tr>
<th>Time, date, innovation project</th>
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| Introduction                  | • About the study  
|                               | • About recording, consent, use and storing of data |
| Background information        | • Role, occupation, education, workplace, gender, age |
| Interview topics / questions  | • Please describe the innovation project you are part of from the start until now (aim, process).  
|                               | • Have you decided on a service model to develop and implement / how did you do that?  
|                               | • Did you use a specific method to aid decision-making?  
|                               | • Which information sources did you use?  
|                               | • Did you use any predetermined criteria when searching for information?  
|                               | • How did you prioritise models for development and implementation?  
|                               | • Did you use criteria for prioritization?  
|                               | • Did you find the process for choosing a service model to develop and implement easy or difficult?  
|                               | • What are your thoughts about using a structured process such as horizon scanning to aid the search for innovative service models?  
|                               | • What do you think of using predetermined criteria when deciding on a service model to develop and implement?  
|                               | • What do you think of using predetermined standards for evaluating potentially useful models?  
|                               | • Do you think of any facilitators/barriers for using a structured process like horizon scanning?  
|                               | • Would you like to use horizon scanning to aid the first phase in a future innovation process / why/why not? |
| Summary                       | • Short summary  
|                               | • Have I understood you correctly?  
|                               | • Is there anything you would like to add? |