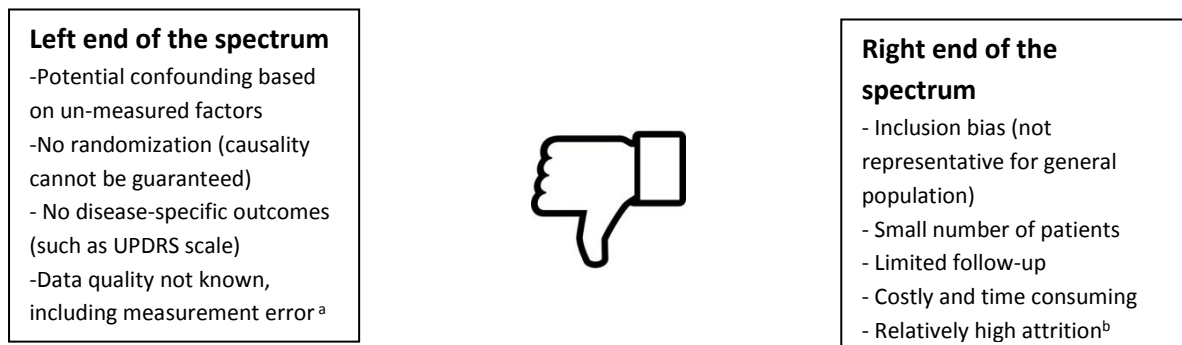
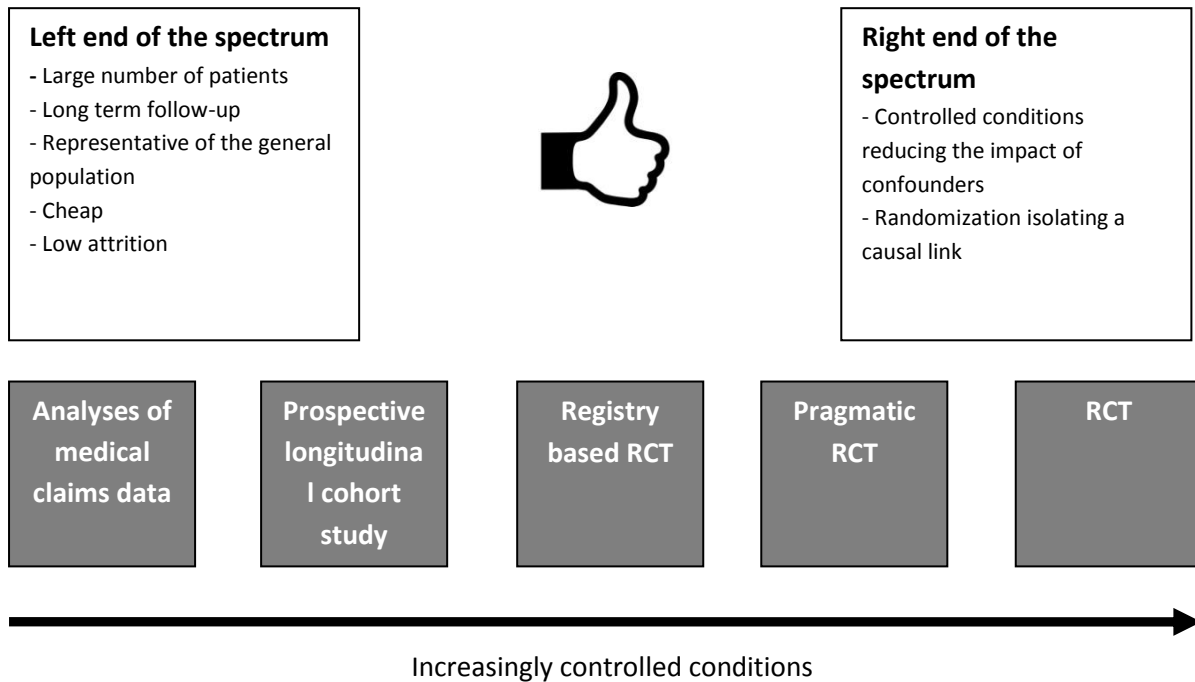


**Figure 1.** This figure shows the RCT and analyses of medical claims as two extreme ends of the spectrum of study designs, with a low versus a high level of control. In between these two extremes, there are a number of alternative designs, and some of these have been included as examples here.



<sup>a</sup> Measurement error refers to the fact that in medical claims, conditions are defined imprecisely and inaccurately, that measurement may vary in a biased way, and that little is known about how robust the measures are.

<sup>b</sup> Attrition rate is a problem for any study design. RCTs actually perform reasonably well by comparison to other clinical studies