



GENERALIZED PAIRWISE COMPARISONS (GPC)

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

Contact Us

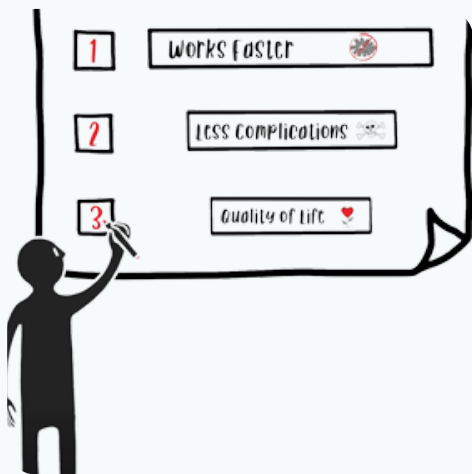
IDDI
info@IDDI.com
+32 (10) 61.44.44

**Unlock the
full power of
your clinical
data**

PAVING THE WAY
TO PATIENT-
CENTRIC MEDICINE

IDDI.COM

IDDI.COM



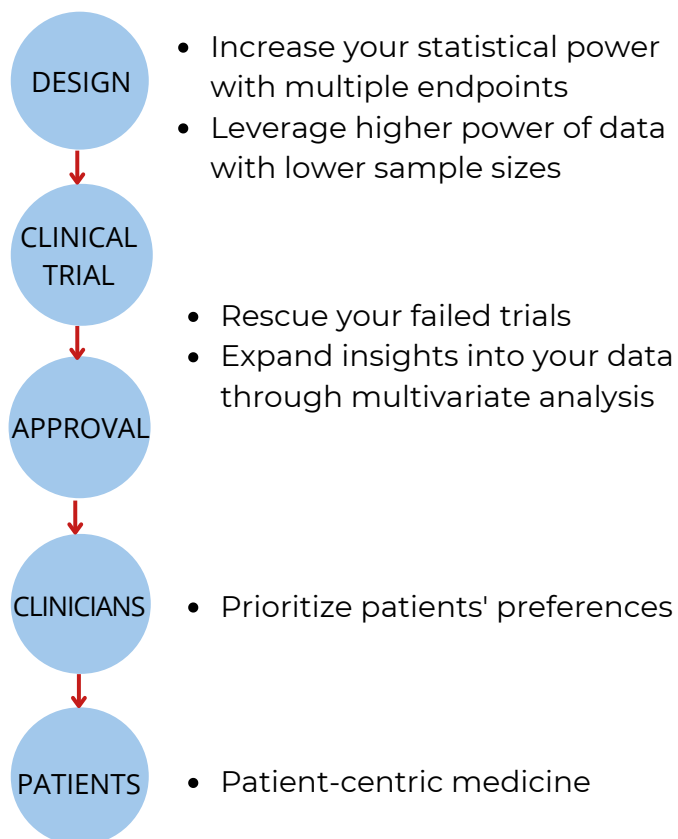
GPC allows the analysis to take into account **several endpoints**, whether for benefit or harm, as long as these endpoints can be ranked in **order of priority**.

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



**PAVING THE WAY
TO
PATIENT-CENTRIC
MEDICINE**