

Online Appendix 1. Interview guide for physicians (translated from Norwegian)

Theme	Questions
The GPs	<ul style="list-style-type: none"> - What would you say characterizes a good GP? - What are typical features of physicians' professional culture? (Could you characterize "the typical physician"? Are there any unwritten rules or norms that physicians follow?) - As a GP, I assume that one often finds oneself in situations where there is not one single correct answer to a clinical problem. How do you feel about having to make decisions in such gray areas?
The pharmacists	<ul style="list-style-type: none"> - What would you say characterizes a good pharmacist? - Do you think GPs and pharmacists have the same priorities/consider the same things as important?
Collaboration	<ul style="list-style-type: none"> - How would you describe your collaboration with pharmacists? - Could you please tell about the last time you had a clinical conversation with a pharmacist, and how the conversation went by? - How would you describe your trust towards pharmacists? - When you are in contact with pharmacists, do you feel that they have trust in you as GPs? - How do you perceive the division of responsibility between GPs and pharmacists? (for example: who do you see as having responsibility for patient compliance, correct dosage, drug information, practical use of the drug, drug interactions, side effects etc?) - If you set aside practical factors, like time shortage and lack of communication platforms, which other factors influence your collaboration (or lack of collaboration) with pharmacists? - How do you perceive the need to better your collaboration with pharmacists? - Who should contribute with what in order to improve collaboration?
<p>Findings from previous study/reactions to these</p> <p>Shopkeepers/commercial aspect of pharmacy</p>	<p>In a previous study we found that many GPs perceived community pharmacists more as shopkeepers than as health care personnel, and were insecure about the pharmacists' competence as well as their agenda. The pharmacists did not agree with being shopkeepers.</p> <ul style="list-style-type: none"> - What are your thoughts on this finding? - Why do you think this is so/the case?
Proactive pharmacists	<ul style="list-style-type: none"> - The GPs are probably the most important collaborators for the pharmacists, outside of their own profession, while the contact with other types of health care personnel is much more infrequent. GPs probably deals a lot more with many different types of health care personnel as well as other collaborators. How do you perceive your collaboration with pharmacists compared to your other collaborators? <p>In our previous study we found that a proactive approach by the pharmacists was important in order to achieve a successful collaboration with GPs. (<i>a definition of what we mean by proactiveness</i>)</p> <ul style="list-style-type: none"> - Do you have any reflections around this finding based on your personal experiences? - Can you tell about an occasion when a pharmacist was proactive towards you? What did she/he do? - In our study we also found that knowing each other was important for collaboration. What are your thoughts regarding this finding?
Communication	<p>In our study we found that some pharmacists were afraid of insulting the GPs whenever they had to contact them regarding prescription errors, and that some GPs felt criticized, since they were only contacted whenever there was something wrong with a prescription.</p> <ul style="list-style-type: none"> - What are your thoughts about this finding?

Online Appendix 2. Interview guide for pharmacists (translated from Norwegian)

Theme	Questions
The pharmacists	<ul style="list-style-type: none"> - What do you see as the characteristics of a good pharmacist? - Do you have any thoughts about what differentiates pharmacists from other health care personnel? - What are typical features of pharmacists' professional culture? (Could you characterize "the typical pharmacist"? Are there any unwritten rules or norms that pharmacists follow?) - Sometimes when working as a pharmacist at the pharmacy you find yourself in a situation where there is no single correct answer to a problem. How do you feel about having to make decisions in such gray areas?
The GPs	<ul style="list-style-type: none"> - What do you see as the characteristics of a good GP? - Do you see any similarities or differences within the professional cultures of pharmacists and physicians? - Do you think pharmacists and GPs have the same priorities/consider the same things as important?
Collaboration	<ul style="list-style-type: none"> - Could you please tell about the last time you had a clinical conversation with a GP, and how the conversation went by? - Do you trust the GPs? - When you are in contact with GPs, do you feel that the GPs trust you as pharmacists? - How do you perceive the division of responsibility between pharmacists and GPs? (for example: who do you see as having responsibility for patient compliance, correct dosage, drug information, practical use of the drug, drug interactions, side effects etc?) - How would you describe your collaboration with GPs? - If you set aside practical factors, like time shortage and lack of communication platforms, which other factors influence your collaboration (or lack of collaboration) with GPs? - How do you perceive the need to better your collaboration with GPs? - Who should contribute with what in order to improve collaboration?
Findings from previous study/reactions to these Proactive pharmacists	In a previous study we found that a proactive approach by the pharmacists was important in order to achieve a successful collaboration with GPs. (<i>a definition of what we mean by proactiveness</i>) <ul style="list-style-type: none"> - Do you have any reflections around this finding based on your personal experiences? - To what extent do you see yourself as being proactive towards GPs? - How has proactive approaches from your side been received by the GPs? - In our previous study we also found that knowing each other was important for collaboration. What are your thoughts regarding this finding?
Communication	In our study we found that some pharmacists were afraid of insulting the GPs whenever they had to contact them regarding prescription errors. <ul style="list-style-type: none"> - What are your thoughts about this finding? - Do you express yourself in a particular way when contacting physicians?
Shopkeepers/commercial aspect of pharmacy	In our previous study we found that many GPs perceived community pharmacists more as shopkeepers than as health care personnel, and were insecure about the pharmacists' competence as well as their agenda. The pharmacists did not agree with being shopkeepers. <ul style="list-style-type: none"> - What are your thoughts on this finding? - Why do you think this is so/the case?