**SUPPLEMENT**

**Online crowdfunding for medical expenses related to hidradenitis suppurativa**

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**Supplementary Table.** Representative quotes for common narrative themes among GoFundMe campaigns for hidradenitis suppurativa

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| **Narrative theme** | **Examples** |
| Toll of undergoing multiple surgeries | “Multiple surgeries, lengthy hospitalizations, and rising medication costs have left me and my family struggling to pay rent and buy food. Asking for help.”  “My journey has been extremely crazy because I’ve had over 20 procedures, numerous infusions, and four failed immunosuppressant trials. The disease has compromised my immune system and changed my daily life and normalcy.” |
| Living with multiple autoimmune disorders | “What I haven’t told you is that I have been dealing with Crohn’s disease for going on over 15 years now and I have been diagnosed with a second autoimmune disease… called hidradenitis suppurativa which lowers my immunities as well. I am sending this out as a message to ask for help.”  “The problem with all of these medical conditions is that the symptoms of each illness overlap, and often one condition will cause another to flare. In essence, her body is fighting itself.” |
| Day-to-day challenges | “HS affects my entire life. I wake up all the time in pain. My job has suffered as I miss days, sometimes weeks, recovering from surgeries and outbreaks. Basic everyday things like getting dressed, walking, driving, and even sitting can be painful with cysts all over your body.”  “I missed my entire senior year because I was in and out of a long-term care facility. I am unable to follow my dream of becoming a nurse. This disease has denied me of my ability to work, socialize, or have any kind of normal, productive life.” |
| Impact on the family | “These changes have not only affected my son but also my family. I am unable to hold down a job or pay my bills. The funds I have for times like these are depleting. I’m not asking for much, if you can please donate a dollar or anything to help us get by. As a single mother, it would help not to have additional worries.”  “I want to be able to hug my children without trembling in pain.” |
| Impact of not receiving treatment | “Your help would change my life, because this surgery would change my life. I wouldn’t be in constant pain, or in and out of the hospital, or on all of this medication I’m on. I would be able to live again, work again, be amongst the living, relishing in a life where I am the person I’m meant to be.”  “If you do not seek treatment, it can be days or weeks before your skin peels and thins out enough to drain on its own. The slightest touch can feel like razor blades running across your skin. The areas can be as big as a softball.” |