Reviewer's report

Title: Impact of Pharmaceutical Promotion On Prescribing Decisions of General Practitioners in Eastern Turkey

Version: 4 Date: 16 May 2007

Reviewer: Richard Kravitz

Reviewer's report:

General

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

1. The current abstract now provides a good summary of the findings, but the conclusion does not line up with the results. Please provide information in the Results that support the conclusion that interaction with pharmaceutical representatives is "primary."

2. More generally, there is use of language throughout the manuscript that suggests "ranking" of influences, when in fact physicians simply self-RATED. E.g.,

"Based on the statements of the GPs, self reading after graduation (50.7%) and activities of pharmaceutical representatives (40.7%) had the strongest effect on prescribing decisions of the GPs."

Here it is not strictly true that self reading had the "strongest" effect, rather it had the largest percentage of respondents who endorsed it as having a "high" effect.

This is a subtle but important point; the statements as they stand could be misleading.

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

1. The abbreviation SR should be spelled out in the second paragraph of the manuscript; many readers may not be familiar with this shorthand.

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Discretionary Revisions (which the author can choose to ignore)

What next?: Accept after minor essential revisions

Level of interest: An article of limited interest

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

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

No competing interests.