Reviewer’s report

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

Version: 2 Date: 11 February 2012

Reviewer: Katie Page

Reviewer’s report:

The authors have made sufficient changes to their manuscript regarding the issue of generalisability. The paper deals with an important topic, is really interesting, and clearly generates lots of ideas for further research. I am happy to recommend publication.

Thanks, Katie.

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 I have no competing interests.