**Author’s response to reviews**

**Title:** Development of a targeted client communication intervention to women using an electronic maternal and child health registry: a qualitative study

**Authors:**

Binyam Bogale (BinyamBogale.Bungudo@fhi.no)

Kjersti Mørkrid (KjerstiMorkrid.Blom-Bakke@fhi.no)

Brian O'Donnell (Brian.ODonnell@fhi.no)

Buthaina Ghanem (ghanembu@who.int)

Itimad Abu Ward (almadhoune@who.int)

Khadija Abu Khader (abukhaderk@who.int)

Mervett Isbeih (mervett.isbeih@pniph.org)

Michael Frost (mike@dhis2.org)

Mohammad Baniode (baniodem@who.int)

Taghreed Hijaz (taghreed.hijaz@pniph.org)

Tamara Awwad (tamara.s.awwad@gmail.com)

Yousef Rabah (rabahy@who.int)

Frederik Frøen (frederik.froen@fhi.no)

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1 - Please remove any details of age, profession, etc from Additional file 3 which contains direct quotations from interviewees to help aid anonymity. Our response: We thank you for pointing this out. Now edited accordingly and made more anonymous. On side note, we do not think you were referring to the profession of the healthcare providers, we have already stated that in the methods section and we believe it is not a problem to state that the quotation is from a doctor or a midwife (as long as there is no associated personally identifiable description). We made one change on Table 1 following your comment. We edited the colour of the headings in the main text in the main manuscript, all changed into black colour. thank you so much and we hope that this response satisfies your request!

Best regards,