

Supplementary Appendix S2—List of 18 pet disease groups hosted by a social media platform from which participants for the stage 3 online survey were recruited.

Canine Arthritis

Canine Cancer

Canine Cognitive Dysfunction

Cats with Chronic Renal Failure

Congestive Heart Failure in Dogs

Diabetic Cat Help

Diabetic Cat International

Diabetic Dogs

Dog Allergies, Issues, and Other Information

Dog Epilepsy

Dog Transitional Cell Carcinoma (TCC) – Bladder Cancer

Dogs with Inflammatory Bowel Disease (IBD)

EpiFelines

Feline Chronic Kidney Disease

Feline Health Research Group

Pet Cancer Support

Support Group for Owners of Dogs with Cushings Disease

Upright Canine Brigade – Megaesophagus Awareness and Support