

27-Feb-2018

Dear Dr. Kaptchuk

Thank you for sending us this paper and giving us the chance to consider your work.

We sent it out for external peer review and discussed among the editorial team.

We do not consider it suitable for publication in its present form, but if you are able to amend it in the light of our reviewers' comments, we would be happy to consider it again.

The reviewers' comments are at the end of this letter.

The editors' comments are listed below:

1. Editors thought that your paper covered an interesting and engaging topic and would like to work towards publication. The comments here are intended to strengthen your manuscript, develop the ideas presented, and allow greater depth to the discussion.
2. Do the cited trials represent the totality of the evidence base, or are they selected examples? It would be helpful to get a sense of the overall picture.
3. If there are additional examples of open-label trials (whether published or in progress) that you can cite, please do add them.
4. We usually look for analysis articles to have a strong line of argument - what would that be here?
5. Editors thought that the section on conditions likely to be responsive to open label placebos could be better substantiated and developed - what are the key factors of a condition or symptom being responsive to open label placebos, and what evidence supports your opinion?
6. We also thought that the section on future uses could be further developed as well - what might a future research agenda look like and how can barriers to greater use or study of open label placebo be addressed?
7. As part of The BMJ's patient partnership strategy, we encourage authors to involve patients as co-authors or contributors, or at the very least to think about how the debate presented in the article might play out in the patient community. Perhaps you could reflect on this in the manuscript if you are aware of patients' views on this work?

We hope that you will be willing to revise your manuscript and submit it within 4-6 weeks. When submitting your revised manuscript please provide a point by point response to our comments and those of any reviewers. We also ask that you keep the revised manuscript within the word count of 1800-2000 words.

Please note that resubmitting your manuscript does not guarantee eventual acceptance, and that your resubmission may be sent again for review.

Once you have revised your manuscript, go to <https://mc.manuscriptcentral.com/bmj> and login to your Author Center. Click on "Manuscripts with Decisions," and then click on "Create a Resubmission" located next to the manuscript number. Then, follow the steps for resubmitting your manuscript.

*** PLEASE NOTE: This is a two-step process. After clicking on the link, you will be directed to a webpage to confirm. ***

[https://mc.manuscriptcentral.com/bmj?URL_MASK=d8b2435a8adc4cd09db42178c7704b9e]

IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

If accepted, your article will be published online at bmj.com, the canonical form of the journal. Please note that only a proportion of accepted analysis articles will also be published in print.

I hope you will find the comments useful. Please don't hesitate to contact me if you wish to discuss this further.

Please also accept my apologies for the long delay in getting your manuscript through the review process - I'm very sorry for any inconvenience caused.

Yours sincerely

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