

# Scientific Data Visualization

## The Good, the Bad, the Ugly

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EPIDEMIOLOGY  
& DATA SCIENCE



# Disclosures & Disclaimer

I have a small company (Epiconsult BV) that offers consultation and training on scientific data visualisation, presentation and publication

...and yes, I'm open for business... 😎

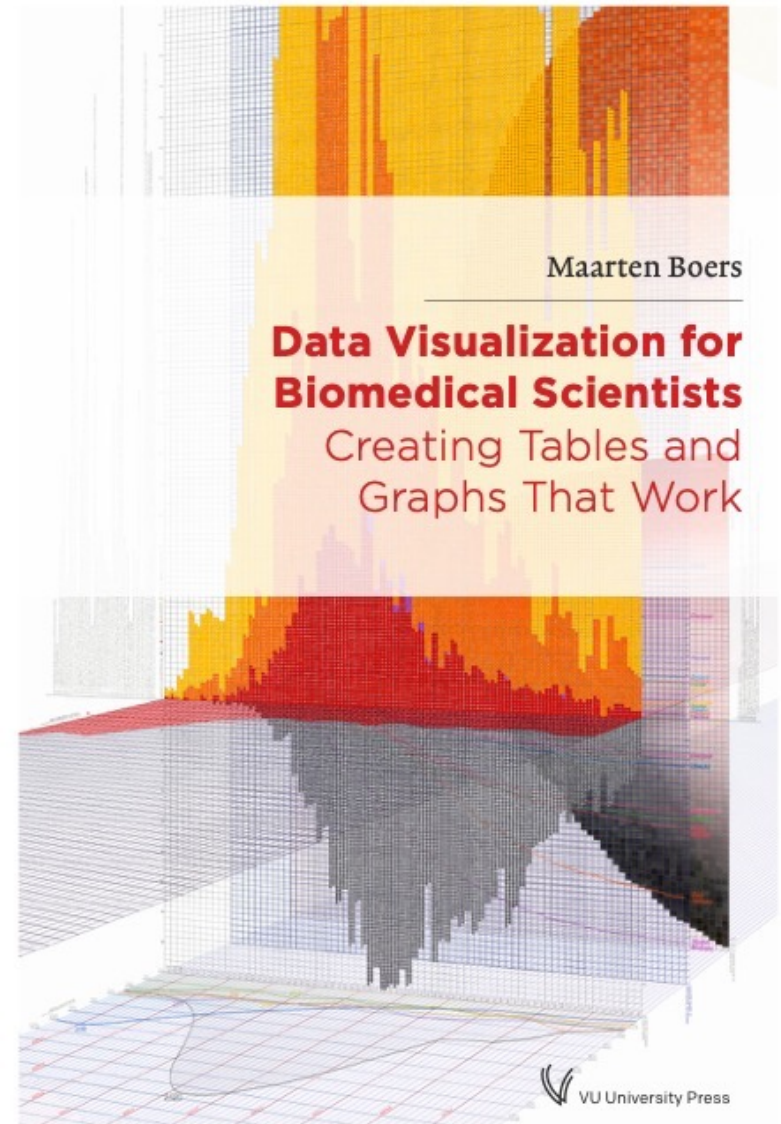
This lecture is not about: imaging of bodies, organs, cells

# Essential reading!

contents

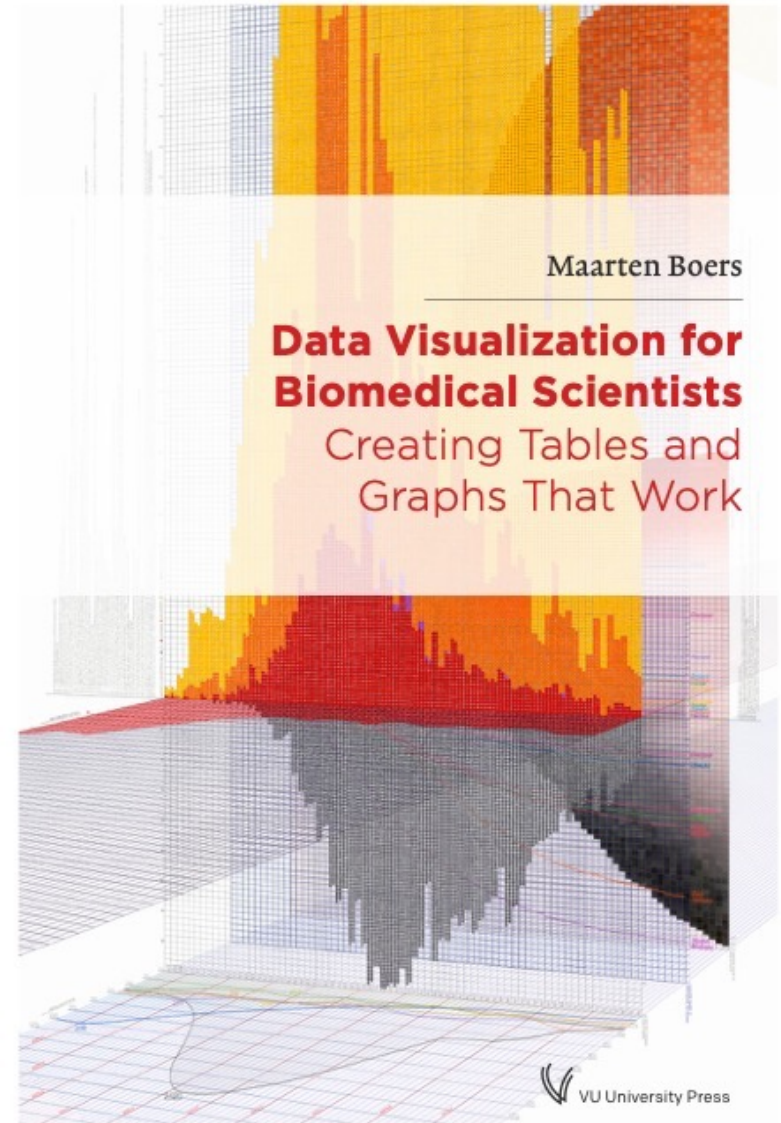
1. intro
2. tables
3. graphs
4. matrix graphs
5. publishing and presenting

Now also as e-book!



# How to order

cost: € 48,50, but 20% off today  
with code 'Boers22Workshop' at  
[www.vuuniversitypress.com/product/  
data-visualization-for-biomedical-  
scientists/](http://www.vuuniversitypress.com/product/data-visualization-for-biomedical-scientists/)



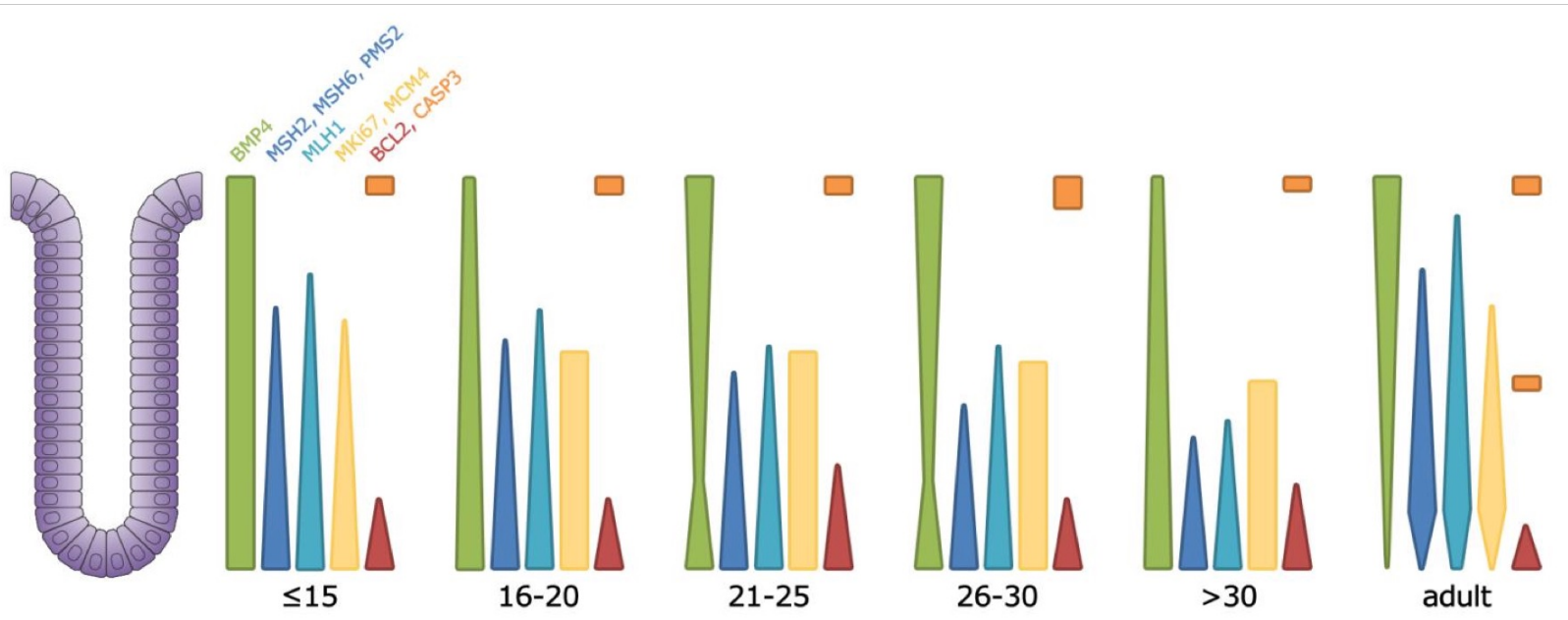
# Essential course!

