Reviewer's report

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

Version: 7 Date: 7 November 2013

Reviewer: Neale Smith

Reviewer's report:

I believe that the authors have successful addressed my comments in their revision. Their focus in on the individual and organization impacts of negative media attention directed at healthcare managers. The authors present a model developed via grounded theory and describe it in the paper--it does appear to reflect the reported qualitative findings. They also place it in the larger literature related to New Public Management and to medialisation--this aspect of the paper is stronger in this revised draft.

Overall the paper is readable and understandable, though sentence construction in some places shows that English is not the authors’ first language. A final careful review to catch, eg., missing prepositions, should suffice.

One minor revision required: the authors suggest at page 7 that gender was an important variable they considered. They refer to Table 1, but I don’t find that information there. The authors should adjust the table accordingly or at least state the balance between genders found among respondents.

Level of interest: An article of importance in its field

Quality of written English: Needs some language corrections before being published

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.