Reviewer’s report

Title: Using a Business Model Approach and Marketing Techniques for Recruitment to Clinical Trials

Version: 2 Date: 9 December 2010

Reviewer: Sue Ross

Reviewer’s report:

Thanks for sending me this revised paper to comment on. The paper is now much clearer.

One small point is that Table 1 and 2 seem to have become rather mixed up in the revision. “Table 1” in the submission now consists of the synthesis of the model with findings from the case studies. “Table 2” is the translation of the model into trialist terms, and is not mentioned in the text. It would be helpful if the translation table were referred to in the description of the business approach (perhaps in the first paragraph of the section headed “a business approach”). The translation table remains one of the most useful parts of the paper, allowing other trialists to implement the model in their own trials.

Level of interest: An article of outstanding merit and interest 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:

(As stated previously)