Reviewer's report

Title: Impact of a direct-to-consumer information campaign on prescription patterns for overactive bladder

Version: 0 Date: 14 Nov 2017

Reviewer: Adrian Wagg

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Reviewer's report Impact of a direct to consumer campaign on prescription patterns for overactive bladder

Introduction - this section sets the study within its context well and notes the differences between DTCA and DTCI. The research question is clear

Methods - The list of anticholinergic drugs omits fesoterodine and darifenacin - were these not available for use in Japan during the study period?

Advertising exposure
The launch of mirabegron into Japan may well act as a confounder in this study - the launch of a new drug will serve to raise the awareness of the condition and its treatment, particularly amongst physicians
Were there any other public awareness campaigns operating over the time periods of this study, or subsequent to this campaign but still likely to influence change?

Results
The results are clear and the combination of figures text and tables helps to convey the content well

Discussion
The confounding nature of the mirabegron launch has been noted. Was this the only activity which occurred over the time period of the study?
Mirabegron does not have fewer adverse events than conventional drugs for overactive bladder. The registration trials show the total TEAE rate at approximately 50%, the same as antimuscarninics. Reference 15, that of Maman, (another Astellas publication) confirms that Mirabegron (unsurprisingly) has fewer anticholinergic side effects/ All others are not examined in this paper
The alternative argument for the change in prescribing was simply that mirabegron was new - and thus there is a "novelty" effect. To suggest that mirabegron is superior to antimuscarinic therapy would be misleading, unreferenced and untrue
The limitations are otherwise well considered

**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.
No

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

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I am able to assess the statistics

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