**Appendix 1. Semi-structured Interview Guide**

**Greeting and Introduction to the Interview**

* **Welcome the study participant**
  + Express appreciation
* **Let me tell you a little bit about what we hope to cover today.**
* We will ask you to consider how your diabetes care compares to (a) guideline recommendations and (b) other patients like you with diabetes. There are no right or wrong answers. We simply want to know what you think and why you think it. We are interested in all feedback and opinions. This information will be used by the study investigators to create tools to improve the health of patients with diabetes. Please stop me at any point if you are unsure or do not understand the question. I am happy to clarify any question.
  + Before we begin, what questions do you have?
* **Before we talk about diabetes, it is important to us to get know people and not just their diseases.** 
  + I’m curious, tell me some of things you like to do for fun.
  + Tell me more about that.
  + Has having diabetes changed your ability to enjoy \_\_\_\_\_ [Insert something they like to do for fun]? How so?

**Perspectives on Diabetes Health Status**

**I’d like to spend some time now talking about diabetes.**

1. **Tell me how you think things are going with your diabetes.** 
   * *Tell me more about that.*
   * *Why do you consider \_\_\_ [Insert a factor they mentioned] in deciding if your diabetes is going well?*
   * How do you know when your diabetes is going well?
     + What makes you think that?
     + Tell me more.
   * *Why do you consider \_\_\_ [Insert a factor they mentioned] in deciding if your diabetes is going well?*
   * *Are there other things that help you determine if your diabetes is going well?*

* How well do you think your diabetes is being cared for? [This could be self-care or care from their doctor we don’t specify and let them go in whichever direction]
* [If not mentioned above] In deciding if you diabetes is well cared for, do you consider your [blood sugar levels, blood pressure, cholesterol, body weight, whether you have received recommended checkup like diabetic eye exam or recommended vaccines like the flu shot]? Why or why not?
  + - *[If yes], how important is this to you in deciding if your diabetes is well cared for?*

1. **Now, I'd like to go through some recommendations from the American Diabetes Association (ADA) with you. We’d like understand whether doctors have communicated any of these to you or if you might have come across any of them on your own.**
2. **What have you been told or learned about what your A1C level should be? Has anyone given a goal number for your A1C? What have you been told or learned about****or about****what your A1c level should be?** 
   * + After participant provides full response, provide following summary: Hemoglobin A1c is blood test that indicates your blood sugar control over the last 3 months. American Diabetes Association or ADA recommends maintaining an A1C of 7 or less for most adults with diabetes because it decreases the chances of complications from diabetes such as damage to the nerves, kidney, or heart. [Note: Always recognize that doctors may adjust this goal depending on the patients specific circumstance.]
   1. **What have you been told or learned about** **what your blood pressure should be?** 
      * After participant provides full response, provide following summary: The ADA recommends maintaining a blood pressure of less than 140/90 for most patients with diabetes because it decreases the risk of heart attack, stroke, and kidney disease.
   2. **What have you been told or learned about** **what your LDL cholesterol or “bad” cholesterol should be?** 
      * After participant provides full response, provide following summary: An LDL cholesterol, or bad cholesterol, level of less than 100 is generally recommended because if reduces the risk of heart disease in people with diabetes.
   3. **What have you been told or learned about** **the recommended vaccinations (or shots) for people with diabetes?** 
      * After participant provides full response, provide following summary: The ADA recommends an annual flu shot for all patients with diabetes because it decreases hospitalizations in patients with diabetes. The ADA recommends a pneumonia shot for all patients with diabetes because it decreased the risk of pneumonia and complications from pneumonia in people with diabetes.
   4. **What have you been told or learned about therecommended check-ups (blood tests or doctor examinations) for people with diabetes?** 
      * After participant provides full response, provide following summary:The ADA recommends checking urine for protein (or albumin) at least once per year in all patients with diabetes because it can detect early kidney damage.

The ADA generally recommends that all patients with diabetes have a comprehensive eye exam every year because diabetes increases the risk of eye and vision problems.