- New course at EpidM (epidm.nl): hands-on skills for Tables (Word) and Graphs (Prism)
- 4 hours of prep time on your own, and 4 hours of interactive teaching
- personalized feedback on your own material
- book required, cost € 195, in Amsterdam, June 14, 2023

- reserve your slot at :
- <https://www.epidm.nl/en/course/scientific-data-visualization-tables-and-graphs-that-work/>



# Protein expression along the crypt axis in the developing and adult human colon



thanks to Wing Ho Man  
5<sup>th</sup>-y medical student  
VUmc Honours Programme laureate 2009

# quiz: exploring a popular graph

Is the number of infections (reported cases, positive covid tests) decreasing or increasing?

“reported cases: week total compared with previous week (growth rate)”

change in number of cases

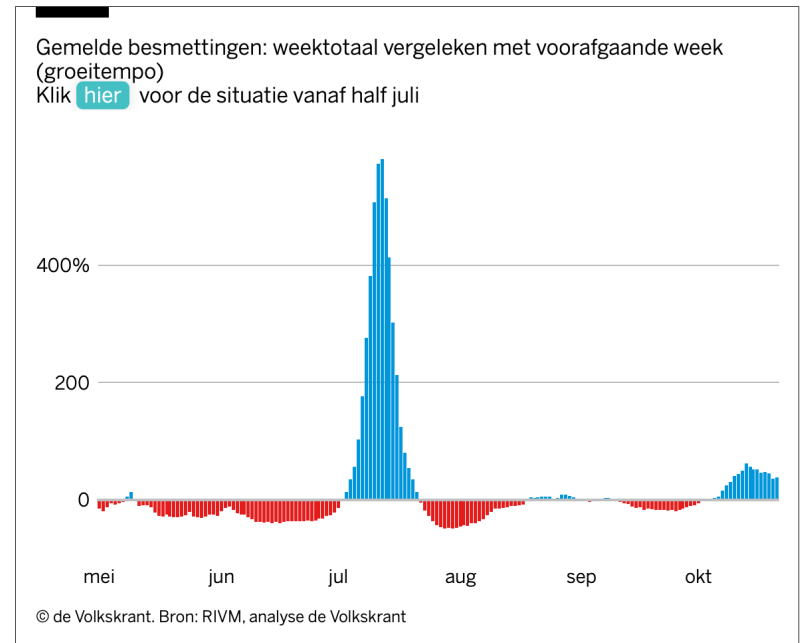
expressed as % (blue/red)

current cases this week as % of cases last week

daily bars: running calculation

## Daalt of stijgt het aantal gemelde besmettingen?

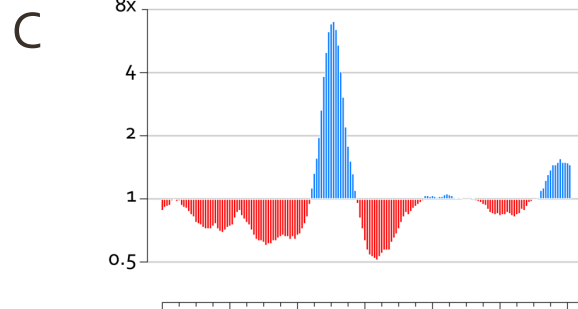
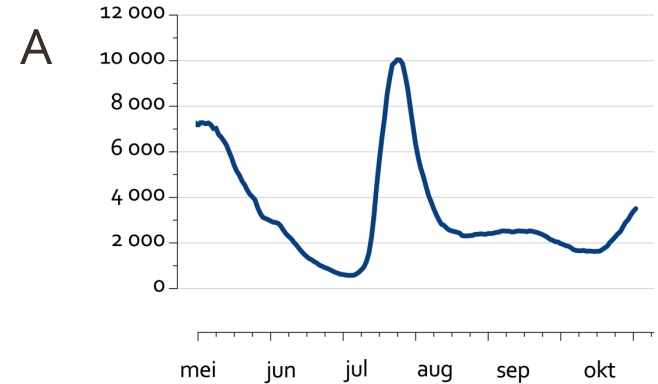
De dagcijfers kunnen flink schommelen, de procentuele verandering op weekbasis geeft meer inzicht in de toe- of afname van het aantal gemelde besmettingen.



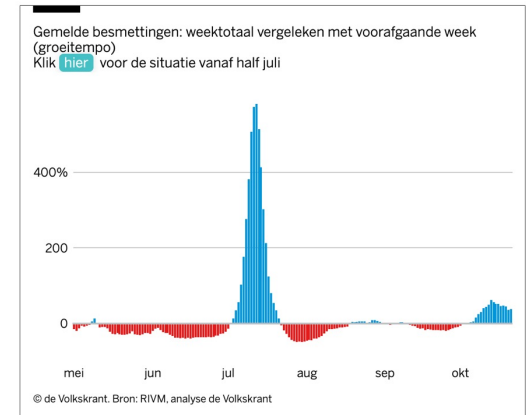
# quiz: what is a better scale for the y-axis?

- A. absolute number of new cases
- B. change on a linear scale
- C. change on a log scale...

number of new cases



B





# Overview

- effective imaging/data visualization
- message
- audience
- creation

# effective imaging

## clear vision:

- good graphs, images, tables; effective and minimal text

## clear understanding:

- focus on a single message
- tells a story through a well-ordered and obvious sequence

# Quantitative information

## Body text:

good for **concepts**, discussion;  
can show only limited amount of data

## Table:

good to show lots of data with **precision**;  
relationships between data need to be relatively simple

## Graph:

good to show lots of data with **complex relationships**:  
pattern recognition!  
less precision

# message

- what is it?
  - for the parts, for the whole
- make it obvious
  - in clear text, titles, conclusion
  - choices in tables, graphs
  - ordering of information
- delete anything that doesn't reinforce your message
  - (I **don't** mean selective reporting!!)

# audience

3 types of audiences and 3 types of meetings

- **specialist** (your field): little effort necessary if your findings are of interest
- **general** (related fields): need context and don't understand jargon
- **very general** (unrelated, lay public):  
need explanation on both the problem and the solution

If you want to serve all, you must:

- provide context, big picture, why the problem is important
- introduce your message
- avoid jargon, severely limit abbreviations
- interpret the results in the context of the problem

· **For all: tell a story!**

# dataviz creation: general strategy

## Clear vision

- Highlight the data, make it stand out:
  - data ink (enhance)
  - vs
  - non-data ink (reduce)

## Clear understanding

- Tell a story

## Iterative process

# dataviz creation: tools

- For tables, Word, Powerpoint and Excel do nicely
- For graphs, Excel and Powerpoint make them, but:
  - templates are mostly wrong
  - orientation towards business (sales over time)
  - orientation towards 'fluff'
  - formatting can be maddening
- SPSS can make complex graphs, but:
  - templates are not for publication
  - formatting is tedious
- R has extensive possibilities, but:
  - steep learning curve
  - templates not very good

# dataviz creation: tools

- In most dedicated programs, 'everything is possible'
- many programs offer freely downloadable demos
- google: "scientific graphing software"
- My current favorite: GraphPad Prism
  - get it 'for free'
  - in Amsterdam UMC,
  - thanks to me!
  
- Formatting templates usually better, and easier to change, but:
  - cost (€50-500)
  - learning curve
  - cross platform?



