Reviewer's report

Title: Patient understanding of moles and skin cancer, and factors influencing presentation in primary care: a qualitative study.

Version: 1 Date: 22 June 2010

Reviewer: Alan B Jr Fleischer

Reviewer's report:

This manuscript encapsulates an enormous quantity of work analyzing structured dialogues, and develops a model to help understand the process. The in depth approach was most appropriate and, as a dermatologist I learned a great deal from this manuscript. However, the observation of only four melanomas in the study period limits our understanding beyond moles.

Level of interest: An article of outstanding merit and interest 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