Online Appendix 1. Data collection tool and coding

| Parameter                        | Description                                                                 |
|----------------------------------|-----------------------------------------------------------------------------|
| Observer ID                      | Observer identification code                                                 |
| Pharmacy Code                    | Retail pharmacy code for each Pharmacy Chain                                 |
| Pharmacy ID                      | Retail pharmacy location code for each Pharmacy                              |
| Walk-in                           | Did the Pharmacy have a walk-in?                                            |
| Drive-thru                       | Did the Pharmacy have a drive-through window?                                |
| Counseling area                  | Did the Pharmacy have a separate counseling area or window?                  |
| Date                             | Date of data collection                                                      |
| Day                              | Day of data collection                                                       |
| Time                             | Time of data collection (24-hour scale)                                      |
| Period                           | Morning (6 AM to 11:59AM); Afternoon (12:00 noon to 6:00 PM); Evening (after 6 PM) |
| Patient wait time                | Time (seconds) from when the patient joined the queue till initial contact with Pharmacy staff |
| Patient sex                      | Male or Female                                                               |
| Number of patients remaining in queue | Number of patients waiting in queue excluding the patient currently in contact with Pharmacy staff |
| Initial contact Personal         | Pharmacist or Pharmacy Technician                                            |
| Initial contact duration         | Time (seconds) from when the patient interacts with the Pharmacy staff (initial contact) till the interaction is complete and the patient leaves the counter. |
| After initial contact with technician, any subsequent contact with pharmacist? | Yes/No                                                                       |
| Subsequent contact duration      | Time (seconds for the duration of subsequent contact with Pharmacist, if any |
| Number of pharmacists            | Number of Pharmacists present in the pharmacy                                |
| Number of technicians            | Number of Pharmacy technicians present in the pharmacy                       |
| Sex of pharmacist that assisted patient | Sex of Pharmacist                                                           |
| Sex of technician that assisted patient | Sex of Pharmacy technician that assisted the patient                          |
| Prescription or OTC              | Did the patient pick up a prescription or OTC product?                       |
| Show-and-tell performed          | Was show-and-tell performed? Yes/No                                          |
| Use of counseling area           | Was the counselling area or window used? Yes/No                              |