Reviewer's report

Title: Keeping participants on board: increasing uptake by automated respondent reminders in an Internet-based Chlamydia Screening in the Netherlands

Version: 2 Date: 30 January 2012

Reviewer: Jessica Sheringham

Reviewer's report:

Minor essential
- Correct minor typographical eg p3 2nd para ...communication technologies SUCH as..., p7 para 1 cell pHone, p10 1st para - bracket missing errors
- Clarification of terminology (point 1)
- Quote odds ratios with confidence intervals (5)
- Clarify language re. attribution of effects (8) I confirm these changes have been made.
- Conduct analysis of determinants of sample return and package request by gender (3) 1. DISCRETIONARY REVISION: I appreciate the authors' point - I would suggest they add a line to the text to this effect but it is not an essential revision.
- Consider in the discussion the relevance of email/SMS reminders beyond CT screening (7) I confirm this change has been made.
- provide justification for examining provision of cell no (9) I accept the authors' explanation and do not see any necessaity to amend the text to reflect this.

Major compulsory
- Revise the conclusions to reflect the sample return rates required for CT control and those achieved by addition of email/SMS reminders (6) 2. DISCRETIONARY REVISION: I accept the authors have changed the text here and also note that it is too early to have empirical evidence about whether their intervention is effective in reducing chlamydia prevalence. However, my comment on the initial paper came from thinking aobut the public health implications of raising the response rate to 14% after these reminders. I would suggest it is worth reflecting on this, but not an essential revision.