Reviewer’s report

Title: A lesson in business: cost-effectiveness analysis of a novel financial incentive intervention for increasing physical activity in the workplace.

Version: 1 Date: 11 September 2013

Reviewer: Aadil Kazi

Reviewer’s report:

A unique investigation into using a practical loyalty scheme to increase employee physical activity levels.

Major Compulsory Revisions
None.

Minor Essential Revisions - spelling
1. Page 10: Value of Information Analysis: "We choose a conservative assumption" should read "we chose a conservative assumption"
2. Page 13: Line 2: "notional UK" should read "national UK"

Discretionary Revisions
3. The authors may wish to speculate why cost effectiveness analysis proved somewhat successful but participant outcomes, in terms of behaviour change (physical activity levels), were not significant.

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.