

# WHAT IF THE MISSING OUTCOMES WERE DIFFERENT?

Same observed data. Different assumptions. A different effect.

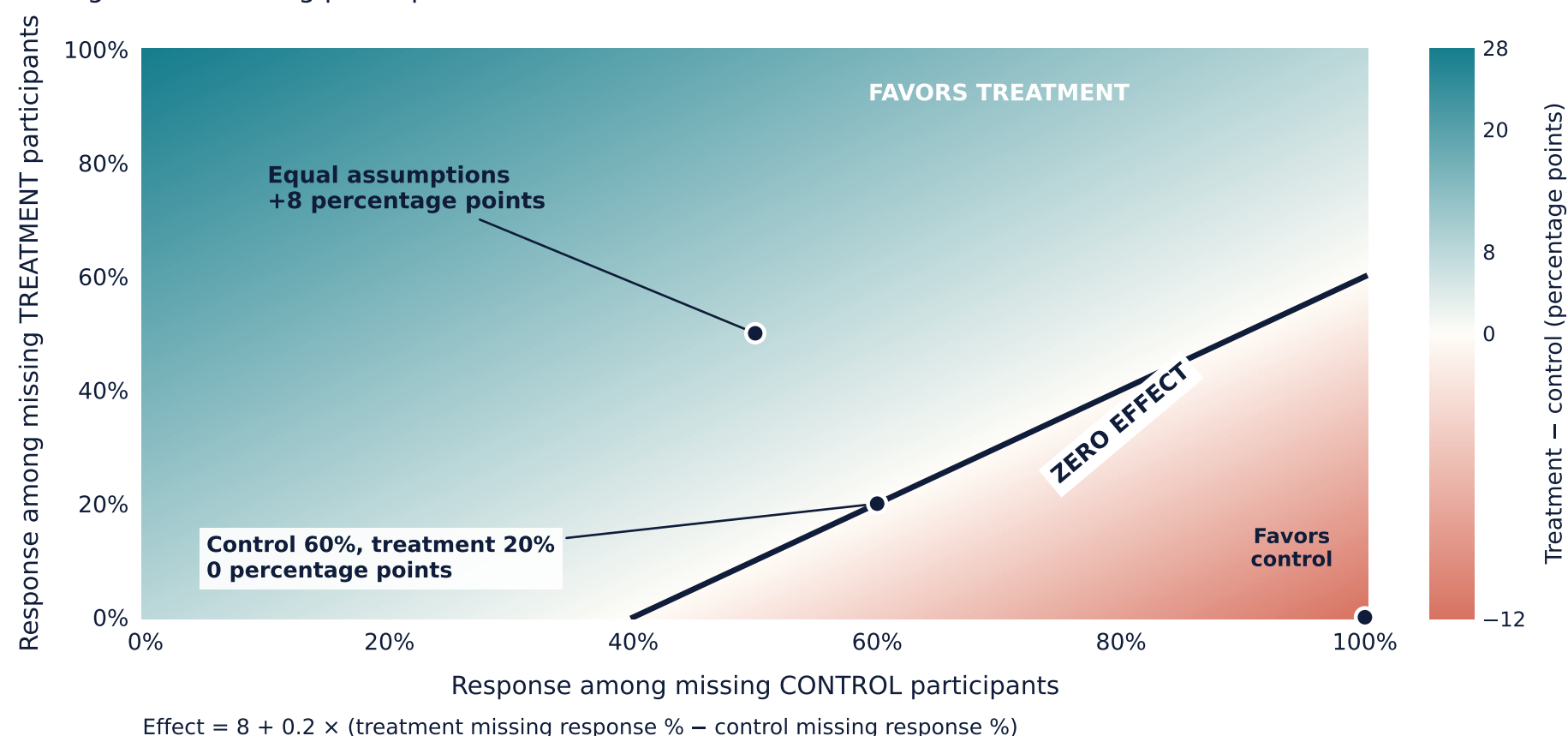
## 01 KEEP THE OBSERVED DATA FIXED

Hypothetical trial • 100 randomized per arm • response is better



## 02 VARY BOTH MISSING-OUTCOME ASSUMPTIONS

Each location asks: what if these were the response rates among the 20 missing participants in each arm?



## 03 ASK WHETHER THE TIPPING SCENARIO IS PLAUSIBLE

Here, the mean effect reaches zero if response among the missing is 40 percentage points higher in control than in treatment.

**A threshold is not a prediction.**

Judge plausible scenarios—not just the most reassuring one.