**Additional file 1: Topic Guide**

**Study:** Participation in the state led ‘*Janani Sahayogi Yojana’* public private partnership program to promote facility births in Madhya Pradesh, India: views from private obstetrician partners

**Ice breaker**

* When did you/your institution join JShY?
* How long did your participation continue?

**1: Joining the scheme**

Why did you choose to join the scheme?

What were the advantages for your hospital in doing so? How did you join the scheme?

*Prompts:*

* Who invited you to join the scheme?
* What role did the government play?
* Who invited you? Who encouraged you?
* What were the considerations that passed through your mind before you committed yourself to partnering?

**2: Experience of the program**

Can you tell me about your experience of participating in the program?

*Prompts:*

* What did participating do for the obstetric patient turnover in your hospital?

(Any changes? By how much? Why/why not?)

* What was your experience with the administrative processes involved in participating in JShY (e.g. paperwork, receipt of funds, payment to mothers, how the money flow worked)
* What was your experience regarding any clinical changes (e.g. C-sections)?
* Any challenges that emerged during the implementation of the scheme?
* How were these approached? (e.g. How was attention paid to these? What was the outcome?)
* What was the responsiveness of government staff to the problems you had, while implementing the scheme?

**3: Personal perceptions**

Can you tell me about your own personal perspective regarding private sector involvement in the JShY scheme?

* What were the benefits of the scheme for your institute, in your view? Disadvantages?
* How did the private sector as a whole benefit from participating in JSY? Not benefit? How/why?

**4: End of the program**

The private partnership in JSY was ultimately stopped by the government.

* If the scheme had continued, what would you have done? (Remained with the scheme? Withdrawn anyway? Why? Why not?
* Why do you think the government made a decision to stop the partnership? What did you think of this decision?
* If the scheme were to run again, what would you change? Keep the same?