Reviewer's report

Title: Mixed Messages or Lack of Consensus? A qualitative study of the impact of the Prescribing Analysis System on the prescribing behaviors of physicians in Korea.

Version: 2

Date: 26 March 2015

Reviewer: Emily Leckman-Westin

Reviewer's report:

The authors present a well-written article that will be of interest to those trying to change physician behavior.

A few suggested discretionary revisions and or questions about the text/findings:

1. A few questions- the title- I am not sure that the aspect of mixed messages of the paper is clear to me. Does the PAS system provide mixed messages? There is not a clear and concise description of the PAS system, what it does, how it interacts with physicians. Are physician expected to access the system – what are the indices? Just the proportions identified on page 4 lines 13 to 16? Are there benchmarks included? What are the feedback methods- a print out? A web page? Some of these questions are answered in the results, but I think it would help the reader to know more about what the system is and how physicians are expected to interact with it. In addition, it may make sense to include the description of the PAS system in the methods, rather than the introduction.

2. Page 4, lines 22 to 25: these questions, while important, seem out of the blue. I would recommend deleting, as they do not add to the introduction.

3. In the results section, I would consider having the exact language from Table 2 as the headings of each section/sub section to assist the reader.

4. On page 12, lines 10 to 13, the reaction to the suggestion of a educational campaign seems more appropriate for the discussion rather than the reporting of the focus group findings.

5. On page 19, line 23, write out the word for the number ‘27’ starting the second sentence in the discussion.

6. On page 24, line 6 to 8: The authors state that the paper was trying to answer the question “it is possible for the government or patients to persuade physicians to change their prescribing behaviors to improve the quality of medical services?” from the results- it seemed as though patients were quite effective in obtaining the antibiotics if they thought they needed them- so I would suggest removing the word patients. In addition, I would add something akin to- “it is possible for the government to passively persuade physicians”. This would make the question a bit more specific – and from what I can tell, more accurate.

7. The focus groups were primarily made up of male physicians- is this similar to the distribution of physician in Korea?
Level of interest: An article whose findings are important to those with closely related research interests

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