Reviewer's report

Title: Improving recruitment to a study of telehealth management for long-term conditions in primary care: two embedded, randomised controlled trials of optimised patient information materials

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Reviewer: Matthew Page

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Overall this is a clearly reported manuscript describing the findings of two well conducted randomised trials of patient recruitment strategies embedded in trials of telehealth interventions in primary care. The rationale for the study is convincing, the methods are rigorous, the interpretation of results is reasonable and the implications for future trialists are thoughtful and appropriate. I have only a couple of suggestions to improve what is already an impressive manuscript.

Minor essential revisions
1. More information could be provided under “Methods – Development of the recruitment intervention”. It was unclear to me whether all 20 factual questions had to be answered correctly by each of the 10 participants in each round in order for modifications to be made to the patient information materials. Also, were the 10 participants the same in each round? What was the response rate for user testing (i.e. how many people were invited to review the materials)? And are the characteristics of user testing participants likely to have affected how the optimised patient information materials were developed? Perhaps summary data on the results of each round could be provided (either within the manuscript or as an Additional file).

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