Reviewer's report

Title: Willingness to Pay for Physician Services at a Primary Contact in Ukraine: Results of a Contingent Valuation Study

Version: 3  Date: 23 December 2012

Reviewer: Ana Gil Lacruz

Reviewer's report:

I enjoyed very much reading the article. I found innovative and it provides new argumentation lines for solving the problem of health public funding.

Major revision
1. I would like to know the authors’ opinion about the consequences of introducing prices on the public health sector. For example, I am wondering if medical staff will ask for higher wages. For one, the unofficial charges will get reduced, and on the other the health system will have extra-revenues. I would like also to know how the working conditions of people who work at the health sector are. Do they need unofficial charges?
2. Do the authors know how much health goods and services cost? It would be interesting to compare the WTP with approximated costs.
3. I imagine the quality of health services is measured taking only into account individual perceptions. Why are not Ukrainians satisfied with the quality of care? What do the authors think about the quality of health services in Ukraine?
4. I find very interesting the third paragraph of page 14. “…inability is a perceptional issue depending on personal attitude and life-style…”. Given the estimations are not controlled by life-styles I suppose this is just a hypothesis of the authors rather than a demonstrated fact. Anyway, I find this is one of the most interesting paragraphs of the paper, so it would be interesting to have more details about it.

Minor revision
1. In page 4, how small is the health expenditure administered by the private sector?
2. In page 9, I suggest changing the effect of “X1” or “X2” for the name of variables. There is no identification what it is included under X1 or X2.
3. The concept “ideological reasons” is very vague. I suggest or giving some examples of ideological reasons or deleting “other ideological reasons in page 16.

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.