Appendix Interview guide

1. Could you tell me something about the project that you are currently working on?
   - What problem does your project address?
   - What is the main goal of your project?
   - Who are involved in your project / are supervisors involved? What is their level of involvement?

2. How would you define high-value, cost-conscious care in your own words?

3. What are the envisioned goals of your project?
   - When do you consider your project to be successful?

HVCCC Matrix

We developed a ‘HVCCC matrix’ based on a conceptualisation of high-value, cost-conscious care from a paper by Owens and colleagues. (2011), in order to be able to compare findings across different interviews.

The matrix distinguishes four dimensions of HVCCC:
- The promotion of good-value care delivery: in other words: projects that intend to promote the quality of care.
- Elimination of low-value care delivery: projects intend to reduce unnecessary care and other sources of waste.
- Reduction of healthcare costs: projects intend to lower costs of the care provided.
- Raising cost awareness: projects that intend to improve physicians’ awareness of costs.
4. Could you plot the *envisioned project* goals on the matrix?

What facet(s) of high-value, cost-conscious care align with the envisioned goals of your project?

- Promotion of good-value care delivery
- Elimination of low-value care delivery
- Reduction of healthcare costs
- Raising cost awareness

Could you explain how the project could contribute to that? (what do they mean to you?)

**HVCCC Outcomes**

5. Could you tell us something about the actual outcomes of your project?

- Are the outcomes different than expected?
- Are you expected to measure the outcomes of your project (e.g., in terms of cost savings? quality of care?)
6. What factors affect(ed) your project outcomes?

- *How does [factor] affect your project exactly?*

- *What barriers have you encountered that made it more difficult to deliver HVCCC?*

* Questions in italic are probing questions. Depending on the interview, these or other probing questions could be used to unravel differences between espoused HVCCC and HVCCC in use.