### REASONS FOR JOINING

<table>
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<tr>
<th>Credibility</th>
<th>“My doctor referred me, so that’s why I really didn’t do any questioning on it. I mean, I read the letter and they explained what it was, and I didn’t see any issues with it.” – Low group patient 1010002805</th>
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<td>“Well, I hesitated at first. I wasn’t sure what to do and then my doctor said it was a very good program and so I decided for my health that I would do it.” – Low group patient 1010003096</td>
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<td>Hope for a solution</td>
<td>“Well, my cholesterol was a little high and I figured I can lower it through the study and it did go down some.” – High group patient 1010002403</td>
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<td>“It seems like we couldn’t—every medicine we tried, it doesn’t work on me. And it gives me sore muscles or I can’t—I get so weak. And so, I’m just winging it, hoping for the best.” – High group patient 1010001269</td>
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<td>“Well, it benefited me because, like I said, I was on the fence as to whether I could take the meds or whether I could lower it myself and I tried lowering it myself with exercise and diet and that wasn’t working. And I had that feedback that told me that wasn’t working. So it was probably about halfway through the study I went on the meds and it was an incredible result.” – High group patient 1010004944</td>
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<td>“My regular doctor thought that my cholesterol was higher than it should be so then he was trying to put me on medication which I really didn’t want to take. So I talked him into letting me try it through the exercise and diet and all of that.” – High group patient 121004037</td>
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<td>Awareness and Knowledge</td>
<td>“Well, I thought it would help me find out what I was doing wrong and how to do things right to change—you know, eating habits or habits that would cause the cholesterol to go up.” – High group patient 1010002070</td>
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<td>“My cholesterol was borderline and I thought maybe something would get some good suggestions or something would come out of it that would be beneficial. “ – High group patient 1010003252</td>
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<td>“…and I thought maybe they could help me if I was having a major problem with my cholesterol and give me something—tell me something I could do to make it better.” – High group patient 120130007</td>
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<td>Benevolence</td>
<td>“Well, I’m a retired RN and I just felt that it was important to try to help people and, therefore, I just felt that that was a good idea to do.” – Medium group patient 1010001268</td>
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|             | “I really don’t know how to answer that. I mean, I just said I figured if I could help, I said I would help, and that was it. I wasn’t getting anything
out of it that I know, you know, as far as my cholesterol. It’s high. It’s been high for quite awhile, and I just figured that I’d help with the study.” – Low group patient 1010002404

Financial gains

“No, just – well, they said that they would study it and then I would have to give blood every so often and they keep abreast of how I was doing. So this was ideal for me. And it didn’t cost me so that was another good thing.” – High group patient 1010003758

“Well, because it sounded easy and really, the money.” – Low group patient 120521258

“The thought of getting paid when you’re retired appealed to me.” – Medium group patient 120621019

**BENEFITS AND FACILITATORS**

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<tr>
<th>Category</th>
<th>Quote</th>
<th>Patient ID</th>
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<tr>
<td>Personal changes</td>
<td>“It made you more understanding of the importance of diet and exercise. And so I sort of felt that it just kinda made you wanna do good and try to eliminate bad habits that could affect your cholesterol level.” – High group patient 1010003189</td>
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<td>“Again, I think it did help keep it more top of mind, so we try and eat a little healthier and not do as much – and do a little bit more exercising, so I would say again, it comes down to top of mind. It’s – sometimes you just need little nudges or, you know what I mean? And this, getting a notification every few weeks that, hey, this is due, was helpful in that regard.” – High group patient 120713124</td>
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<td>Increased awareness</td>
<td>“Well, I guess because of the fact that I didn’t know anything about cholesterol until the study started and then when I really got involved with it, I said well. So the thing was just to make sure I asked about the pill, and they said the pill will definitely help you so I said okay fine when I spoke to my doctor about it. And then I start watching what I was eating and that was the good part.” – High group patient 1010003758</td>
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<td>“It basically let me know I can’t make up a dose. If I miss a dose at night one night, I can’t make it up the next night. I just have to go ahead and deal with just keeping on doing my regular dosage.” – High group patient 1010001930</td>
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<td>“So it helped me in that respect because I was able to go to a nutritionist to try to find out the proper way to eat, to look on the back of the packages and read about the wheat flour and regular flour and don’t eat white and all. So that – I felt like it was a good thing for me.” – Medium group patient 120515109</td>
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3-month blood draws

