Reviewer's report

Title: Impacts of Pharmaceutical Promotion On Prescribing Decisions of General Practitioners

Version: 3 Date: 6 February 2007

Reviewer: Richard Kravitz

Reviewer's report:

General

-----------------------------------------------------------------------------------

Major Compulsory Revisions (that the author must respond to before a decision on publication can be reached)

1. The abstract should be re-written so as to clarify the language, truncate the results concerning patients per day (not the main focus of the paper), and make explicit the comparisons referenced in the final two sentences of the results.

2. Clarify why the 29.6% of subjects who were "sometimes affected" by promotion were excluded. Also, it is critical to state comparisons directly (i.e., x vs. y, p=0.0, 95% CI = w to z) not the cryptic "(%, p-value) format, which I for one cannot interpret.

3. As with the abstract, the first paragraph of the Discussion emphasizes visit length but does not connect this to the main theme of the study (pharmaceutical promotion and prescribing). It would seem that the visit length findings (while interesting) are secondary and should be treated a) later in the Discussion and b) more briefly.

-----------------------------------------------------------------------------------

Minor Essential Revisions (such as missing labels on figures, or the wrong use of a term, which the author can be trusted to correct)

-----------------------------------------------------------------------------------

Discretionary Revisions (which the author can choose to ignore)

1. Consider a Figure showing the variables that influence contact with SRs and in turn, the variables that influence prescribing.

What next?: Unable to decide on acceptance or rejection until the authors have responded to the major compulsory revisions

Level of interest: An article of limited interest

Quality of written English: Needs some language corrections before being published

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:

No competing interests.