Reviewer's report

Title: Harnessing Consumer-Driven Electronic Communication Technologies to Identify and Engage Members of 'Hard-to-Reach' Populations: A Methodological Case Report

Version: 1 Date: 25 September 2009

Reviewer: Lori R Kogan

Reviewer's report:

This is a well written article that explores in a unique fashion, something of importance to many of us who work with difficult sample collections. I found the paper informative and enjoyable to read. I think it will make a great addition to the field and can be published with minimal/minor edits.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests