

Supplementary Table 4. All treatment themes across labels

Subacromial impingement syndrome (n=214)		Rotator cuff tear (n=210)		Bursitis (n=225)		Rotator-cuff-related shoulder pain (n=218)		Shoulder sprain (n=217)		Episode of shoulder pain (n=224)	
Theme	N (%)	Theme	N (%)	Theme	N (%)	Theme	N (%)	Theme	N (%)	Theme	N (%)
Rest	59 (27.6%)	Physiotherapy	49 (23.3%)	Medication	69 (30.7%)	Medication	61 (28.0%)	Medication	71 (32.7%)	Medication	83 (37.1%)
Physiotherapy	51 (23.8%)	Rest	47 (22.4%)	Rest	63 (28.0%)	Physiotherapy	52 (23.9%)	Rest	55 (25.3%)	Physiotherapy	56 (25.0%)
Medication	48 (22.4%)	Surgery	40 (19.0%)	Activity modification	31 (13.8%)	Surgery	40 (18.3%)	Physiotherapy	43 (19.8%)	Rest	42 (18.8%)
Activity modification	38 (17.8%)	Medication	36 (17.1%)	Exercise	31 (13.8%)	Exercise	34 (15.6%)	Exercise	43 (19.8%)	Exercise	34 (15.2%)
		Activity modification	30 (14.3%)	<i>Exercise (intensity not specified)</i>	16 (7.1%)	<i>Exercise (intensity not specified)</i>	25 (11.5%)	<i>Exercise (intensity not specified)</i>	32 (14.7%)	<i>Exercise (intensity not specified)</i>	19 (8.5%)
Injection	25 (11.7%)	Exercise	26 (12.4%)	<i>Light exercise</i>	15 (6.7%)	<i>Light exercise</i>	9 (4.1%)	<i>Light exercise</i>	11 (5.1%)	<i>Light exercise</i>	15 (6.7%)
Exercise	25 (11.7%)	<i>Exercise (intensity not specified)</i>	15 (7.1%)	Physiotherapy	30 (13.3%)	Rest	34 (15.6%)	Heat	33 (15.2%)	Heat	24 (10.7%)
<i>Light exercise</i>	6 (2.8%)	<i>Light exercise</i>	11 (5.2%)	Injection	22 (9.8%)	Activity modification	19 (8.7%)	Cold	25 (11.5%)	Massage	22 (9.8%)
Surgery	21 (9.8%)	Heat	16 (7.6%)	Heat	20 (8.9%)	Injection	16 (7.3%)	Activity modification	20 (9.2%)	Injection	21 (9.4%)
Unsure	17 (7.9%)	Unsure	16 (7.6%)	Cold	18 (8.0%)	Investigations	16 (7.3%)	Massage	17 (7.8%)	Investigations	20 (8.9%)
Heat	14 (6.5%)	Wait and see	13 (6.2%)	Normal movements	16 (7.1%)	Irrelevant response	12 (5.5%)	Surgery	16 (7.4%)	Activity modification	18 (8.0%)
Doctor	12 (5.6%)	Injection	12 (5.7%)	Unsure	15 (6.7%)	Chiropractor	11 (5.0%)	Injection	14 (6.5%)	Cold	18 (8.0%)
Massage	12 (5.6%)	Massage	10 (4.8%)	Doctor	13 (5.8%)	Massage	11 (5.0%)	Topical treatments	14 (6.5%)	Doctor	14 (6.3%)
Cold	10 (4.7%)	Investigations	9 (4.3%)	Massage	11 (4.9%)	No treatment	11 (5.0%)	Doctor	12 (5.5%)	Topical treatments	14 (6.3%)
Normal movements	9 (4.2%)	No treatment	8 (3.8%)	Surgery	11 (4.9%)	Heat	10 (4.6%)	Unsure	11 (5.1%)	Surgery	13 (5.8%)
Investigations	7 (3.3%)	Normal movements	8 (3.8%)	No treatment	9 (4.0%)	Cold	9 (4.1%)	Investigations	10 (4.6%)	No treatment	8 (3.6%)
No treatment	7 (3.3%)	Topical treatments	7 (3.3%)	Investigations	7 (3.1%)	Normal movements	9 (4.1%)	Chiropractor	6 (2.8%)	Acupuncture	7 (3.1%)
Topical treatments	6 (2.8%)	Cold	6 (2.9%)	Wait and see	6 (2.7%)	Topical treatments	9 (4.1%)	Immobilisation	6 (2.8%)	Chiropractor	6 (2.7%)

