Reviewer’s report

Title: A pilot study evaluating alternative approaches of academic detailing in rural family practice clinics

Version: 3 Date: 5 December 2012

Reviewer: Corina Naughton

Reviewer’s report:

This is an interesting pilot study that will be of benefit to others in designing academic detailing interventions and it raises the interesting possibility of using alternative communication technologies.

I think the level of detail included will allow other researchers to replicate this study and learn from the experience of this group of researchers.

Minor revisions:
Pg 3 line 16-24 grammar, mixing past and present tense in same sentence
Pg 4 line 7 ?? to be an attractive program
Pg 5 Line 11 collected logistic data
Page 7 line 15 Title ‘Data collection’
Pg 9 Line 22-23 add 1-2 summary statements regarding open-ended responses

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'