

Multimedia Appendix 1. Focus group discussion questions for health care professionals during the idea generation process of website development.

Stimulus question	Prompts
1. How do you think the Whiplash CPR could be best implemented in practice?	<ul style="list-style-type: none"> • What format would be most appropriate and accessible? • What information would assist you in conveying the meaning of each categorisation (likely recovery etc.) to a patient?
2. What other kinds of resources would be useful in the management of patients with WAD?	<ul style="list-style-type: none"> • For you as primary care practitioners/specialists? • For patients?
3. How do you think the resources associated with these guidelines could be best organised on a website for primary carers?	<ul style="list-style-type: none"> • What format would be most appropriate and accessible? • What do you need that is not there? • How should the exercises be best categorized? • What is your opinion about the suggested website format for these resources?
4. [Specific question to specialists] What resources would be useful to perform your role as specialists (and those training to become specialists)?	<ul style="list-style-type: none"> • What resources would be most useful when choosing your management decision? • What format would these resources be best organised? • What do you think about using case vignettes, audio/video clips (e.g. liaising with a primary care provider) as a means to assist with choosing management decisions?

^aWAD: whiplash associated disorder.