Reviewer's report

Title: Beyond price: individuals' accounts of deciding to pay for private healthcare treatment in the UK

Version: 1 Date: 18 October 2011

Reviewer: Katie Page

Reviewer's report:

Discretionary Revisions

1. I think the authors need to clarify the applicability of the findings. Specifically, they could be more unassuming, in the discussion and conclusions section, regarding what the current findings (based solely on 39 people’s opinions) tell us about people’s (UK population) motivations in deciding whether to pay for private medical treatment. If this issue is addressed I think the paper makes a very worthwhile contribution to the literature and provides a starting point to further interesting research (which in my opinion should be more quantitative in nature).

Minor Essential Revisions

1. There are a few minor mistakes (missing commas and a reference on page 11 with brackets in the wrong place - (Zelizer, 1989) argues should be Zelizer (1989) argues...)

Level of interest: An article whose findings are important to those with closely related research interests

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 I have no competing interests.