Reviewer's report

Title: Market failure, policy failure and other distortions in chronic disease markets

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Reviewer: Gert P. Westert

Reviewer's report:

The paper by Watts/ Segal addresses an important issue. The paper states that patients with a chronic disease are (on average) 'expert patients' who are in potential extent able to solve the health care market failure of information assymetry. The main distortion to be solved is that the provider community is focussed on cure in stead of prevention, leading to inefficient societal delivery/ outcomes.

This very well written paper has a 'different format' (no methods & data) which needs some clarification or just pragmatically need to be fitted to the usual format. The content of the paper is excellent and I propose to accept it for publication in BMC HSR.