Finally the ADA recommends that all patients with diabetes have an annual comprehensive foot exam because diabetes increases the risk of infection and loss of sensation in the feet.

* 1. **How much does it matter to you that your diabetes care matches the recommended care (for example the recommendations we just reviewed from the American Diabetes Association)?**
* *Why?*
  + *Tell me more about that.*

**Perspectives on Goal-based Comparisons**

1. **How do you think your diabetes care compares to recommended care (for example the recommendations we just reviewed from the American Diabetes Association)?** 
   * + *Tell me how you decided that.*
     + *Why do you think that?*
2. **Introduction: Now you may need to use your imagination. I am going to ask you to imagine some different situation. You may not have been in situations like these before or maybe you have. If you haven’t been in the situation before try hard to imagine how you would honestly respond:**
3. **Imagine that your doctor’s office gave you information that your blood sugar control was worse than the recommended level of control. How would you feel?** 
   * + *How would you respond?*
     + *How would it impact how you feel about yourself?*
     + *How would it impact how you feel about your doctor?*
     + *How would it impact your motivation?* 
       - *Tell me more.*
       - *Why do you think it have that effect?*
     + *What if you received information that your blood sugars was at the recommended goal?*
4. **Imagine you learned that your blood pressure was higher than the recommend level. Would you feel any different than for blood sugar?**
   * *Would you feel any different than for blood sugar?*
     + *How would you respond?*
     + *How would it impact how you feel about yourself?*
     + *How would it impact how you feel about your doctor?*
     + *How would it impact your motivation?* 
       - *Tell me more.*
       - *Why do you think it have that effect?*
     + *What if you received information that your blood pressure was at the recommended goal?*
5. **Imagine you learned that your LDL cholesterol (bad cholesterol) was higher than the recommend level. Would you feel any different than for blood sugar?**
   * *Would you feel any different than for blood sugar?*
     + *How would you respond?*
     + *How would it impact how you feel about yourself?*
     + *How would it impact how you feel about your doctor?*
     + *How would it impact your motivation?* 
       - *Tell me more.*
       - *Why do you think it have that effect?*
     + *What if you received information that your cholesterol was at the recommended goal?*
6. **Imagine you learned that you were overdue for a recommended check-up for people with diabetes (like a diabetic eye exam)?**
   * + *How would you respond?*
     + *How would it impact how you feel about yourself?*
     + *How would it impact how you feel about your doctor?*
     + *How would it impact your motivation?* 
       - *Tell me more.*
       - *Why do you think it have that effect?*
     + *What if you received information that all recommended check-ups were up to date?*
7. **Imagine you learned that you were overdue for a recommended vaccination or shot for people with diabetes (like a yearly flu shot). Would you feel any different than for recommended check-ups?**
   * + *How would you respond?*
     + *How would it impact how you feel about yourself?*
     + *How would it impact how you feel about your doctor?*
     + *How would it impact your motivation?* 
       - *Tell me more.*
       - *Why do you think it have that effect?*
     + *What if you received information that all recommended vaccinations were up to date?*

**Perspectives on Social Comparisons**

**Now I’d like to spend some time understanding your views of how your diabetes care compares to the diabetes care of other people like you.**

1. **[Ice Breaker] First, tell me about other people you know with diabetes?**

* *Anyone else, tell me about them?*
* Do you ever discuss diabetes with them?
  + *Why? Why not?*
  + *What sorts of things do you discuss?*

1. **To help figure out if things are going well or not so well, some people might compare how their diabetes is going to how it is going for someone else. How is that for you? Do you compare how your diabetes is going to how it is going for other people you know?**
   * *Why? Why not?*
   * What things do you consider about when you compare how your diabetes is going to how it is going for other people?
   * *Why?*
   * *Tell me more about that.*

* Who do you compare yourself to?
  + - *Why do you compare yourself to them and not someone else?*
    - *How are they similar to you?*
    - *How are those similarities important when making comparisons to other people?*
  + When comparing how your diabetes is going to how it is going for other people, is it important that those other people be similar to you (for example, be a [insert gender] like you, live in your neighborhood, be about your age, be on same kinds of meds, etc.)?
    - *Why? Why not?*
    - *Tell me more about that?*
    - *What sorts of similarities are important? Why?*

