



## GENERALIZED PAIRWISE COMPARISONS (GPC)

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An innovative statistical method for the design and analysis of clinical trials

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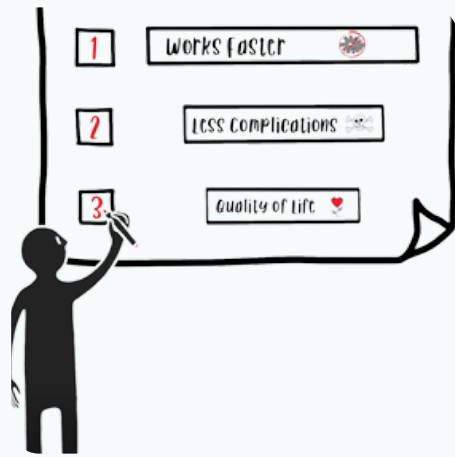
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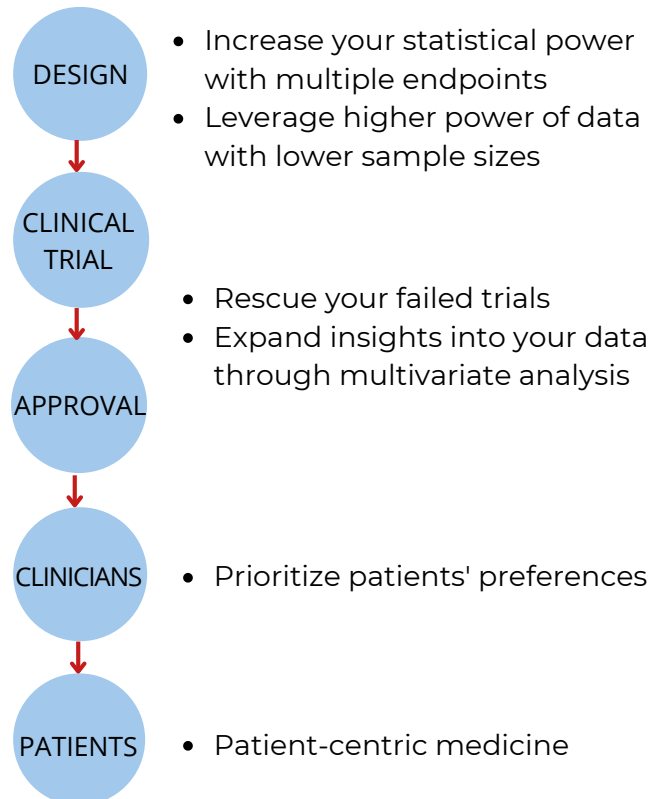
GPC allows the analysis to take into account **several endpoints**, whether for benefit or harm, as long as these endpoints can be ranked in **order of priority**.

This approach would allow physicians or patients to define their own priorities, thereby leading to truly “patient-centric medicine”.

## GPC VALUE

- Increase flexibility
- Handle multiple prioritized endpoints
- Make sense of data when classical assumptions do not hold
- Incorporate thresholds of clinical relevance
- Optimal design
- Exploratory analysis
- Represent patients' preferences

GPC UNRAVELS THE  
MULTIDIMENSIONALITY  
OF YOUR CLINICAL DATA  
BRIDGING STATISTICAL  
SOUNDNESS WITH  
PATIENTS' PREFERENCES



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