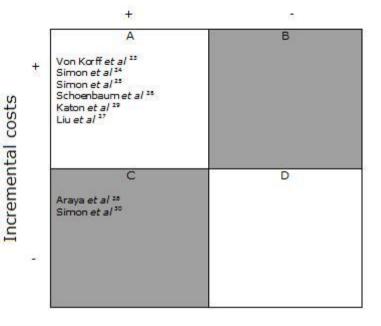
Incremental effectiveness



Decision strongly favoured (B= Reject treatment, C= Accept treatment)

No obvious decision (Is the effect worth the costs?)