Reviewer's report

Title: Health care managers in negative media focus: a qualitative study of personification processes and their personal consequences

Version: 6 Date: 22 July 2013

Reviewer: YOSHIE Satoru

Reviewer's report:

This study deals with negative media focus to health care managers. From the manuscript, I can really feel health care managers’ "pain". Although I am intimately familiar with the topic of this paper, I found some of the authors' explanations difficult to follow. I suspect a reader less familiar with the topic might have even greater difficulties.

Major Compulsory Revisions:

#1 When evaluating the credibility of the qualitative research, "thick description" (Geertz, 1973) is regarded as important. Authors need to insert more interviewees' narratives which explain each category to keep the credibility of the analysis conducted in this study, and to promote readers' understanding about the context.

Minor Essential Revisions:

#2 Please explain more concretely about the key concept of this study "negative media focus". What kind of media, what type of content, or how often is the item carried?

Discretionary Revisions:

#3 From international view, I suppose that authors had better describe the role and the demographics of health care managers in Sweden.

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 that I have no competing interests.