Reviewer's report

Title: Does access to a colorectal cancer screening website and/or a nurse-managed telephone help line provided to patients by their family physician increase fecal occult blood test uptake?: Results from a pragmatic cluster randomized controlled trial

Version: 2 Date: 10 December 2013

Reviewer: Tomotaka Sobue

Reviewer's report:

This manuscript reported the results from a cluster randomized trial for colorectal cancer screening uptake. It was observed that intervention group showed higher uptake but the usage of website and telephone help line was quite low. Although the document is well-written, the reviewer has some comments.

Major Compulsory Revisions

1. Since this is planned as a randomized trial, effect of confounders should be controlled through randomization, not including the potential confounders in the analysis. What is the purpose of randomization in the study design?
2. There seems no strict rule for enrollment of study subject at physician level, such as consecutive enrollment. Is there any possibility to enrollment rule differs by each physician?
3. One of the main findings in this study is that promoting usage of website and telephone help line by delivering refrigerator magnet did not work. This should be included in the abstract.

Minor Essential Revisions

A) Table 5: There is no specific description on Table 5. This can be deleted.
B) Table 6: It is not clear how many subject responded to post-study patient follow-up survey and how it is linked to family physician survey.
C) Page 9, lines 8-9 from the bottom: It is not clear what “blinded to group assignment” means.
D) Page 11, lines 10-12: This needs further clarification.

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

Quality of written English: Not suitable for publication unless extensively edited

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.