Wait and see	6 (2.8%)	Acupuncture	5 (2.4%)	Specialist	5 (2.2%)	Unsure	9 (4.1%)	Irrelevant response	6 (2.8%)	Normal movements	6 (2.7%)
Acupuncture	4 (1.9%)	Doctor	5 (2.4%)	Topical treatments	5 (2.2%)	Doctor	5 (2.3%)	Normal movements	6 (2.8%)	Unsure	6 (2.7%)
Hydrotherapy	4 (1.9%)	Irrelevant response	5 (2.4%)	Electrotherapy	4 (1.8%)	Wait and see	5 (2.3%)	No treatment	5 (2.3%)	Irrelevant response	5 (2.2%)
Irrelevant response	4 (1.9%)	Specialist	5 (2.4%)	Chiropractor	3 (1.3%)	Acupuncture	3 (1.4%)	Wait and see	5 (2.3%)	Immobilisation	4 (1.8%)
Specialist	2 (0.9%)	Taping/bracing	5 (2.4%)	Hydrotherapy	3 (1.3%)	Taping/bracing	3 (1.4%)	Compression	3 (1.4%)	Diet	3 (1.3%)
Chiropractor	1 (0.5%)	Immobilisation	4 (1.9%)	Irrelevant response	3 (1.3%)	Diet	1 (0.5%)	Natural or unknown therapies	3 (1.4%)	Manipulation	2 (0.9%)
Compression	1 (0.5%)	Chiropractor	2 (1.0%)	Natural or unknown therapies	3 (1.3%)	Hydrotherapy	1 (0.5%)	Acupuncture	2 (0.9%)	Second opinion	2 (0.9%)
Ergonomics/posture	1 (0.5%)	Compression	2 (1.0%)	Prayer/hope/meditation	2 (0.9%)	Immobilisation	1 (0.5%)	Elevation	2 (0.9%)	Wait and see	2 (0.9%)
Good mattress	1 (0.5%)	Diet	2 (1.0%)	Taping/bracing	2 (0.9%)	Manipulation	1 (0.5%)	Taping/bracing	2 (0.9%)	Natural or unknown therapies	1 (0.4%)
Natural or unknown therapies	1 (0.5%)	Time off work	2 (1.0%)	Time off work	2 (0.9%)	Pain clinic	1 (0.5%)	Electrotherapy	1 (0.5%)	Osteopathy	1 (0.4%)
Taping/bracing	1 (0.5%)	Cognitive behavioural therapy	1 (0.5%)	Acupuncture	1 (0.4%)	Natural or unknown therapies	1 (0.5%)	Emergency department/hospital	1 (0.5%)	Prayer/hope/meditation	1 (0.4%)
Time off work	1 (0.5%)	Manipulation	1 (0.5%)	Compression	1 (0.4%)	Osteopathy	1 (0.5%)	Ergonomics/posture	1 (0.5%)	Specialist	1 (0.4%)
Cognitive behavioural therapy	0 (0.0%)	Second opinion	1 (0.5%)	Elevation	1 (0.4%)	Prayer/hope/meditation	1 (0.5%)	Hydrotherapy	1 (0.5%)	Taping/bracing	1 (0.4%)
Diet	0 (0.0%)	Electrotherapy	0 (0.0%)	Emergency department/hospital	1 (0.4%)	Second opinion	1 (0.5%)	Manipulation	1 (0.5%)	Stay healthy	1 (0.4%)
Electrotherapy	0 (0.0%)	Elevation	0 (0.0%)	Ergonomics/posture	1 (0.4%)	Specialist	1 (0.5%)	Prayer/hope/meditation	1 (0.5%)	Cognitive behavioural therapy	0 (0.0%)
Elevation	0 (0.0%)	Emergency department/hospital	0 (0.0%)	Immobilisation	1 (0.4%)	Time off work	1 (0.5%)	Specialist	1 (0.5%)	Compression	0 (0.0%)

Emergency department/hospital	0 (0.0%)	Ergonomics/posture	0 (0.0%)	Osteopathy	1 (0.4%)	Cognitive behavioural therapy	0 (0.0%)	Time off work	1 (0.5%)	Electrotherapy	0 (0.0%)
Immobilisation	0 (0.0%)	Good mattress	0 (0.0%)	Stay healthy	1 (0.4%)	Compression	0 (0.0%)	Stay healthy	1 (0.5%)	Elevation	0 (0.0%)
Manipulation	0 (0.0%)	Hydrotherapy	0 (0.0%)	Cognitive behavioural therapy	0 (0.0%)	Electrotherapy	0 (0.0%)	Cognitive behavioural therapy	0 (0.0%)	Emergency department/hospital	0 (0.0%)
Pain clinic	0 (0.0%)	Pain clinic	0 (0.0%)	Diet	0 (0.0%)	Elevation	0 (0.0%)	Diet	0 (0.0%)	Ergonomics/posture	0 (0.0%)
Osteopathy	0 (0.0%)	Natural or unknown therapies	0 (0.0%)	Good mattress	0 (0.0%)	Emergency department/hospital	0 (0.0%)	Good mattress	0 (0.0%)	Good mattress	0 (0.0%)
Prayer/hope/meditation	0 (0.0%)	Osteopathy	0 (0.0%)	Manipulation	0 (0.0%)	Ergonomics/posture	0 (0.0%)	Pain clinic	0 (0.0%)	Hydrotherapy	0 (0.0%)
Second opinion	0 (0.0%)	Prayer/hope/meditation	0 (0.0%)	Pain clinic	0 (0.0%)	Good mattress	0 (0.0%)	Osteopathy	0 (0.0%)	Pain clinic	0 (0.0%)
Stay healthy	0 (0.0%)	Stay healthy	0 (0.0%)	Second opinion	0 (0.0%)	Stay healthy	0 (0.0%)	Second opinion	0 (0.0%)	Time off work	0 (0.0%)

N: number of participants.