

Reviewer's report

Title: Is the involvement of opinion leaders in the implementation of research findings a feasible strategy?

Version: 1 **Date:** 21 November 2005

Reviewer: Geoffrey Curran

Reviewer's report:

General comments

The question posed in the title is an important one. The comparison of the two kinds of instruments is innovative and provides the field with highly useful data. Especially important are the data on "all purpose" vs. "specific" opinion leaders. Great to finally have some data on that very important question.

Major Compulsory Revisions (that the author must respond to before a decision on publication can be reached)

- 1) Does the section on the 4 pre-requisites for an effective opinion leader strategy need citation support (i.e., from a pre-existing theory)? Does this section represent implications from prior work of the authors, and/or is it a postulation from the authors? Please clarify.
- 2) The discussion section could use a brief explanation of the methods used to learn that the opinion leaders struggled with the concept of opinion leadership and the issue of the questionnaire being abstract. An earlier paper is cited, but there should be more information contained here due to the importance of the response rate in interpreting the results.
- 3) Related to the above point, I feel that there should be some discussion of the possible drawbacks associated with the moderate response rate. What might it mean for the interpretation of the results if persons who found the questionnaire too abstract or confusing were less likely to respond?
- 4) A brief discussion of generalizability would be worthwhile. In such endeavors the use of convenience sampling is certainly appropriate. It would be helpful for the authors to discuss their views on the appropriate next steps in the research on identifying opinion leaders based upon their interpretation of the generalizability of their findings.

Minor Essential Revisions (such as missing labels on figures, or the wrong use of a term, which the author can be trusted to correct)

I have none to add.

Discretionary Revisions (which the author can choose to ignore)

I have none to add.

What next?: Unable to decide on acceptance or rejection until the authors have responded to the major compulsory revisions

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.