# Clear vision: high signal-to-noise ratio



# Clear vision: low signal-to-noise ratio



# Clear vision

COBRA Figure 1 def:Data View

| Label | A                                     | B   | C         | D         | E       | F         | G         | H         | I        |        |
|-------|---------------------------------------|-----|-----------|-----------|---------|-----------|-----------|-----------|----------|--------|
| Label | week                                  | SSZ | 95% Lower | 95% Upper | SSZ-CI  | COBRA     | 95% lower | 95% upper | COBRA-CI |        |
| 1     |                                       |     |           |           |         |           |           |           |          |        |
| 2     | abs pooled index, t0, sulphasalazine  | 0   | 0,00001   |           |         | 0,0,00001 |           |           | 0        |        |
| 3     | abs pooled index, t8, sulphasalazine  | 16  | 0,711     | 0,561     | 0,861   | 0,15      | 1,356     | 1,219     | 1,493    | 0,137  |
| 4     | abs pooled index, t11, sulphasalazine | 28  | 0,81      | 0,647     | 0,974   | 0,1635    | 1,443     | 1,29      | 1,595    | 0,1525 |
| 5     | abs pooled index, t14, sulphasalazine | 40  | 0,91      | 0,739     | 1,081   | 0,171     | 1,091     | 0,93      | 1,251    | 0,1605 |
| 6     | abs pooled index, t18, sulphasalazine | 56  | 0,898     | 0,715     | 1,081   | 0,183     | 1,06      | 0,886     | 1,234    | 0,174  |
| 7     |                                       |     |           |           |         |           |           |           |          |        |
| 8     | change in ESR                         |     |           |           |         |           |           |           |          |        |
| 9     | ΔESR, t0, sulphasalazine              | 0   | 0         |           |         |           | 0         |           |          |        |
| 10    | ΔESR, t8, sulphasalazine              | 16  | -22,861   | -28,397   | -17,324 | 5,5365    | -40,592   | -47,134   | -34,05   | 6,542  |
| 11    | ΔESR, t11, sulphasalazine             | 28  | -26,557   | -32,332   | -20,782 | 5,775     | -40,026   | -46,443   | -33,609  | 6,417  |
| 12    | ΔESR, t14, sulphasalazine             | 40  | -26,468   | -32,126   | -20,811 | 5,6575    | -30,263   | -36,24    | -24,286  | 5,977  |
| 13    | ΔESR, t18, sulphasalazine             | 56  | -24,215   | -30,172   | -18,258 | 5,957     | -30,842   | -37,154   | -24,531  | 6,3115 |
| 14    |                                       |     |           |           |         |           |           |           |          |        |
| 15    | change on observer global assessment  |     |           |           |         |           |           |           |          |        |
| 16    | Δobsglob, t0, sulphasalazine          | 0   | 0         |           |         |           | 0         |           |          |        |
| 17    | Δobsglob, t8, sulphasalazine          | 16  | 1,437     | 0,93      | 1,943   | 0,5065    | 3,016     | 2,482     | 3,55     | 0,534  |
| 18    | Δobsglob, t11, sulphasalazine         | 28  | 1,656     | 1,093     | 2,219   | 0,563     | 3,268     | 2,678     | 3,858    | 0,59   |
| 19    | Δobsglob, t14, sulphasalazine         | 40  | 2,041     | 1,473     | 2,608   | 0,5675    | 2,553     | 1,943     | 3,162    | 0,6095 |
| 20    | Δobsglob, t18, sulphasalazine         | 56  | 1,98      | 1,38      | 2,58    | 0,6       | 2,658     | 2,017     | 3,299    | 0,641  |
| 21    |                                       |     |           |           |         |           |           |           |          |        |
| 22    | change in tender joint count          |     |           |           |         |           |           |           |          |        |
| 23    | Δpainct, t0, sulphasalazine           | 0   | 0         |           |         |           | 0         |           |          |        |
| 24    | Δpainct, t8, sulphasalazine           | 16  | -5,823    | -8,701    | -2,945  | 2,878     | -14,039   | -16,779   | -11,3    | 2,7395 |
| 25    | Δpainct, t11, sulphasalazine          | 28  | -7,646    | -10,817   | -4,474  | 3,1715    | -16       | -19,266   | -12,734  | 3,266  |
| 26    | Δpainct, t14, sulphasalazine          | 40  | -9,354    | -13,135   | -5,574  | 3,7805    | -11,421   | -14,78    | -8,062   | 3,359  |
| 27    | Δpainct, t18, sulphasalazine          | 56  | -8,658    | -12,926   | -4,391  | 4,2675    | -10       | -13,202   | -6,798   | 3,202  |
| 28    |                                       |     |           |           |         |           |           |           |          |        |
| 29    | change in grip strength               |     |           |           |         |           |           |           |          |        |
| 30    | Δgrip, t0, sulphasalazine             | 0   | 0         |           |         |           | 0         |           |          |        |
| 31    | Δgrip, t8, sulphasalazine             | 16  | 8,363     | 5,392     | 11,335  | 2,9715    | 22,441    | 18,6      | 26,282   | 3,841  |
| 32    | Δgrip, t11, sulphasalazine            | 28  | 10,517    | 7,23      | 13,804  | 3,287     | 24,75     | 20,865    | 28,635   | 3,885  |
| 33    | Δgrip, t14, sulphasalazine            | 40  | 12,504    | 8,962     | 16,047  | 3,5425    | 17,811    | 14,046    | 21,577   | 3,7655 |
| 34    | Δgrip, t18, sulphasalazine            | 56  | 12,969    | 9,073     | 16,865  | 3,896     | 17,818    | 13,79     | 21,846   | 4,028  |
| 35    |                                       |     |           |           |         |           |           |           |          |        |
| 36    | change in MACTAR                      |     |           |           |         |           |           |           |          |        |
| 37    | Δmactar, t0, sulphasalazine           | 0   | 0         |           |         |           | 0         |           |          |        |
| 38    | Δmactar, t8, sulphasalazine           | 16  | 6,684     | 5,332     | 8,035   | 1,3515    | 9,421     | 8,241     | 10,601   | 1,18   |
| 39    | Δmactar, t11, sulphasalazine          | 28  | 6,709     | 5,344     | 8,073   | 1,3645    | 9,816     | 8,668     | 10,964   | 1,148  |
| 40    | Δmactar, t14, sulphasalazine          | 40  | 7,316     | 5,995     | 8,637   | 1,321     | 7,829     | 6,407     | 9,251    | 1,422  |
| 41    | Δmactar, t18, sulphasalazine          | 56  | 7,671     | 6,361     | 8,981   | 1,31      | 7,171     | 5,616     | 8,726    | 1,555  |

|                              |             |       | week  |        |       |        |       |        |       |        |
|------------------------------|-------------|-------|-------|--------|-------|--------|-------|--------|-------|--------|
|                              |             |       | 16    |        | 28    |        | 40    |        | 56    |        |
| <b>pooled index*</b>         | SSZ         |       | 0,71  | (0,15) | 0,81  | (0,16) | 0,91  | (0,17) | 0,90  | (0,18) |
|                              | COBRA       |       | 1,36  | (0,14) | 1,44  | (0,15) | 1,09  | (0,16) | 1,06  | (0,17) |
| <b>change in:</b>            | ...ESR      | SSZ   | -23   | (6)    | -27   | (6)    | -26   | (6)    | -24   | (6)    |
|                              |             | COBRA | -41   | (7)    | -40   | (6)    | -30   | (6)    | -31   | (6)    |
| <b>global assessment</b>     | ...observer | SSZ   | -1,4  | (0,5)  | -1,7  | (0,6)  | -2,0  | (0,6)  | -2,0  | (0,6)  |
|                              |             | COBRA | -3,0  | (0,5)  | -3,3  | (0,6)  | -2,6  | (0,6)  | -2,7  | (0,6)  |
| <b>...tender joint count</b> |             | SSZ   | -5,8  | (2,9)  | -7,6  | (3,2)  | -9,4  | (3,8)  | -8,7  | (4,3)  |
|                              |             | COBRA | -14,0 | (2,7)  | -16,0 | (3,3)  | -11,4 | (3,4)  | -10,0 | (3,2)  |
| <b>...grip strength</b>      |             | SSZ   | 8,4   | (3,0)  | 10,5  | (3,3)  | 12,5  | (3,5)  | 13,0  | (3,9)  |
|                              |             | COBRA | 22,4  | (3,8)  | 24,8  | (3,9)  | 17,8  | (3,8)  | 17,8  | (4,0)  |
| <b>...MACTAR</b>             |             | SSZ   | 6,7   | (1,4)  | 6,7   | (1,4)  | 7,3   | (1,3)  | 7,7   | (1,3)  |
|                              |             | COBRA | 9,4   | (1,2)  | 9,8   | (1,1)  | 7,8   | (1,4)  | 7,2   | (1,6)  |

\*mean (one half 95% CI)

# What about 'text tables' ?

## Often used in qualitative research

### PubMed search strategy

```
((("Receptors, Tumor Necrosis Factor"[nm] OR TNFR:Fc OR "TNFR-Fc fusion protein"[Supplementary Concept] OR "TNFR-Fc fusion protein"[All Fields] OR "etanercept"[All Fields] OR "enbrel"[All Fields]) OR ("infliximab"[Supplementary Concept] OR "infliximab"[All Fields] OR "remicade"[All Fields] OR "mab ca2"[All Fields] OR "monoclonal antibody ca2"[All Fields]) OR ("adalimumab"[Supplementary Concept] OR "adalimumab"[All Fields] OR "humira"[All Fields]) OR ("interleukin 1 receptor antagonist protein"[MeSH Terms] OR "interleukin 1 receptor antagonist protein"[All Fields] OR "anakinra"[All Fields] OR "kineret"[All Fields] OR "anril"[All Fields]) OR ("abatacept"[Supplementary Concept] OR "abatacept"[All Fields]) OR CTLA4Ig[All Fields] OR "orencia"[All Fields] OR ("rituximab"[Supplementary Concept] OR "rituximab"[All Fields] OR "rituxan"[All Fields] OR "idec c2b8"[All Fields]) OR ("golimumab"[All Fields] OR "golimumab"[Supplementary Concept] OR "simponi"[All Fields] OR "cnto-148"[All Fields] OR ("cnto"[All Fields] AND "148"[All Fields])) OR ("tocilizumab"[All Fields] OR "tocilizumab"[Supplementary Concept] OR "atlizumab"[All Fields] OR "actemra"[All Fields] OR ("certolizumab"[All Fields] OR "certolizumab pegol"[Supplementary Concept] OR "CDP870"[All Fields] OR ("cdp"[All Fields] AND "870"[All Fields]) OR "cimzia"[All Fields]) OR ("tofacitinib"[Supplementary Concept] OR "tofacitinib"[All Fields]) OR ("Antibodies, Monoclonal"[Mesh] OR "Monokines"[Mesh] OR "Receptors, Interleukin-1"[Mesh] OR "Receptors, Interleukin-6"[Mesh])) AND ("Randomized Controlled Trial"[ptyp] OR "Controlled Clinical Trial"[ptyp] OR "Multicenter Study"[ptyp] OR "randomized"[tiab] OR "randomised"[tiab] OR "placebo"[tiab] OR "randomly"[tiab] OR "trial"[tiab] OR randomized controlled trials[mh] OR random allocation[mh] OR double-blind method[mh] OR single-blind method[mh]) AND ("Arthritis, Rheumatoid"[MeSH Terms] OR (Rheumatoid[text word] AND arthriti*[text word]))) NOT (animals[mh] NOT human[mh])
```

