Reviewer's report

Title: Re-Focusing the Ethical Discourse on Individualized Medicine: A Qualitative Interview Study with Stakeholders in the German Healthcare System

Version: 1 Date: 14 March 2013

Reviewer: Leslie P Francis

Reviewer's report:

No major compulsory revisions

No minor essential revisions. At the beginning of the article, there are a couple of misplaced "the"s--German rather than English usage. But understanding is not impaired by this.

Several discretionary revisions

My report (attached) has several suggestions for discretionary revisions. The one that is closest to non-discretionary in my judgment is the confusion of the ethical problems with language use with the ethical problems of the underlying practices.

See the attached report for further comments.

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.