

## Enrollment

Consented into study n = 254

Did not complete demographic info  
n = 36  
Completed demographic information  
but did not commence study  
n = 7

## Allocation

No. ECGs allocated to participants  
n = 48  
No. ECGs not allocated to participants  
n = 0

Failed to complete Phase 1  
n = 49  
No. ECGs allocated to phase 1 fail  
participants unanswered n = 290  
No. ECGs with visible message n = 145  
No. ECGs with hidden message n = 145  
Median no. of ECGs viewed by  
participants n = 0

Completed Phase 1  
n = 205

## Crossover

Failed to complete Phase 2  
n = 49  
No. ECGs allocated to phase 2 fail  
participants unanswered n = 577  
No. ECGs with visible message n = 268  
No. ECGs with hidden message n = 309  
Median no. of ECGs viewed by  
participants n = 12

Completed Phase 2  
n = 156

## Follow-up

Lost to follow-up n = 0  
Withdrew consent n = 0

## Analysis

Pairs for analysis n = 1866  
Median no. of participants per  
ECG n = 39  
Excluded from analysis:  
Missing response for visible and  
hidden ECG messages n = 605