## PubMed search strategy

(((((("Receptors, Tumor Necrosis Factor"[nm] OR TNFR:Fc OR "TNFR-Fc fusion protein"[Supplementary Concept] OR "TNFR-Fc fusion protein"[All Fields] OR "etanercept"[All Fields] OR "enbrel"[All Fields]) OR ("infliximab"[Supplementary Concept] OR "infliximab"[All Fields] OR "remicade"[All Fields] OR "mab ca2"[All Fields] OR "monoclonal antibody ca2"[All Fields]) OR ("adalimumab"[Supplementary Concept] OR "adalimumab"[All Fields] OR "humira"[All Fields]) OR ("interleukin 1 receptor antagonist protein"[MeSH Terms] OR "interleukin 1 receptor antagonist protein"[All Fields] OR "anakinra"[All Fields] OR "kineret"[All Fields] OR "antril"[All Fields]) OR ("abatacept"[Supplementary Concept] OR "abatacept"[All Fields]) OR CTLA4Ig[All Fields] OR "orencia"[All Fields]) OR ("rituximab"[Supplementary Concept] OR "rituximab"[All Fields] OR "rituxan"[All Fields] OR "idec c2b8"[All Fields]) OR ("golimumab"[All Fields] OR "golimumab"[Supplementary Concept] OR "simponi"[All Fields] OR "cnto-148"[All Fields] OR ("cnto"[All Fields] AND "148"[All Fields])) OR ("tocilizumab"[All Fields] OR "tocilizumab"[Supplementary Concept] OR "atlizumab"[All Fields] OR "actemra"[All Fields]) OR ("certolizumab"[All Fields] OR "certolizumab pegol"[Supplementary Concept] OR "CDP870"[All Fields] OR ("cdp"[All Fields] AND "870"[All Fields]) OR "cimzia"[All Fields]) OR ("tofacitinib"[Supplementary Concept] OR "tofacitinib"[All Fields]) OR ("Antibodies, Monoclonal"[Mesh] OR "Monokines"[Mesh] OR "Receptors, Interleukin-1"[Mesh] OR

# book, p. 73,74

```
((("Receptors, Tumor Necrosis Factor"[nm] OR TNFR:Fc OR "TNFR-Fc fusion protein"[Supplementary Concept] OR "TNFR-Fc fusion protein"[All Fields] OR "etanercept"[All Fields] OR "enbrel"[All Fields]) OR ("infliximab"[Supplementary Concept] OR "infliximab"[All Fields] OR "remicade"[All Fields] OR "mab ca2"[All Fields] OR "monoclonal antibody ca2"[All Fields]) OR ("adalimumab"[Supplementary Concept] OR "adalimumab"[All Fields] OR "humira"[All Fields]) OR ("interleukin 1 receptor antagonist protein"[MeSH Terms] OR "interleukin 1 receptor antagonist protein"[All Fields] OR "anakirna"[All Fields] OR "kineret"[All Fields] OR "anril"[All Fields]) OR ("abatacept"[Supplementary Concept] OR "abatacept"[All Fields]) OR CTLA4Ig[All Fields] OR "orencia"[All Fields]) OR ("rituximab"[Supplementary Concept] OR "rituximab"[All Fields] OR "rituxan"[All Fields] OR "idec c2b8"[All Fields]) OR ("golimumab"[All Fields] OR "golimumab"[Supplementary Concept] OR "simponi"[All Fields] OR "cnto-148"[All Fields] OR ("cnto"[All Fields] AND "148"[All Fields])) OR ("tocilizumab"[All Fields] OR "tocilizumab"[Supplementary Concept] OR "atizumab"[All Fields] OR "actemra"[All Fields]) OR ("certolizumab"[All Fields] OR "certolizumab pegol"[Supplementary Concept] OR "CDP870"[All Fields] OR ("cdp"[All Fields] AND "870"[All Fields]) OR "cimzia"[All Fields]) OR ("tofacinib"[Supplementary Concept] OR "tofacinib"[All Fields]) OR ("Antibodies, Monoclonal"[Mesh] OR "Monokines"[Mesh] OR "Receptors, Interleukin-1"[Mesh] OR "Receptors, Interleukin-6"[Mesh])) AND ("Randomized Controlled Trial"[ptyp] OR "Controlled Clinical Trial"[ptyp] OR "Multicenter Study"[ptyp] OR "randomized"[tiab] OR "randomised"[tiab] OR "placebo"[tiab] OR "randomly"[tiab] OR "trial"[tiab] OR randomized controlled trials[mh] OR random allocation[mh] OR double-blind method[mh] OR single-blind method[mh]) AND ("Arthritis, Rheumatoid"[MeSH Terms] OR (Rheumatoid[text word] AND arthriti*[text word])) NOT (animals[mh] NOT human[mh])
```

## TNF and inhibition (OR)

```
"Receptors, Tumor Necrosis Factor"[nm]
TNFR:Fc
"TNFR-Fc fusion protein"[Supplementary Concept]
"TNFR-Fc fusion protein"[All Fields]
"etanercept"[All Fields]
"enbrel"[All Fields]
"infliximab"[Supplementary Concept]
"infliximab"[All Fields]
"remicade"[All Fields]
"mab ca2"[All Fields]
"monoclonal antibody ca2"[All Fields]
"adalimumab"[Supplementary Concept]
"adalimumab"[All Fields]
"humira"[All Fields]
"golimumab"[All Fields]
"golimumab"[Supplementary Concept]
"simponi"[All Fields]
"cnto-148"[All Fields]
"cnto"[All Fields] AND "148"[All Fields]
certolizumab"[All Fields]
"certolizumab pegol"[Supplementary Concept]
"CDP870"[All Fields]
("cdp"[All Fields] AND "870"[All Fields])
"cimzia"[All Fields]
```

## IL-1 and inhibition (OR)

```
("interleukin 1 receptor antagonist protein"[MeSH Terms]
"interleukin 1 receptor antagonist protein"[All Fields]
"anakirna"[All Fields] OR "kineret"[All Fields]
"anril"[All Fields])
"Receptors, Interleukin-1"[Mesh]
```

## Abatacept (OR)

```
"abatacept"[Supplementary Concept]
"abatacept"[All Fields]
CTLA4Ig[All Fields]
"orencia"[All Fields]
```

## Rituximab (OR)

```
"rituximab"[Supplementary Concept]
"rituximab"[All Fields]
"rituxan"[All Fields]
"idec c2b8"[All Fields]
```

## Tocilizumab (OR)

```
"tocilizumab"[All Fields]
"tocilizumab"[Supplementary Concept]
"atizumab"[All Fields]
"actemra"[All Fields]
"Receptors, Interleukin-6"[Mesh]
```

## Tofacinib (OR)

```
("tofacinib"[Supplementary Concept]
"tofacinib"[All Fields])
```

## Monoclonal Antibodies (OR)

```
"Antibodies, Monoclonal"[Mesh]
"Monokines"[Mesh]
```

AND

## Randomized Clinical Trial (OR)

```
"Randomized Controlled Trial"[ptyp]
"Controlled Clinical Trial"[ptyp]
"Multicenter Study"[ptyp]
"randomized"[tiab]
"randomised"[tiab]
"placebo"[tiab]
"randomly"[tiab]
"trial"[tiab]
randomized controlled trials[mh]
random allocation[mh]
double-blind method[mh]
single-blind method[mh]
```

AND

## Rheumatoid Arthritis (OR)

```
"Arthritis, Rheumatoid"[MeSH Terms]
Rheumatoid[text word] AND arthriti*[text word]
```

NOT

## Animal studies

```
NOT (animals[mh] NOT human[mh])
```

((("Receptors, Tumor Necrosis Factor"[nm] OR TNFR:Fc OR "TNFR-Fc fusion protein"[Supplementary Concept] OR "TNFR-Fc fusion protein"[All Fields] OR "etanercept"[All Fields] OR "enbrel"[All Fields]) OR ("infliximab"[Supplementary Concept] OR "infliximab"[All Fields] OR "remicade"[All Fields] OR "mab ca2"[All Fields] OR "monoclonal antibody ca2"[All Fields]) OR ("adalimumab"[Supplementary Concept] OR "adalimumab"[All Fields] OR "humira"[All Fields]) OR ("interleukin 1 receptor antagonist protein"[MeSH Terms] OR "interleukin 1 receptor antagonist protein"[All Fields] OR "anakinra"[All Fields] OR "kineret"[All Fields] OR "anril"[All Fields]) OR ("abatacept"[Supplementary Concept] OR "abatacept"[All Fields]) OR CTLA4Ig[All Fields] OR "orencia"[All Fields]) OR ("rituximab"[Supplementary Concept] OR "rituximab"[All Fields] OR "rituxan"[All Fields] OR "idec c2b8"[All Fields]) OR ("golimumab"[All Fields] OR "golimumab"[Supplementary Concept] OR "simponi"[All Fields] OR "cnto-148"[All Fields] OR ("cnto"[All Fields] AND "148"[All Fields])) OR ("tocilizumab"[All Fields] OR "tocilizumab"[Supplementary Concept] OR "atlizumab"[All Fields] OR "actemra"[All Fields]) OR ("certolizumab"[All Fields] OR "certolizumab pegol"[Supplementary Concept] OR "CDP870"[All Fields] OR ("cdp"[All Fields] AND "870"[All Fields]) OR "cimzia"[All Fields]) OR ("tofacitinib"[Supplementary Concept] OR "tofacitinib"[All Fields]) OR ("Antibodies, Monoclonal"[Mesh] OR "Monokines"[Mesh] OR "Receptors, Interleukin-1"[Mesh] OR "Receptors, Interleukin-6"[Mesh])) AND ("Randomized Controlled Trial"[ptyp] OR "Controlled Clinical Trial"[ptyp] OR "Multicenter Study"[ptyp] OR "randomized"[tiab] OR "randomised"[tiab] OR "placebo"[tiab] OR "randomly"[tiab] OR "trial"[tiab] OR randomized controlled trials[mh] OR random allocation[mh] OR double-blind method[mh] OR single-blind method[mh]) AND ("Arthritis, Rheumatoid"[MeSH Terms] OR (Rheumatoid[text word] AND arthriti\*[text word]))) NOT (animals[mh] NOT human[mh])



