Reviewer’s report

Title: Do newly marketed generic medicines expand markets using descriptive time series analysis and mixed logit models? Korea as an exemplar and its implications

Version: 0 Date: 28 Jan 2016

Reviewer: Aníbal García-Sempere

Reviewer's report:

It is difficult to me to understand the manuscript due to many reasons.

Quality of written English is, to my view, not suitable for publication and should be reviewed integrally. As an example, the title in itself "means something", but "says something different".

Methods and their application are also confusing. Time series analysis would be helpful here if observational data previous to patent expiry were included, allowing for interrupted time series analysis. This would permit a more robust analysis of trend changes and substitution effects. But even so, sample size (717 patients) also raises concern about the relevance and consistency of the findings.

In the discussion, to my view, assumptions (or speculations) about quality of prescription - rational use of drugs and incentives underlying prescribing decision making - should be made, if to be made, with extreme caution. Also linking generic entry with inadequate use of drug is to my opinion to be deeply reviewed - as market expansion, in lack of demand side measures, is not a problem of generic entry but of any new entry (see effects of new on-patent launches in diabetes, copd, cardiovascular prevention, etc) worlwide.

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

No

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

No

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.
No

**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.

I am able to assess the statistics

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

Not suitable for publication unless extensively edited

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