Reviewer's report

Title: Nation-scale adoption of new medicines by doctors: an application of the Bass diffusion model

Version: 3 Date: 29 May 2012

Reviewer: Agnes Vitry

Reviewer's report:

Major compulsory revisions
I have reviewed carefully the changes and noted that inaccuracies on statins have been deleted and that more information has been given on the methods. However, there are still gaps in the description of the methods such as who has classified the adoptions into two groups (external forces dominant or not) and on which criteria. It is very important given that, if I understand the model, this factor is only one of the two variables that are included, the first one being the ATC group.

I still don’t understand the utility of such a model which does not seem to have any predictive value. As mentioned in my comments on the first draft, I don’t see much the point of a model which does not include the key factors that may at least partly explain differences in adoption rates, such as relative effectiveness, innovation grade, crowding of the therapeutic class, patented or not, prices, promotional spending, restrictions of use etc.

The last paragraph in the discussion is very confusing (confusion between comparative effectiveness and cost effectiveness? What is the meaning of returning to the “seminal work”, what is the relation between time to saturation and system inertia?),

Level of interest: An article of limited interest

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'