Awareness

“I’ve been trying to do that for years. So, having the blood tests, I guess,
increased my awareness of where I was, but, again, my doctor doesn’t see me as a high risk, so it’s not something I think about a lot.” – Low group patient 1010001964

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<th>Satisfying</th>
<th>“Again, it was actually monitoring the cholesterol on a quarterly basis. I could see what impacts exercise and diet had on it. And I like something that’s quantifiable and I could actually look at hard numbers and see them fluctuate and go down.” – Low group patient 120907144</th>
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| GlowCaps | “Because I don’t have the GlowCap sitting there and I do have my medication sitting out, but it doesn’t draw my attention as much as that. And walking through my kitchen, I would see the plugged-in glow plug-in and you know you have to take your medicine. It was a reminder.” – Low group patient 1010001772

“I think the fact that the bottle and the little Glow light, the GlowCap, was positive because, like I said, I remembered more to take it.” – Low group patient 1010001772

“Well, I thought it was a good thing to do because having the nightlight here, the pill bottle reminded me to take my medicine and it did help lower my cholesterol.” – Low group patient 1010003096 |
| --- | --- |

| Surveys | “It had me realizing that I need to live healthier.” – Medium group patient 1010003259

“Well, it just made me more aware of things that maybe I wouldn’t have been aware of.” – Low group patient 120608123 |
| --- | --- |

| Incentives | “Well, of course the lottery part was a lot of fun. That really – you thought, oh well – of course money is always a good thing to receive and it just was fun while doing the healthy part of it also.” – Low group patient 1010003096

“Oh, lottery, oh, I see. I think it’s great. I mean obviously I was doing it for my health, but to get the check in the mail is great. It was a little bit extra money and take my wife out for dinner or something. I thought it was great.” – Medium group patient 1010001556

“Well, that was kind of the sideshow of the whole thing and I think it was a good thing. For myself, I don’t know where I fit in with everybody else, but it was pretty lucrative for myself. I made quite a bit of money off of it. And yeah probably made it a little bit easier to swallow that pill.” – Low group patient 1010003763 |
| --- | --- |

| Motivating | “That was a contributing factor because I work constantly and for me just to have to take a simple pill and to go have my blood work drawn, a little inconvenient, out of my way, to go to the hospital to have it done, but |
then I thought to myself, when I get that done, I’m going to get a check in the mail, so that’s fine. I like to get paid for what I’m doing. I gauge everything in my life on what it would cost. Like with my children, time is so important. So, if they’re thinking do you have this, yeah, I may have this, but for me to go look for it and get it, it’s cheaper for me to go out and buy it. Everything is my life is gauged on time and what I would get paid to do it.” – Medium group patient 1010003259

| Minimal influence | “Well, I mean, it really wasn’t a motivation to me, because I volunteered to be part of the study and I take the medication every day anyway. So that really wasn’t – that really didn't matter.” – Medium group patient 1010002968 |

### CHALLENGES AND BARRIERS

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<th>Diet</th>
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| Families & friends | “The biggest impact, I would say, is that I tried to maintain a style of diet that would correspond with the lower cholesterol. But being picnic season and stuff like that, it’s a little bit challenging.” – Low group patient 1010004216

“Travel, and a husband that loves to grill...Although he doesn’t like to grill salmon. He likes to grill beef...Yes, he hasn’t found too many vegetables he cares for, so the constant struggle of who is providing the food, and so not always the best.” – High group patient 120521024 |

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<th>Poor habits</th>
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<td>“I probably didn’t eat. For a while there I probably didn’t eat right. I didn’t – I mean, I was taking the medication, but yet I was still eating cholesterol-laden food.” – Low group patient 1010003763</td>
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“I like to eat too much, but that would probably be the big—controlling my diet properly is probably my biggest problem.” – Medium group patient 120601220 |

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<th>Like unhealthy food</th>
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<td>“Well, I guess dieting. I haven’t really changed my diet to exclude cholesterol because everything I like has cholesterol in it or is bad for your cholesterol, I guess. I guess a lot of people are like that.” – Medium group patient 1010001968</td>
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“I think I might have a mild food addiction and it's food that's and it's comfort food too. I'm very, I use food as a comforting thing. I found that I centered – I think I've centered my life about what I’m going to eat or when I'm going to eat or what I have to eat. Like I can – I've gotten a little better sometimes about just not controlling the eating and I'm knowing that I really am not hungry. When I'm eating I'm doing it for nervousness. Yeah, so trying to realize why I eat so much, yeah, that's important.” – Medium group patient 120718078 |

