Physicians’ perceptions about:

a) Adherence
   a. The degree of adherence (based on viral load and situational factors)
   b. The importance of adherence (most find adherence important)

b) Awkwardness of discussing adherence with patients, which depends on:
   a. Previous visits
   b. Signs of non-adherence
   c. Other pressing issues
   d. Relation with patient
   e. Focus on respect
   f. Communication style
   g. Believability perceptions

b) Awkwardness of discussing adherence with patients, which depends on:
   a. Previous visits
   b. Signs of non-adherence
   c. Other pressing issues
   d. Relation with patient
   e. Focus on respect
   f. Communication style
   g. Believability perceptions

3: Phrasing the question

About quantity

4: Responding to patients’ answer

If stated adherence and believability is high, physicians briefly acknowledge the answer

If stated adherence is high and perceived believability is low, three kinds of reactions are seen

If stated adherence is low, physicians explore reasons and give advice and motivation

These perceptions influence physicians’ actions during four primal steps of adherence communication