Reviewer's report

Title: A randomised trial and economic evaluation of the effect of response mode on response rate, response bias, and item non-response in a survey of doctors

Version: 3 Date: 17 June 2011

Reviewer: Oyvind Bjertnaes

Reviewer's report:

The authors have done a good job with the revision. I only have one comment (minor essential revision):

The last paragraph of the Discussion should be reformulated. First, economic evaluation has been included in previous studies. See for instance Bjertnaes OA, Garratt A, Botten G. Nonresponse bias and cost-effectiveness in a Norwegian survey of family physicians. Eval Health Prof. 2008 Mar;31(1):65-80. Secondly, clarify that the sequential mixed mode seems preferable compared to the two other specific models in the study. There are a number of ways to design a survey like this, and this study only includes a comparison of the three chosen models.

Level of interest: An article whose findings are important to those with closely related research interests

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