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<tr>
<th>GlowCaps</th>
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<td>Too bright</td>
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the monitoring device. The light is way, way, way too bright. It was very difficult to find a place to keep it in my house.” – High group patient 120521024

“I think the only thing that was not really based on the study, but was annoyance to me is where I place the device. It was in my master bedroom in the bathroom, and so I just needed to close the door on a regular basis so that the light wouldn't illuminate through it, but other than that I really didn't have any concerns about being in the study.” – Low group patient 120608245

Separate containers

“Truthfully for me, that it was a nuisance, because I, with the amount of pills I take I put them in pill organizers. So I didn't even actually put my pills in the bottle. It was a case of I had to open it every morning just to register there that I was taking my medicine, but I really did not put my medicine in it… Basically it was just that it was an inconvenience, because I, like I said, I use a pill organizer for my pills, so it was I had to open the pill bottle every morning along with then opening my pill container to get all of my pills out of, because I don't only take one pill.”

– Medium group patient 1010002461

“It was just inconvenient to, when I took my other pills, while I usually was eating a meal, I had to make sure to get up and get that extra cholesterol pill that I should take.” – Medium group patient 1010003167

Technical issue

“It was no problem except when it didn’t work. And then it was frustrating because I didn’t know if it worked or not and I’d call in and it didn’t seem like I should have to do that. Like I said, a checklist would have been so much easier. I mean, the Glow bottle that I had, as I read the instructions, some of them had a little light on them and would flash. Mine did not. The only time it made a signal was when my signal wasn’t strong enough and it wasn’t working properly. And that happened sometimes for like a day and a half, two days. It seemed it was more than it should be. It seemed a longer time than it should be.” – High group patient 120521067

“The only problem I had with it is I had that little box that we used, and I think if you check my record, it stopped working months ago. So if your study—I guess your study's based on two things. One, coordinating when people take their medication, if they do, and what your results are from that. And if you don't correctly record what's going on, then to me, the study doesn't really mean anything. Know what I mean? Like I took my medication all except for one day. But if you look at my record, it's going to say that I hardly ever took it because that little box never worked. - High group patient 121005257

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<th>Medication</th>
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<td>“Oh, very important. Very important because, like I said, I do have high</td>
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cholesterol, but I can’t take the statin because we tried several of them and they affected me in a way that I could not take them, so my doctor took me off them.” – Low group patient 1010004939

“And unfortunately for me, I had trouble with the cholesterol medication, so I had to go off of them…Yes. Yes. I got severe muscle cramping and flu-like symptoms from the medication. And we had tried several different medications to see if we switched to something else if it would stop – not give me the same symptoms, but everything I took just made the symptoms worse, so I had to stop it.” – Low group patient 120601002

“…But, challenging is that I take my medication and don’t forget it. And that kind of eased up. And I was actually making sure that I was taking it, which was something that I didn’t take just passively. I – right at it and did it. “ – High group patient 1010003813

“Well I know that I was forgetting to take my pills. Here’s what happened. I took Zocor, the other drug I was on and I took it in the morning along with my coffee and never missed. That was for ten years. Well then my sister said to me oh I just read that you should take it at night. I said okay so then I put – the evening news comes on it’s time to take your pill, you know some kind of reminder. I was not doing well.” – High group patient 120515042

“My only real concern was that I’m not a real individual who likes to take a lot of pills and medications. I keep myself pretty physically fit overall in my lifetime. I’m a former athlete professionally. I taught health and physical education in high school. And as you grow older, and having kids and grandkids, you want to stick around, at least I do, to see, assist with their growth and development.” – High group patient 1010004949

“Oh yeah. Yeah, we talked about that a ways. Yeah, we talked about that, yeah. But I didn’t think it was high enough to go into that stage. I’m not a big fan of taking medication unless I really have to. So unless I really have to, I really don’t like to take medication.” – Low group patient 120508052

“…Just when my cholesterol – hold up here – just when my cholesterol got high, you know, I would talk to my doctor; hey, my cholesterol’s high. Do I need to take a higher dose or what do I need to do, and he would let me know, and that'd be it.” – High group patient 1010001493

