Author's response to reviews
Title: Impact of a direct-to-consumer information campaign on prescription patterns for overactive bladder

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Author's response to reviews:

Dr. Maria Elisabeth Johanna Zalm

BMC Health Services Research

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Dear Dr. Maria Elisabeth Johanna Zalm,

Ms. Ref. No.: BHSR-D-17-00935R2

Title: Impact of a direct-to-consumer information campaign on prescription patterns for overactive bladder
Please find attached a revised version of our manuscript titled “Impact of a direct-to-consumer information campaign on prescription patterns for overactive bladder,” which we would like to resubmit for publication in BMC Health Services Research.

Your comments and those of the reviewers were highly insightful and enabled us to improve the quality of our manuscript significantly. In the following pages are our point-by-point responses to each of the comments of the reviewers.

In accordance with your suggestion, we added a clear statement indicating consent was not applicable in the "ethics approval and consent to participate" section. We hope that the revisions in the manuscript and our accompanying responses will be sufficient to make our manuscript suitable for publication in BMC Health Services Research.

We shall look forward to hearing from you at your earliest convenience.

Yours sincerely,

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Editor Comments:

1. Clean version

Please upload a clean version of your manuscript, without any tracked changes, text highlights or underlined text, as these may interfere with the production process.

Thank you. We have uploaded it.

2. Consent to participate

Please include an appropriate statement regarding consent to participate in the "ethics approval and consent to participate" section. If consent was not required, please include a clear statement indicating this was not applicable.

Thank you very much. According to the Japanese Ethical Guidelines for Medical and Health Research, informed consent was waived. We have included a clear statement as follows:

P18, line 2

(Original):

Ethics approval and consent to participate: The Research Ethics Committee of the Graduate School of Medicine, The University of Tokyo in Japan approved the study protocol (Protocol No.10724).
Ethics approval and consent to participate: The Research Ethics Committee of the Graduate School of Medicine, The University of Tokyo in Japan approved the study protocol (Protocol No.10724-(1)), and informed consent was waived according to the Japanese Ethical Guidelines for Medical and Health Research.

Reviewer 1

I would like to thank the authors for their further explanations.

Thank you very much.