Reviewer’s report

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

Version: 0 Date: 21 Jul 2019

Reviewer: Andrew Georgiou

Reviewer's report:

Abstract:

The Abstract makes a statement that the effectiveness of the TCC intervention is assessed in a cluster-randomized trial (ISRCTN10520687). I assume this is a separate study. This is not clear from the Abstract.

Introduction:

Line 84 suggests that TCC interventions via SMS are under-theorised, poorly specified and vaguely described. This seems like an important statement but it is not very well supported. Why is a theory-driven approach required? Consider providing more of an explanation of the connection between theory, specification and description. This would help develop the argument better.

Methods:

Can the authors provide more information about their sample? During the findings, there were comments about education levels and other factors, which were not reported as part of the purposive sampling, and were not described adequately.

Results:

The results section summarises findings from the interviews along with reports about the composition and evaluation of text messages and the technology platform. There are a lot of steps involved here which do not get adequately described. It is hard to judge the validity, reproducibility and comprehensiveness of these findings. The authors need to find a way to present these points with more details and in a much more transparent manner.

Discussion:

The Discussion needs to provide a more comprehensive overview of how the findings from this study compare to similar studies along with those of related areas of research. The Discussion does not provide a very good explanation of how the study was theory-driven. The paper needs to provide a good appreciation of what theory is being used or developed. It also should reflect on how the theory related to the findings and the implications of the paper.
Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Unable to assess

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

Yes

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

Not relevant to this manuscript

Quality of written English
Please indicate the quality of language in the manuscript:

Acceptable

Declaration of competing interests
Please complete a declaration of competing interests, considering the following questions:

1. Have you in the past five years received reimbursements, fees, funding, or salary from an organisation that may in any way gain or lose financially from the publication of this manuscript, either now or in the future?

2. Do you hold any stocks or shares in an organisation that may in any way gain or lose financially from the publication of this manuscript, either now or in the future?

3. Do you hold or are you currently applying for any patents relating to the content of the manuscript?

4. Have you received reimbursements, fees, funding, or salary from an organization that holds or has applied for patents relating to the content of the manuscript?

5. Do you have any other financial competing interests?

6. Do you have any non-financial competing interests in relation to this paper?
If you can answer no to all of the above, write 'I declare that I have no competing interests' below. If your reply is yes to any, please give details below.

'I declare that I have no competing interests'

I agree to the open peer review policy of the journal. I understand that my name will be included on my report to the authors and, if the manuscript is accepted for publication, my named report including any attachments I upload will be posted on the website along with the authors' responses. I agree for my report to be made available under an Open Access Creative Commons CC-BY license (http://creativecommons.org/licenses/by/4.0/). I understand that any comments which I do not wish to be included in my named report can be included as confidential comments to the editors, which will not be published.

I agree to the open peer review policy of the journal