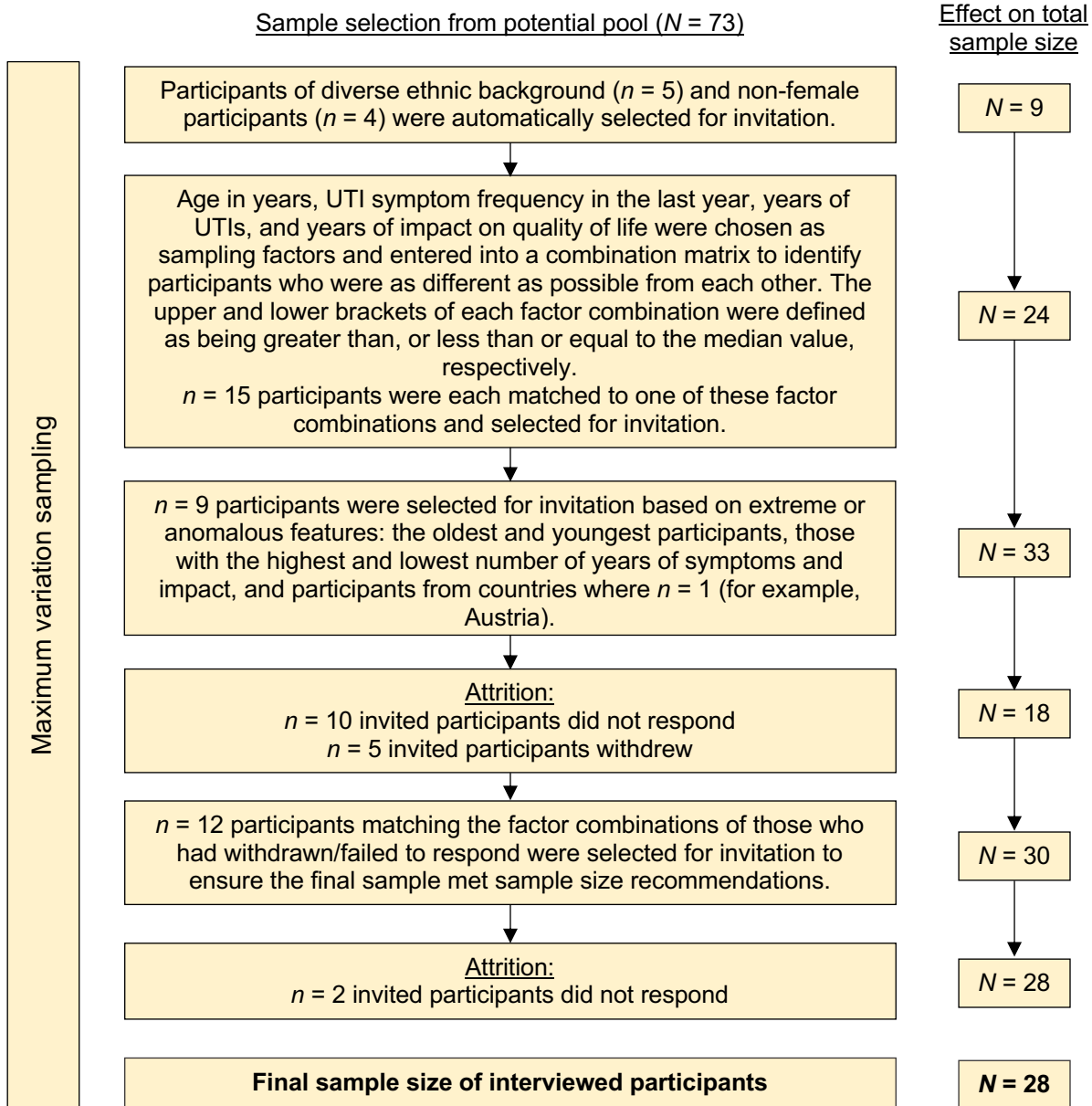


Recruitment

To reduce risk of selection bias and sampling error, a large sample representative of the different subgroups that make up the rUTI patient cohort was sought via a broad recruitment strategy via two possible sources: (1) via people signed up to receive newsletters and research notifications from a key stakeholder group, and (2) via other UTI-related online sources, such as support groups. Interested participants were encouraged to share the study information on social media.

Recruitment was incentivised using a single £25 online shopping voucher prize draw for one random winner, aiming to reduce dropout and attrition bias.



*Note.* A total of 73 potential participants completed the consent form and screening survey without being excluded. A maximum variation sampling strategy was applied to select as diverse a sample as possible from this potential pool, as described above [40]. This resulted in a final sample of 28 interviewed patient participants.