

Table S1. Concepts important to Patient Decision-making and Search Strategies Employed

Concept	Search Strategy
Conservative management as a viable treatment option in some circumstances.	Locate words synonymous with/related to conservative management: <i>conservative management, conservative kidney management, medical management, hospice (albeit often needed at a later stage of CKM), palliative, no dialysis, without dialysis, and/or supportive care</i> . Compare these <i>conservative management instances</i> to the frequencies of other types of treatment: <i>dialysis</i> , and [<i>kidney</i>] <i>transplantation</i> .
Life expectancy with various treatment options.	Life expectancy must generally be expressed by a time measure word such as <i>year, month, time, how long, or decade</i> and/or the verb <i>survive</i> . Locate words and manually determine if is related to life expectancy or creates other meanings. Locate words associated with mortality: <i>death, die, pass away, life expectancy</i> and manually determine their context/what the death is attributed to.
Treatment side effects	Locate words associated with common dialysis treatment side effects: <i>headache, cramp, nausea, nauseous, vomit*, itch*, low blood pressure, and hypotension</i> . Manually determine if these symptoms are attributed to dialysis, the disease process or other causes.
Quality of life	Locate words possibly associated with patient ability to carry out relationships, employment, and travel: <i>sex, work, and travel</i> . Manually determine if these words are related to relationships, employment and/or human movement or other concepts.

Table S2. Concepts important to Patient Decision-making and Examples (if any) Found

Concept	Example from Company A	Example from Company B
Conservative management as a viable treatment option in some circumstances.	[None found]	<p>“Supportive care without dialysis focuses on relief from the discomfort and pain of kidney failure symptoms, such as swelling and shortness of breath”</p> <p>“Studies have shown that it’s [i.e. conservative management] a reasonable option for some people with ESRD who are elderly and/or coping with multiple serious medical issues and who may experience a lower quality of life on dialysis treatment”.</p>
Life expectancy with various treatment options.	[None found]	<p>“How long can you live with stage 5 kidney failure? While there's no cure for kidney disease, there are treatment options for kidney failure that can help people live well for decades.”</p>
Mortality/causes of death	<p>“These are the treatments [i.e. dialysis] that can keep you alive. Without them, you will continue to accumulate toxins and excess fluid in your bloodstream causing your major organs to shut down, which can lead to death.”</p>	<p>“However, without dialysis or a transplant, a person with ESRD will eventually die a natural death.”</p>
Treatment side effects	[No attribution of symptoms to dialysis itself was found]	<p>“Call your nurse anytime you experience any new [dialysis] side effects...[such as] nausea or abdominal cramps...talk to your home nurse if you're feeling uncomfortable. You may need adjustments to your machine settings, your medications or your prescribed treatment.”</p>
Quality of life	<p>“ Many people successfully work and get dialysis treatments. Upon starting dialysis, you may need a few weeks or months to adjust to dialysis, and then a period of working part-time before you get back up to speed. When you are ready, you should be able to return to work full-time.”</p> <p>“Just because you are on dialysis does not mean you have to cut out important activities such as work and travel”.</p>	<p>“Keep the social, school, or work life you love.”</p> <p>“If you want to have more sex—or better sex—than what you’re having, talk to your doctor, nurse or social worker about that, too. These specialists can advise you on both medical and psychological issues that could be getting in the way.”</p>