“Yeah, he received the lab results and we sort of discussed them, if anything was really out of whack, he would inform me, but things were all within the limits.” – High group patient 1010001791

“The physician told me that it was a very good plan and that I should
**Doctor’s suggestion** probably be involved because I have high cholesterol, every time I got it checked was high and she thought it was a very good idea.” – Low group patient 1010003096

“Well, I did my yearly exam and the doctor says, well you know, you’d be a good candidate because the cholesterol level wasn’t elevated, but it did need to go down. And he says, well, you’d be a good candidate. So he just said, well I’m gonna—how about if I recommend you? And I said, well, that’d be fine. And so that’s what started my participation in the program.” – High group patient 1010003189

*Patients were identified as high, medium, and low performers in terms of changes in low-density lipoprotein from baseline to 12 months.*
eAppendix

PATIENT INTERVIEW SCRIPT
Thank you for agreeing to talk with me today. We would like to learn from your thoughts about participating in the study.

1. Let’s start by having you tell us about what it was like for you to participate in the study.
   a. Now that the study is over, what did you think about it?

2. Think back to when the study started, why did you decide to participate in the study?
   a. What are the things that made you want to join the study?
   b. What did you see as the pluses?

3. Describe any concerns you had about participating in the study.

4. Describe any times you thought about leaving the study.

Agreeing to be in this study meant several things – that you agreed to be randomized, that you completed a questionnaire 3 times during the study, and that you returned to the lab to have your cholesterol tested at 3, 6, 9, 12, and 15 months after you started. You were also asked to put your cholesterol lowering medicine in the GlowCap pill bottle (if you were on a cholesterol lowering medicine).

5. What was your understanding of the purpose of the study?
   a. How important is that to you?

6. Let’s talk about the things you were asked to do.
   a. From our perspective, the goal of this study was to get patients with moderate to high risk for heart attacks to lower their cholesterol. How important was it to you to reach this goal?
      i. What parts of the study helped you reach this goal?
      ii. What got in the way or was challenging about reaching your goal?
   b. Now think about the surveys. What impact, if any, did they have on you?
c. What did you think about using a pill bottle that sent a signal to the researchers every time you opened the bottle? [Note: ask only if on medication]
   i. What were some issues or difficulties you faced with using the glowcap?
d. What did you think about having your cholesterol checked every 3 months?

7. **NOTE** ONLY ASK QUESTION #7 IF PATIENT IS IN ARM #3 OR #4
What are your thoughts on using lottery payments to help motivate patients to stay in the study?
   a. How did the possibility of you getting an incentive affect what you did? How about the possibility of your physician getting and incentive?
   b. What are your thoughts about the size of the incentives for you? How about for your physician?
      i. Describe how well compensated you felt for participating in the study.
   c. Describe any conversations you had with your physician about the incentives

8. Describe any effect participating in the study had on your relationship with your doctor.

9. What are some challenges that you have experienced in reducing your cholesterol?
   a. Describe ways you have tried to reduce your cholesterol before this study.
   b. How has participating in this study affected how you plan to keep working on lowering your cholesterol?

10. Describe any ways the study helped you in being successful in lowering your cholesterol.

11. Best performers: ONLY ASK QUESTION #11 FOR PATIENTS IN THIS CATEGORY
   During this study, you actually did very well in reducing your cholesterol and keeping it in a good range. Describe how the study helped you accomplish this. (Prompt if needed wireless pill bottles, patient incentive, provider incentive, knowing someone was monitoring your adherence,).
12. **Worst performers: ONLY ASK QUESTION #12 FOR PATIENTS IN THIS CATEGORY**

During this study, your cholesterol [did not change a lot/increased] [Note: Interviewer substitute best descriptor]. What things about the study were not helpful to you?

i. Prompt if needed: wireless pill bottles

ii. patient incentive

iii. provider incentive

iv. knowing someone was monitoring your adherence

What could have been more helpful to you in getting your cholesterol under better control?

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**Everyone**

13. If you could have changed something about the way the study was done, what changes would have helped you better control your cholesterol?

14. Other than the effects on your cholesterol, describe how participation in this study affected you?

   a. For example, describe any impact on how you manage your medications or how you dealt with any other conditions you have?

15. Tell us about any suggestions you have about how we could make the study experience better or more effective for future participants?

16. Is there anything else important that you would like us to know about participating in this study that we have not asked specifically about?