# book, p. 73,74

((("Receptors, Tumor Necrosis Factor"[Im] OR TNFR:Fc OR "TNFR-Fc fusion protein"[Supplementary Concept] OR "TNFR-Fc fusion protein"[All Fields] OR "etanercept"[All Fields] OR "enbrel"[All Fields]) OR ("Infliximab"[Supplementary Concept] OR "Infliximab"[All Fields] OR "remicade"[All Fields] OR "mab ca2"[All Fields] OR "monoclonal antibody ca2"[All Fields] OR ("adalimumab"[Supplementary Concept] OR "adalimumab"[All Fields] OR "humira"[All Fields]) OR ("Interleukin 1 receptor antagonist protein"[MeSH Terms] OR "interleukin 1 receptor antagonist protein"[All Fields] OR "anakirna"[All Fields] OR "kineret"[All Fields] OR "antril"[All Fields]) OR ("abatacept"[Supplementary Concept] OR "abatacept"[All Fields] OR CTLA4Ig[All Fields] OR "orencia"[All Fields] OR ("rituximab"[Supplementary Concept] OR "rituximab"[All Fields] OR "rituxan"[All Fields] OR "idec c2b8"[All Fields] OR ("golimumab"[All Fields] OR "golimumab"[Supplementary Concept] OR "simponi"[All Fields] OR "cnto-148"[All Fields] OR ("cnto"[All Fields] AND "148"[All Fields])) OR ("tocilizumab"[All Fields] OR "tocilizumab"[Supplementary Concept] OR "atizumab"[All Fields] OR "actemra"[All Fields]) OR ("certolizumab"[All Fields] OR "certolizumab pegol"[Supplementary Concept] OR "CDP870"[All Fields] OR ("cdp"[All Fields] AND "870"[All Fields]) OR "cimzia"[All Fields]) OR ("tofacitinib"[Supplementary Concept] OR "tofacitinib"[All Fields]) OR ("Antibodies, Monoclonal"[Mesh] OR "Monokines"[Mesh] OR "Receptors, Interleukin-1"[Mesh] OR "Receptors, Interleukin-6"[Mesh])) AND ("Randomized Controlled Trial"[ptyp] OR "Controlled Clinical Trial"[ptyp] OR "Multicenter Study"[ptyp] OR "randomized"[tiab] OR "randomised"[tiab] OR "placebo"[tiab] OR "randomly"[tiab] OR "trial"[tiab] OR randomized controlled trials[mh] OR random allocation[mh] OR double-blind method[mh] OR single-blind method[mh]) AND ("Arthritis, Rheumatoid"[MeSH Terms] OR (Rheumatoid[text word] AND arthriti\*[text word])) NOT (animals[mh] NOT human[mh])

|                                                          |                                                |
|----------------------------------------------------------|------------------------------------------------|
| <b>TNF and inhibition (OR)</b>                           | <b>Tocilizumab (OR)</b>                        |
| "Receptors, Tumor Necrosis Factor"[Im]                   | "tocilizumab"[All Fields]                      |
| TNFR:Fc                                                  | "tocilizumab"[Supplementary Concept]           |
| "TNFR-Fc fusion protein"[Supplementary Concept]          | "atizumab"[All Fields]                         |
| "TNFR-Fc fusion protein"[All Fields]                     | "actemra"[All Fields]                          |
| "etanercept"[All Fields]                                 | "Receptors, Interleukin-6"[Mesh]               |
| "enbrel"[All Fields]                                     |                                                |
| "infliximab"[Supplementary Concept]                      | <b>Tofacitinib (OR)</b>                        |
| "infliximab"[All Fields]                                 | ("tofacitinib"[Supplementary Concept]          |
| "remicade"[All Fields]                                   | "tofacitinib"[All Fields]                      |
| "mab ca2"[All Fields]                                    |                                                |
| "monoclonal antibody ca2"[All Fields]                    | <b>Monoclonal Antibodies (OR)</b>              |
| "adalimumab"[Supplementary Concept]                      | "Antibodies, Monoclonal"[Mesh]                 |
| "adalimumab"[All Fields]                                 | "Monokines"[Mesh]                              |
| "humira"[All Fields]                                     |                                                |
| "golimumab"[All Fields]                                  | AND                                            |
| "golimumab"[Supplementary Concept]                       | <b>Randomized Clinical Trial (OR)</b>          |
| "simponi"[All Fields]                                    | "Randomized Controlled Trial"[ptyp]            |
| "cnto-148"[All Fields]                                   | "Controlled Clinical Trial"[ptyp]              |
| "cnto"[All Fields] AND "148"[All Fields]                 | "Multicenter Study"[ptyp]                      |
| certolizumab"[All Fields]                                | "randomized"[tiab]                             |
| "certolizumab pegol"[Supplementary Concept]              | "randomised"[tiab]                             |
| "CDP870"[All Fields]                                     | "placebo"[tiab]                                |
| ("cdp"[All Fields] AND "870"[All Fields])                | "randomly"[tiab]                               |
| "cimzia"[All Fields]                                     | "trial"[tiab]                                  |
|                                                          | randomized controlled trials[mh]               |
| <b>IL-1 and inhibition (OR)</b>                          | random allocation[mh]                          |
| ("Interleukin 1 receptor antagonist protein"[MeSH Terms] | double-blind method[mh]                        |
| "interleukin 1 receptor antagonist protein"[All Fields]  | single-blind method[mh]                        |
| "anakirna"[All Fields] OR "kineret"[All Fields]          |                                                |
| "antril"[All Fields]                                     | AND                                            |
| "Receptors, Interleukin-1"[Mesh]                         | <b>Rheumatoid Arthritis (OR)</b>               |
|                                                          | "Arthritis, Rheumatoid"[MeSH Terms]            |
| <b>Abatacept (OR)</b>                                    | Rheumatoid[text word] AND arthriti*[text word] |
| "abatacept"[Supplementary Concept]                       |                                                |
| "abatacept"[All Fields]                                  | NOT                                            |
| CTLA4Ig[All Fields]                                      | <b>Animal studies</b>                          |
| "orencia"[All Fields]                                    | NOT (animals[mh] NOT human[mh])                |
|                                                          |                                                |
| <b>Rituximab (OR)</b>                                    |                                                |
| "rituximab"[Supplementary Concept]                       |                                                |
| "rituximab"[All Fields]                                  |                                                |
| "rituxan"[All Fields]                                    |                                                |
| "idec c2b8"[All Fields]                                  |                                                |

## TNF and inhibition (OR)

"Receptors, Tumor Necrosis Factor"[nm]  
TNFR:Fc  
"TNFR-Fc fusion protein"[Supplementary Concept]  
"TNFR-Fc fusion protein"[All Fields]  
"etanercept"[All Fields]  
"enbrel"[All Fields]  
"infliximab"[Supplementary Concept]  
"infliximab"[All Fields]  
"remicade"[All Fields]  
"mab ca2"[All Fields]  
"monoclonal antibody ca2"[All Fields]  
"adalimumab"[Supplementary Concept]  
"adalimumab"[All Fields]  
"humira"[All Fields]  
"golimumab"[All Fields]  
"golimumab"[Supplementary Concept]  
"simponi"[All Fields]  
"cnto-148"[All Fields]  
"cnto"[All Fields] AND "148"[All Fields]  
certolizumab"[All Fields]  
"certolizumab pegol"[Supplementary Concept]  
"CD870"[All Fields]

## Tocilizumab (OR)

"tocilizumab"[All Fields]  
"tocilizumab"[Supplementary Concept]  
"atlizumab"[All Fields]  
"actemra"[All Fields]  
"Receptors, Interleukin-6"[Mesh]

## Tofacitinib (OR)

("tofacitinib"[Supplementary Concept]  
"tofacitinib"[All Fields]

## Monoclonal Antibodies (OR)

"Antibodies, Monoclonal"[Mesh]  
"Monokines"[Mesh]

AND

## Randomized Clinical Trial (OR)

"Randomized Controlled Trial"[ptyp]  
"Controlled Clinical Trial"[ptyp]  
"Multicenter Study"[ptyp]  
"randomized"[tiab]

# what about clinical trial and DSMB reports?

- especially for DSMB, the purpose is to detect weak but potentially important safety signals
- so we want an optimum signal to noise ratio
- but what do we get:
- typically, hundreds and hundreds of pages with poorly formatted text, tables and primitive figures (often raw, unformatted SAS outputs)
- as DSMB chair I challenged the lead statistician. His response: 'We don't have time to make pretty tables.'

**book p. 63-66**

Table 10.1.3.1  
 Demographic and Baseline Characteristics (Double-Blind Period)  
 All Patients Randomized Set

|                                               | Number of Subjects (%) |                 |                 |
|-----------------------------------------------|------------------------|-----------------|-----------------|
|                                               | Placebo<br>(N=15)      | 20 mg<br>(N=22) | 40 mg<br>(N=18) |
| <b>Body Mass Index (kg/m<sup>2</sup>) (d)</b> |                        |                 |                 |
| N                                             | 15                     | 22              | 18              |
| Mean (SD)                                     | 28.79 (5.358)          | 33.57 (10.209)  | 27.91 (5.947)   |
| Median                                        | 28.00                  | 29.70           | 28.50           |
| Minimum, Maximum                              | 20.0, 37.3             | 20.0, 60.1      | 17.1, 43.5      |
| <b>BMI Categories (N[%])</b>                  |                        |                 |                 |
| < 30 kg/m <sup>2</sup>                        | 9 ( 60.0)              | 12 ( 54.5)      | 13 ( 72.2)      |
| >= 30 kg/m <sup>2</sup>                       | 6 ( 40.0)              | 10 ( 45.5)      | 5 ( 27.8)       |
| <b>Smoking Classification (N[%])</b>          |                        |                 |                 |
| Subject has never smoked                      | 5 ( 33.3)              | 12 ( 54.5)      | 8 ( 44.4)       |
| Subject is a current smoker                   | 7 ( 46.7)              | 7 ( 31.8)       | 4 ( 22.2)       |
| Subject is an ex-smoker                       | 3 ( 20.0)              | 3 ( 13.6)       | 6 ( 33.3)       |
| <b>Female Reproductive Status (N[%])</b>      |                        |                 |                 |
| Postmenopausal                                | 1 ( 6.7)               | 0               | 0               |
| Surgically Sterile                            | 2 ( 13.3)              | 3 ( 13.6)       | 0               |
| Female of Childbearing Potential              | 4 ( 26.7)              | 7 ( 31.8)       | 4 ( 22.2)       |
| N/A (Subject is Male)                         | 8 ( 53.3)              | 12 ( 54.5)      | 14 ( 77.8)      |

(a) Age at the date of Informed consent.

