Reviewer's report

Title: How to Incorporate Broader Outcomes in Economic Evaluations of Public Health Interventions: A qualitative analysis based on semistructured experts interviews

Version: 2
Date: 21 May 2015

Reviewer: Nana Anokye

Reviewer's report:

This is an important topic area

Major compulsory revisions

1. The definition of NHO (using EQ5D) has to be set out in the introduction. Whilst I recognise this definition, I struggle to understand the argument that all NHOs are not included in economic evaluation. As some of them, as per your definition, increased participation in lifestyle behaviours tend to be included as effectiveness measures of interventions in economic models.

2. The experts were selected on diversity of opinions, how was this assessed and achieved?

3. Authors mentioned no ethical approval was required. Any clarification as to why.

4. Data collection was continued until saturation. How was this achieved in practice? Were the 22 interviews conducted in batches?

5. It appears the disagreements between the researchers coding the interviews, which was quite high, was discussed without the research who did the initial coding. Any reasons for this, particularly given that the coding protocol was adapted by the second researcher

6. What was the duration of the phone interviews?

7. Interviews were conducted in 2011-2012. Authors might have to reflect on the potential impact of emerging evidence (given passage of time) on the views expressed by the experts.

8. What were the specific research areas of the experts?

Minor revisions

1. The use of the PH abbreviation is not consistent. For example, it is referred to as HP on page 8

2. The last sentence on page 8 (under 'background sample') might fit better after the first sentence under that section ( 'background sample')

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