**Supplementary table 3.** Summary of Google Trends searches and Olmsted County healthcare utilization following publication of *“Rifaximin therapy for patients with irritable bowel syndrome without constipation”* by Pimentel M et al. using three different models.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Model #1**  **(models change in both a vertical shift and slope at publication)** | | | **Model #2**  **(models change in slope only at publication)** | | | **Model #3**  **(models change in vertical shift only at publication)** | | |
| **Google**  **Rifaximin**  **Searches (RSVa)** | **Intercept Pre**  **Slope Pre-Pub**  **Chg Intercept†**  **Chg Slope‡**  **F-testβ** | **27.81(4.16)**  **0.16(0.14)**  **10.61(5.76)**  **-0.36(0.19)** | **0.26**  **0.07**  **0.06**  **0.02** | **Intercept**  **Slope Pre-Pub**  **Chgb Slope** | **24.80(3.87)**  **0.33(0.11)**  **-0.39(0.19)** | **0.003**  **0.04** | **Intercept**  **Slope Pre-Pub**  **Chg Intercept** | **32.84(3.26)**  **-0.03(0.10)**  **11.53(5.82)** | **0.72**  **0.05** |
| **Rifaximin**  **Prescriptions (Olmsted County)** | **Intercept Pre**  **Slope Pre-Pub**  **Chg Intercept**  **Chg Slope**  **F-test** | **1.10(0.38)**  **-0.002(0.01)**  **1.31(0.53)**  **-0.005(0.02)** | **0.90**  **0.02**  **0.76**  **0.046** | **Intercept**  **Slope Pre-Pub**  **Chg Slope** | **0.73(0.36)**  **0.02(0.01)**  **-0.01(0.02)** | **0.06**  **0.62** | **Intercept**  **Slope Pre-Pub**  **Chg Intercept** | **1.18(0.30)**  **-0.004(0.01)**  **1.33(0.53)** | **0.61**  **0.01** |
| **Google**  **IBSc**  **Searches (RSV)** | **Intercept Pre**  **Slope Pre-Pub**  **Chg Intercept**  **Chg Slope**  **F-test** | **83.48(2.17)**  **-0.24(0.07)**  **14.31(3.01)**  **0.05(0.10)** | **0.001**  **<0.0001**  **0.59**  **<0.0001** | **Intercept**  **Slope Pre-Pub**  **Chg Slope** | **79.42(2.20)**  **-0.02(0.06)**    **0.02(0.11)** | **0.76**  **0.89** | **Intercept**  **Slope Pre-Pub**  **Chg Intercept** | **82.73(1.68)**  **-0.22(0.05)**  **14.18(2.99)** | **<0.0001**  **<0.0001** |
| **IBS**  **Visits (Olmsted County)** | **Intercept Pre**  **Slope Pre-Pub**  **Chg Intercept**  **Chg Slope**  **F-test** | **22.89(1.60)**  **-0.001(0.05)**  **4.00(2.22)**  **-0.02(0.07)** | **0.99**  **0.07**  **0.76**  **0.18** | **Intercept**  **Slope Pre-Pub**  **Chg Slope** | **21.75(1.49)**  **0.06(0.04)**  **-0.03(0.07)** | **0.13**  **0.65** | **Intercept**  **Slope Pre-Pub**  **Chg Intercept** | **23.20(1.24)**  **-0.01(0.04)**  **4.06(2.20)** | **0.72**  **0.07** |
| **Google**  **Diarrhea**  **Searches (RSV)** | **Intercept Pre**  **Slope Pre-Pub**  **Chg Intercept**  **Chg Slope**  **F-test** | **61.88(1.50)**  **0.02(0.05)**  **14.37(2.07)**  **0.20(0.07)** | **0.75**  **<0.0001**  **0.006**  **<0.0001** | **Intercept**  **Slope Pre-Pub**  **Chg Slope** | **57.80(1.67)**  **0.24(0.05)**  **0.16(0.08)** | **<0.0001**  **0.06** | **Intercept**  **Slope Pre-Pub**  **Chg Intercept** | **59.18(1.20)**  **0.12(0.04)**  **13.88(2.14)** | **0.001**  **<0.0001** |
| **Diarrhea**  **Visits (Olmsted County)** | **Intercept Pre**  **Slope Pre-Pub**  **Chg Intercept**  **Chg Slope**  **F-test** | **108.35(4.57)**  **0.24(0.15)**  **0.24(6.33)**  **-0.26(0.21)** | **0.12**  **0.97**  **0.22**  **0.47** | **Intercept**  **Slope Pre-Pub**  **Chg Slope** | **108.28(4.18)**  **0.24(0.12)**  **-0.26(0.21)** | **0.04**  **0.22** | **Intercept**  **Slope Pre-Pub**  **Chg Intercept** | **111.89(3.55)**  **0.10(0.10)**  **0.88(6.32)** | **0.32**  **0.89** |

aRSV=Relative search volume; bChg=Change; cIBS=Irritable bowel syndrome

†change in intercept from pre-publication to post-publication

‡change in slope from pre-publication to post-publication

βp-value for the 2 degree of freedom F test, for a simultaneous vertical shift and change in slope at publication.