(b) Subject checked more than one race option on case report form.

(c) Weight measured prior to the first dose of double-blind study drug.

(d) BMI is calculated from the weight taken prior to the first dose of study drug and height taken as Screening.

Table 10.1.3.1  
Demographic and Baseline Characteristics (Double-Blind Period)  
All Patients Randomized Set

|                                          | Number of Subjects (%) |                  |                 |
|------------------------------------------|------------------------|------------------|-----------------|
|                                          | 80 mg<br>(N=15)        | 160 mg<br>(N=13) | Total<br>(N=83) |
| Body Mass Index (kg/m <sup>2</sup> ) (d) |                        |                  |                 |
| N                                        | 15                     | 13               | 83              |
| Mean (SD)                                | 31.90 (11.613)         | 26.82 (5.086)    | 30.12 (8.523)   |
| Median                                   | 28.40                  | 25.80            | 28.50           |
| Minimum, Maximum                         | 19.6, 61.0             | 19.0, 37.6       | 17.1, 61.0      |
| BMI Categories (N[%])                    |                        |                  |                 |
| < 30 kg/m <sup>2</sup>                   | 9 ( 60.0)              | 10 ( 76.9)       | 53 ( 63.9)      |
| >= 30 kg/m <sup>2</sup>                  | 6 ( 40.0)              | 3 ( 23.1)        | 30 ( 36.1)      |
| Smoking Classification (N[%])            |                        |                  |                 |
| Subject has never smoked                 | 5 ( 33.3)              | 5 ( 38.5)        | 35 ( 42.2)      |
| Subject is a current smoker              | 4 ( 26.7)              | 6 ( 46.2)        | 28 ( 33.7)      |
| Subject is an ex-smoker                  | 6 ( 40.0)              | 2 ( 15.4)        | 20 ( 24.1)      |
| Female Reproductive Status (N[%])        |                        |                  |                 |
| Postmenopausal                           | 0                      | 0                | 1 ( 1.2)        |
| Surgically Sterile                       | 1 ( 6.7)               | 0                | 6 ( 7.2)        |
| Female of Childbearing Potential         | 2 ( 13.3)              | 4 ( 30.8)        | 21 ( 25.3)      |
| N/A (Subject is Male)                    | 12 ( 80.0)             | 9 ( 69.2)        | 55 ( 66.3)      |

(a) Age at the date of Informed consent.

(b) Subject checked more than one race option on case report form.

(c) Weight measured prior to the first dose of double-blind study drug.

(d) BMI is calculated from the weight taken prior to the first dose of study drug and height taken as Screening.

# Improvements

- . Change to proportional font
- . 'Number of subjects' header removed
- . Reduced precision

# precision

Placebo  
(N=15)

---

- by tradition:
- mean: 1 decimal more precise than source data;
- SD: 2 decimals more precise

| Body Mass Index (kg/m <sup>2</sup> ) (d) |               |
|------------------------------------------|---------------|
| N                                        | 15            |
| Mean (SD)                                | 28.79 (5.358) |
| Median                                   | 28.00         |
| Minimum, Maximum                         | 20.0, 37.3    |

# precision

Placebo  
(N=15)

---

by tradition:

mean: 1 decimal more precise  
than source data;

SD: 2 decimals more precise

| Body Mass Index (kg/m <sup>2</sup> ) (d) |               |
|------------------------------------------|---------------|
| N                                        | 15            |
| Mean (SD)                                | 28.79 (5.358) |
| Median                                   | 28.00         |
| Minimum, Maximum                         | 20.0, 37.3    |

however: I (your consumer)  
have no interest in your traditions,  
but only in

**clinically relevant signals**

placebo  
(N=15)

---

so for me,

**BMI by integers** is good enough

| <b>Body Mass Index (kg/m<sup>2</sup>)<sup>d</sup></b> |             |
|-------------------------------------------------------|-------------|
| mean (SD)                                             | 29 (5)      |
| median (min, max)                                     | 28 (20, 37) |



# Improvements

- Change to proportional font
- 'Number of subjects' header removed
- Reduced precision
- Reduced column width allows all columns on one page:  
**surface reduction by 66%!**
  - Light vertical background stripe  
to better distinguish the treatment groups in columns
- Proper alignment in columns
- 'Min, max' placed in parentheses after median
  - Boldface for main category headers, grouped BMI categories  
under Body Mass Index
- Abbreviated variable labels
- Only the single relevant footnote '(d)' retained

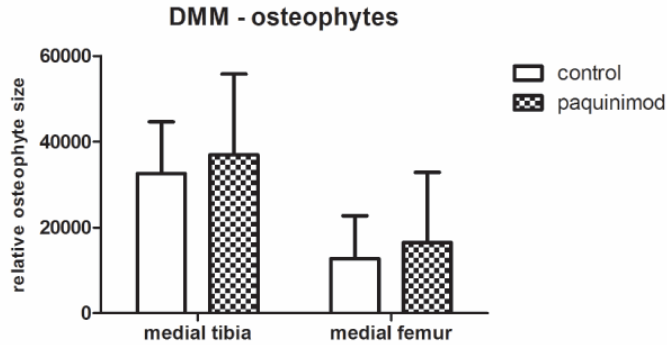
Table 10.1.3.1 (cont'd)  
Demographic and Baseline Characteristics (Double-Blind Period)  
All Patients Randomized Set

|                                                       | placebo<br>(N=15) | 20 mg<br>(N=22) | 40 mg<br>(N=18) | 80 mg<br>(N=15) | 160 mg<br>(N=13) | total<br>(N=83) |
|-------------------------------------------------------|-------------------|-----------------|-----------------|-----------------|------------------|-----------------|
| <b>Body Mass Index (kg/m<sup>2</sup>)<sup>d</sup></b> |                   |                 |                 |                 |                  |                 |
| mean (SD)                                             | 29 (5)            | 34 (10)         | 28 (6)          | 32 (12)         | 27 (5)           | 30 (9)          |
| median (min, max)                                     | 28 (20, 37)       | 30 (20, 60)     | 29 (17, 44)     | 28 (20, 61)     | 26 (19, 38)      | 29 (17, 61)     |
| BMI Categories (kg/ m <sup>2</sup> ; N,%)             |                   |                 |                 |                 |                  |                 |
| < 30                                                  | 9 (60)            | 12 (55)         | 13 (72)         | 9 (60)          | 10 (77)          | 53 (64)         |
| ≥ 30                                                  | 6 (40)            | 10 (45)         | 5 (28)          | 6 (40)          | 3 (23)           | 30 (36)         |
| <b>Smoking status (N,%)</b>                           |                   |                 |                 |                 |                  |                 |
| never                                                 | 5 (33)            | 12 (55)         | 8 (44)          | 5 (33)          | 5 (39)           | 35 (42)         |
| current                                               | 7 (47)            | 7 (32)          | 4 (22)          | 4 (27)          | 6 (26)           | 28 (34)         |
| ex                                                    | 3 (20)            | 3 (14)          | 6 (33)          | 6 (40)          | 2 (15)           | 20 (24)         |
| <b>Female Reproductive Status (N,%)</b>               |                   |                 |                 |                 |                  |                 |
| postmenopausal                                        | 1 (7)             | 0               | 0               | 0               | 0                | 1 (1)           |
| surgically sterile                                    | 2 (13)            | 3 (14)          | 0               | 1 (7)           | 0                | 6 (7)           |
| female of childbearing potential                      | 4 (27)            | 7 (32)          | 4 (22)          | 2 (13)          | 4 (31)           | 21 (25)         |
| n/a (male)                                            | 8 (53)            | 12 (55)         | 14 (78)         | 12 (80)         | 9 (69)           | 55 (66)         |

d. BMI is calculated from the weight taken prior to the first dose of study drug and height taken as Screening.

