

Multimedia Appendix 2: Consolidated criteria for reporting qualitative studies (COREQ): 32-item checklist

No Item	Guide questions / description
Domain 1: Research Team and Reflexivity	
Personal Characteristics	
1. Interviewer/facilitator	The PI was TvM. Two employees from Ferring Pharmaceuticals (Canada) assisted in facilitating the focus group discussion.
2. Credentials	The PI is a doctoral student with an MSc Community Health, an MBA, a Global Executive MBA, and a MSc Business and Management Research
3. Occupation of PI	Chief Scientific Officer, Evolution Health Systems; Research Associate, Henley Business School, University of Reading
4. Gender	Male
5. Experiencing and training	The PI has been trained in both quantitative and qualitative research, has conducted past focus groups, has been a member of past focus groups, and has published extensively in the field of digital health.
Relationship with Participants	
6. Relationship Established	The PI had no prior relationships with the study participants (KOLs: Key Opinion Leaders) prior to the study.
7. Participant knowledge of the interviewer	Prior to the meeting participants were made aware of the PI's education and experience in digital health.
8. Interviewer characteristics	The PI was introduced as an expert in digital health development, and not gastroenterology. KOLs were briefed on the purpose of the focus group, which was to examine their perceptions of existing digital tools for IBD patients, and their preferences for digital tools in a relaxed, conversational, and participatory environment.
Domain 2: Study Design	
Theoretical Framework	
9. Methodological orientation and Theory	Focus group discussion followed by anonymous survey
10. Sampling	Convenience sample
11. Method of Approach	KOLs were recruited by Ferring Pharmaceuticals (Canada) through their extensive network into the Canadian Gastroenterology Community
12. Sample Size	Seven Canadian KOLs were invited to participate in the study
13. Non-participation	There were no drop-outs
Setting	
14. Setting of data collection	The focus group was conducted in a conference room at a hotel in Toronto, Canada. The survey was distributed, completed, and collected the end of the meeting.
15. Presence of non-participants	Apart from the PI and the two Ferring Pharmaceutical employees who assisted in the focus group, a professional transcriber attended the meeting.

16. Description of the sample	KOLs held senior research and teaching positions at Canadian Universities, and their insights and preferences are regularly disseminated to practitioners.
17. Interview guide	The PI and two Ferring employees pilot tested the focus group prior to the meeting.
18. Repeat interviews	No repeat interviews were conducted.
19. Audio / visual recording	The focus group was recorded and transcribed.
20. Field notes	No
21. Duration	The focus group was conducted on November 30, 2013, and focus group discussion was approximately 2 hours.
22. Data saturation discussed?	No
23. Transcripts returned	Transcripts were not returned to participants

Domain 3: Analysis and Findings

Data Analysis

24. Number of data coders	Two data coders analyzed survey results (TvM, RF)
25. Description of the coding tree	Focus group content was not coded
26. Deviation of themes	Themes were derived from the data
27. Software	SPSS version 19 for Mac was used to code survey results
28. Participants checking	Participants did not provide feedback on findings

Reporting

29. Quotations presented	Quotations were presented to illustrate themes that emerged from the survey
30. Data and findings consistent	There was consistency between the data presented and the themes
31. Clarity of major themes	Major themes were presented in the findings
32. Clarity of minor themes	Further research is required to uncover minor themes