Reviewer's report

Title: Preference-adaptive randomization in comparative effectiveness studies

Version: 2 Date: 28 January 2015

Reviewer: Bruno Giraudeau

Reviewer's report:

Authors have answered to the majority of the questions raised. There is still, however, one issue which disturbs me. In case the trial is blinded, I do not see how patients would be able to accept or not the intervention to which they were allocated to. My feeling is that blinding prevents such situations, and in case allocation concealment is respected, as long as the intervention has not started, patients who decline participating to the trial are similar among groups, which therefore does not induce bias. Therefore, I would like authors to explain me how their approach would be applicable to a blinded trial.

Level of interest: An article of importance in its field

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