Reviewer's report

Title: Organizational and Financial Analyses of Current HIV/STD Testing Services in South China to Inform a Social Entrepreneurship Model: A Sequential Mixed Methods Study

Version: 3 Date: 9 September 2014

Reviewer: Mary J Rotheram-Borus

Reviewer's report:

Major Compulsory Revisions

1. The topic of this article is exciting and the aims would have led me to want to accept this article and ask for a revision. It is presented so badly that it is not clear if it is possible to make this article live up to its aims. At the very least, the qualitative section needs to be cut off and an attempt has to be made to have a project on that data. While the 1200 person sample of MSM sounds nice, there is no information on the recruitment, the aims, nor are there any data on the social entrepreneurial model that is the focus of this article. This sample is not relevant to the current article or the stated aims of the article.

2. It is beyond time for social entrepreneurship to be applied to public health problems. There is another major initiative that has acquired significant press in India: the Sonaguchi Project, which was the basis for the Gates-funded Avahan project. The authors do not mention this nor any other social entrepreneurship project for HIV-related topics. It is necessary to include at least mention of previous efforts.

3. MSM in China are highly stigmatized. Stigma is so high that many MSM marry, never share their sexual orientation with their family, and would avoid all services that are MSM identified. This article fails to mention the context of MSM in China. This is necessary to understand any qualitative study that aims to examine the potential applicability of a novel idea.

4. There are many unnecessary tables and the concept is never clearly defined nor justified in any way. There is a vague reference to a lack of government funding for HIV/STD testing. This cannot be a vague reference, if the authors aim to support their model. However, this point is not relevant to the exploration of a social entrepreneurial model. CBO are not a typical strategy for any topical area in China – this is not specific to MSM. If anything, the high risk of HIV has gotten the government to support CBO for MSM, while there are few other topic areas in which there are any CBO. Again, for a qualitative study, all context is missing.

5. There is never any rationale provided for the model of sexual health. Table 1 provides no additional information beyond the name of the core value. Table 2 is unclear and, again, unclear how or why it is included. Table 3 destroys the argument of the article. This table provides an analysis of each site from which participants were recruited. This describes the advantages and disadvantages of
each site. This makes it clear that each site is idiosyncratic and unlikely to be generalizable. Table 4 starts to address the topic of the article. However, the content and the usefulness of the presentation are doubtful. This is the core of any article which could come from these data.

6. Table 5 is out of order and does not suggest how this relates to the goal of the article. The sole use of the quantitative sample appears to be to show that MSM in China are at high risk for HIV. This is already well known. Figure 1 and the price points that MSM report they are willing to send are the focus of this article and the data that people would want to see.

7. If the authors focus on the central point in the abstract – whether MSM in China will pay for HIV/STD services and CBO can generate a business that may sustain their organizations, they are likely to be able to present the information in a brief summary with one table and about 1500 words.

8. It is clear that the article is not acceptable and questionable whether there is any information which could live up to the promise in the abstract or the aims of the project.

**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:**

I declare that I have no competing interests.