Reviewer's report

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

Version: 3 Date: 16 January 2011

Reviewer: Sue Ross

Reviewer's report:

Thank you to the authors for revising their paper. They have addressed all my comments.

The paper offers a potentially useful tool for trailists to monitor the progress of their trials. I certainly look forward to testing this approach in practice.

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.

Declaration of competing interests:

As described previously.