Reviewer's report

Title: Pharmaceutical Marketing Strategies' Influence on Physicians Prescribing Pattern in Lebanon: Ethics, Gifts and Samples

Version: 1 Date: 05 Nov 2018

Reviewer: Virendra S Ligade

Reviewer's report:

Introduction:

The introduction provides a good, generalized background of the topic that quickly gives the reader to understand the objective of the study.

It is Well written and Appropriate.

Research Methodology:

Explained explicitly, however, limitations of non probability sampling method and its impact on study conclusion needs to be mentioned.

Whether the language of questionnaire was in English or local language.

Whether validation of questionnaire was done.

Results and discussion:

Data is well presented

Discussion is done thoroughly, Conclusion explained appropriately.

References cited well

Comments

1. H5: The probability of prescribing from a new drug category is greater among male than female physicians. (not clear)

2. According to The Lebanese Code of Ethics: Marketing and Promotion Practices, (Define gift,free samples given by pharmaceutical companies in manuscript)

3. Whether pharmaceutical companies give self-declaration about following of marketing and promotion practices, expenditure on promotion of pharmaceuticals to government.
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.

Yes

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.

I am able to assess the statistics

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:

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