1. **If it were possible, would you want to know how your diabetes compares to other people like you? For example, other [men/women] with diabetes, about your same age, taking the same types of medications, and going to the same clinic as you.**
   * *Why? Why not?*
   * If you had to guess, how do you think your diabetes care compares to other people like you? For example, other [men/women] with diabetes, about your same age, taking the same types of medications, and going to the same clinic as you.
     + *Tell me how you decided that?*
     + *Tell why you think that?*

* When you think about how your diabetes is going compared to how it is going for other people, what specific things are you curious about?
  + - *Tell me more about that.*
    - *Why?*
    - *Are you curious about how you blood sugar control compares to other people like you? Why or why not?*
    - *Are you curious if you’ve gotten the recommended vaccinations compared to other people like you? Why or why not?*
    - *Are you curious how your body weight compared to other people like you with diabetes? Why or why not?*
    - *Are you curious if you’ve gotten the recommended check-ups (like diabetic foot or eye exams) compared to other people like? Why or why not?*

1. **Introduction: Now you may need to use your imagination again. I am going to ask you to imagine some different situation. You may not have been in situations like these before or maybe you have. If you haven’t been in the situation before try hard to imagine how you would honestly respond:**
   1. **Imagine that your doctor’s office gave you information that showed your blood sugar control was worse than most other people like you with diabetes (same age group, same gender, same type of diabetes medications, same clinic), how would you feel?**
      * *How would you respond?*
      * *How would it impact how you feel about yourself?*
      * *How would it impact how you feel about your doctor?*
      * *How would it impact your motivation?* 
        + *Tell me more.*
        + *Why do you think it have that effect?*
      * *What if you received information that your blood sugar control was better than most other people like you with diabetes?*
   2. **Imagine you learned your blood pressure was worse than most other people like you with diabetes, how would you feel?**
      * *How would you respond?*
      * *How would it impact how you feel about yourself?*
      * *How would it impact how you feel about your doctor?*
      * *How would it impact your motivation?* 
        + *Tell me more.*
        + *Why do you think it have that effect?*
      * *What if you received information that your blood pressure was better than most other people like you with diabetes?*
   3. **Imagine you learned your LDL cholesterol (bad cholesterol) was worse than most other people like you with diabetes, how would you feel?**
      * *How would you respond?*
      * *How would it impact how you feel about yourself?*
      * *How would it impact how you feel about your doctor?*
      * *How would it impact your motivation?* 
        + *Tell me more.*
        + *Why do you think it have that effect?*
      * *What if you received information that your blood pressure was better than most other people like you with diabetes?*
   4. **Imagine you learned most other people like you HAD gotten the recommended check-ups for diabetes (like a yearly eye exam) but you had NOT, how would you feel?**
      * *How would you respond?*
      * *How would it impact how you feel about yourself?*
      * *How would it impact how you feel about your doctor?*
      * *How would it impact your motivation?* 
        + *Tell me more.*
        + *Why do you think it have that effect?*
      * *What if you received information that you HAD gotten the recommended check-ups for diabetes (like a yearly eye exam) but others like you had NOT?*
   5. **Now imagine learned out most other people like you had gotten the recommended vaccines or shots for people with diabetes (like a yearly flu shot) but you had NOT, how would you feel?**
      * *How would you respond?*
      * *How would it impact how you feel about yourself?*
      * *How would it impact how you feel about your doctor?*
      * *How would it impact your motivation?* 
        + *Tell me more.*
        + *Why do you think it have that effect?*
      * *What if you received information that you HAD gotten the recommended vaccines or shots for people with diabetes (like a yearly flu shot) but others like you had NOT?*

**Closing the Interview (Wrapping up)**

**We’re approaching the end of the interview.**

1. **Before we wrap up, what else would you like to tell me?**
2. **Is there anything you think I should have asked you that I didn’t? If yes, what should I have asked about?**
3. **What questions do you have for me?**

**It has been a real pleasure talking with you. Thank you for participating our study.**