Author's response to reviews

Title: Marketing depression care management to employers: design of a randomized controlled trial

Authors:

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To the Editorial Board:

Please find with this submission the revised manuscript, "Marketing depression care management to employers: design of a randomized controlled trial." This study protocol describes an NIMH-funded project national in scope that is the culmination of years of research. Randomized trials have demonstrated that depression care management can improve clinical and work outcomes sufficiently for selected employers to realize a return on investment. Employers can now purchase depression products that provide depression care management, defined as employee screening, education, monitoring and clinician feedback. The research team has developed an intervention to encourage employers to purchase an effective depression product shown to provide value to the employer and employee.

By addressing the 'value to whom?' question, this study advances knowledge about one of the most pivotal problems in the translation of evidence-based care to 'real world' settings: whether purchasers can be influenced to buy health care products on the basis of value. If value-based marketing increases depression product purchase rates over usual care, this study will provide encouragement to market new health care products on the basis of the product’s value to the employer as well as the employee.

Please note that the project website, "Influencing Employee Benefit Purchasing—Interventions and Materials," is currently under revision and will be available within two months.

We are nominating two professors who conduct research in related areas to review the manuscript: John Fortney, PhD  fortneyjohn@uams.edu and Debra Lerner, PhD dlerner@tuftsmedicalcenter.org. Both professors meet the criteria you outlined in Instructions for Authors.

Thank you for your consideration.
Sincerely,

Kathryn Rost