

Reviewer's report

Title: Multiple goals and time constraints: perceived impact on physicians' performance of evidence-based behaviours

Version: 1 **Date:** 26 June 2009

Reviewer: Michael Parchman

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Major Revisions

1. Overlay of "goal facilitation" on top of TPB is of interest. However, your interviews actually seem to address the TPB concept of "control belief: an individual's beliefs about the presence of factors that may facilitate or impede performance of the behavior (Ajzen, 2001)." You need to make a more convincing argument that goal facilitation is a distinct construct.
2. Discussion is mostly a review of findings, and does not inform us about the implications of these findings for implementation science. There needs to be less review of findings and a new sub-heading with a section that discusses this issue.

Minor Essential Revisions

1. Seems like the results about the MD reporting that patient expectations influence their behavior would fall under subjective norms within the TPB?
2. Competing demands as described in the background do not include the contribution of what issues the patient brings to the encounter. The current language suggests that it is all about competing demands on the agenda of the physician.
3. Examples of questions from the interview guide would be helpful in the Methods section.
4. Need to explain "QOFs" for the non-UK audience.

Level of interest: An article of limited interest

Quality of written English: Acceptable

Statistical review: Yes, but I do not feel adequately qualified to assess the statistics.

Declaration of competing interests:

I declare that I have no competing interests.