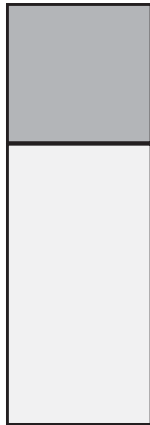
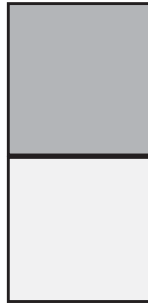




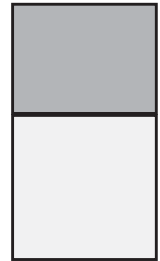
Positive on prediction rule & received rule positive treatment (A)



Positive on rule & received comparison treatment (B)



Negative on rule & received rule positive treatment (C)



Negative on rule & received comparison treatment (D)

A minus B =



*Treatment effect in rule positive people*

C minus D =



*Treatment effect in rule negative people*

(A minus B) minus (C minus D) =



*Quantification of treatment effect modifier size*