# Clear vision: the ‘dynamite plunger’

A

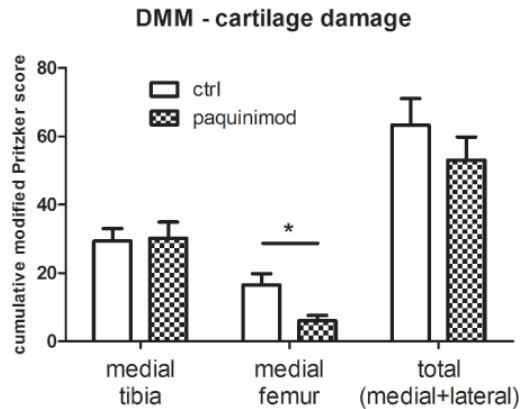


distributions of observations  
summarized as mean + error  
depicted as bar graphs with error bars

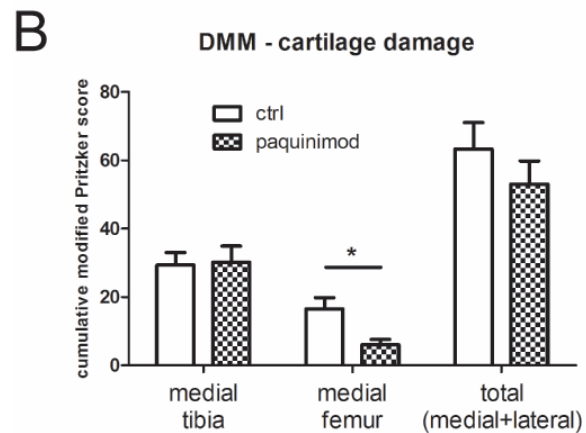
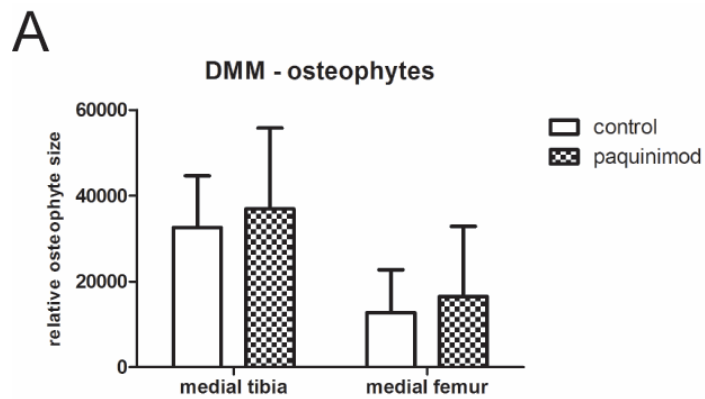
confess:

Have you made graphs like this?

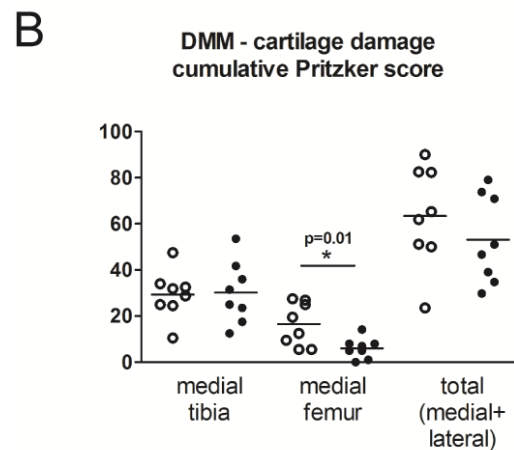
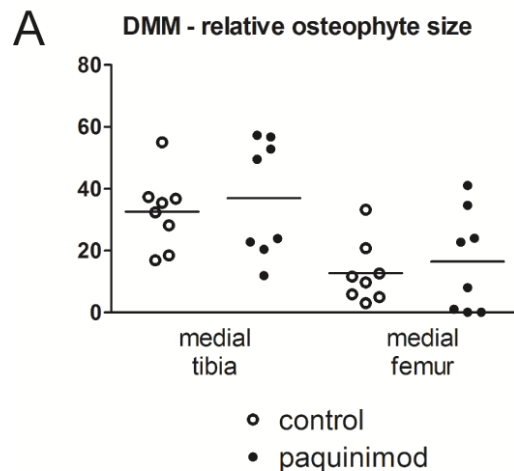
B



submitted



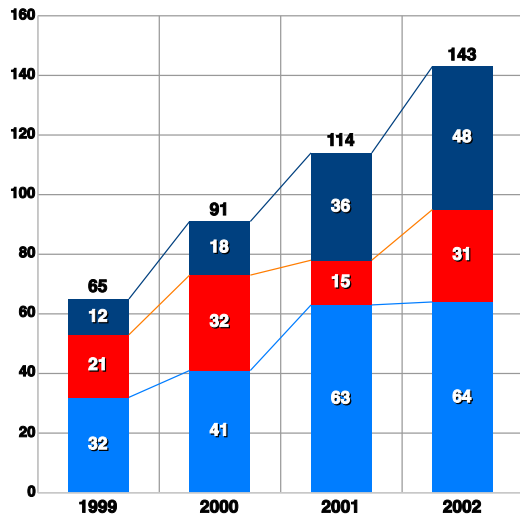
published



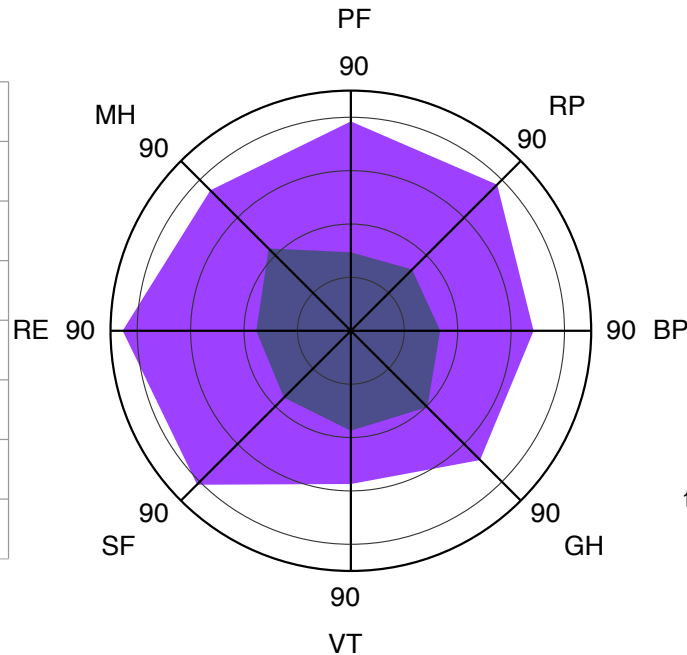
Schelbergen RF, et al.  
Ann Rheum Dis 2015;74:2254.

# Clear vision: graph types to avoid

stack bar

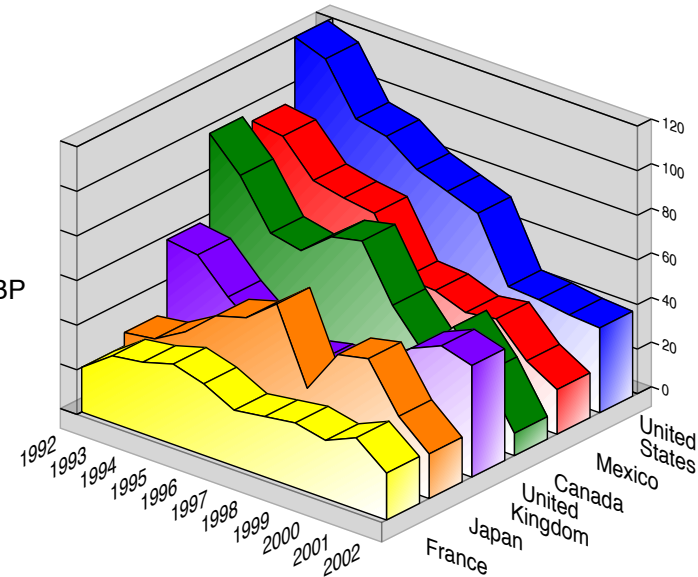


area



3D

and...

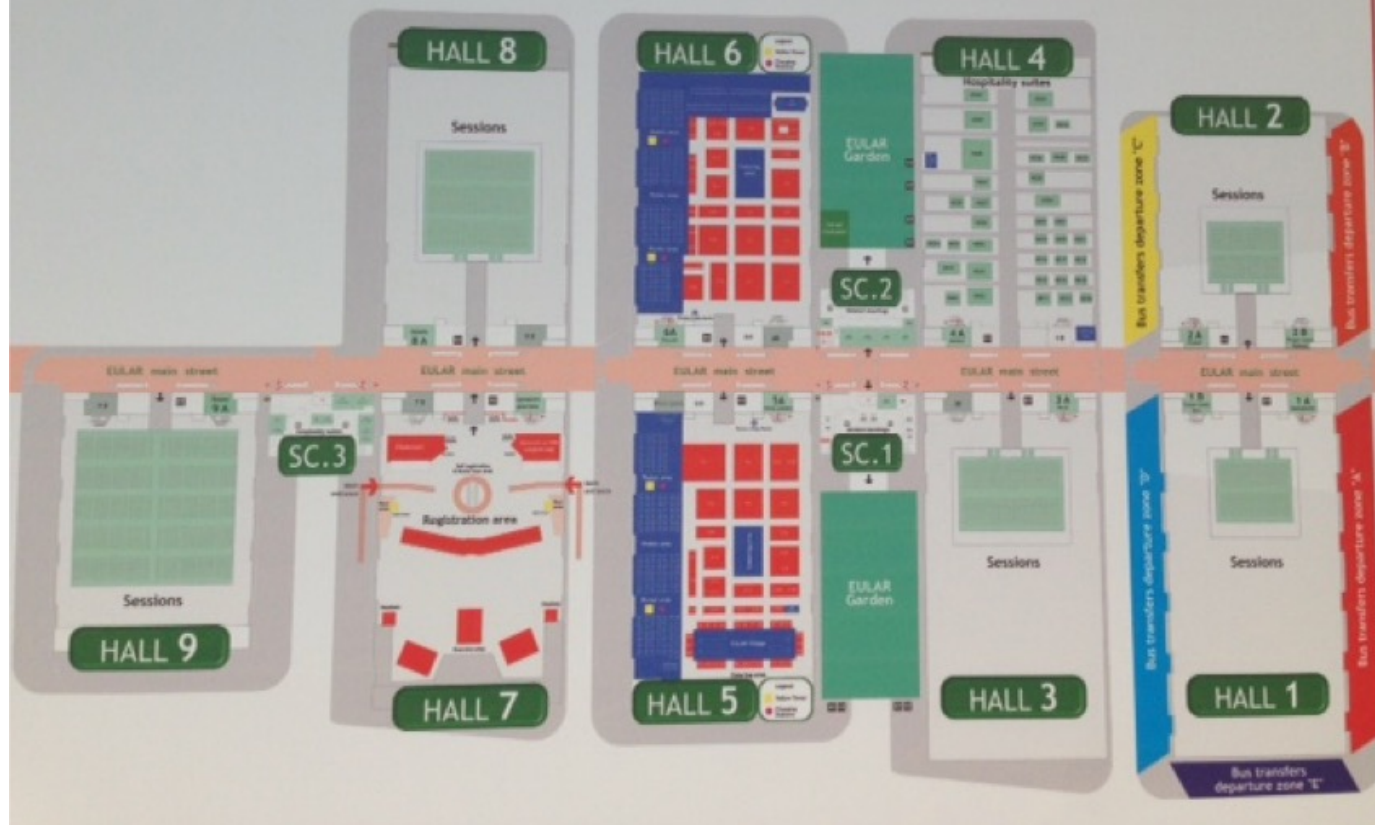


# Clear understanding

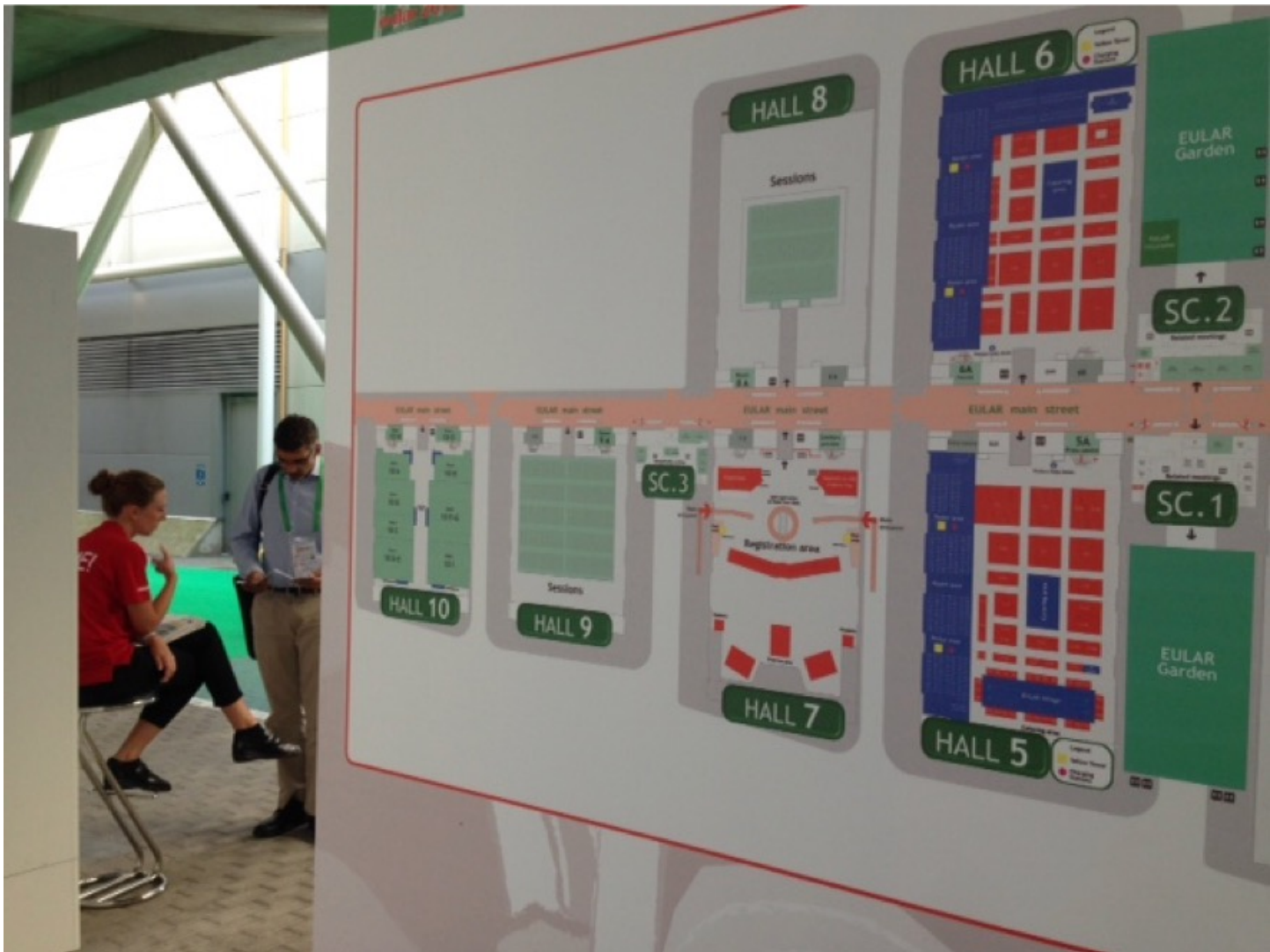


# EULAR 2015 venue plan

Rome  
10-13 JUNE 2015

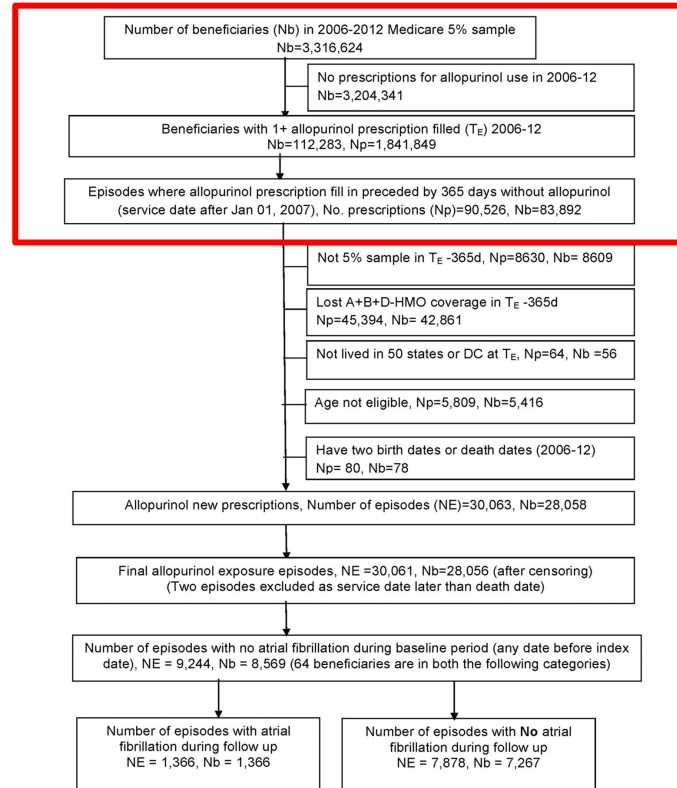






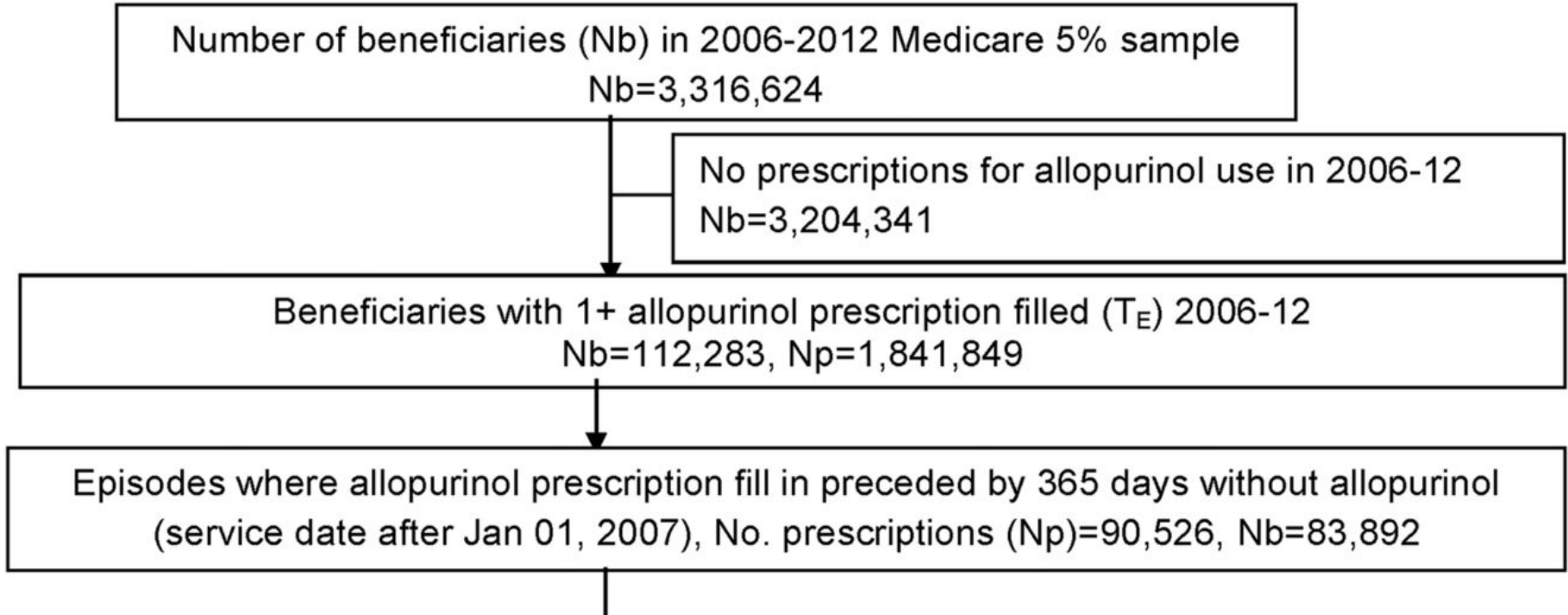
# Clear understanding

Flow chart of study cohort of incident allopurinol users from 2006 to 2012 excluding allopurinol use at baseline (baseline was longest possible and at least 365 days).



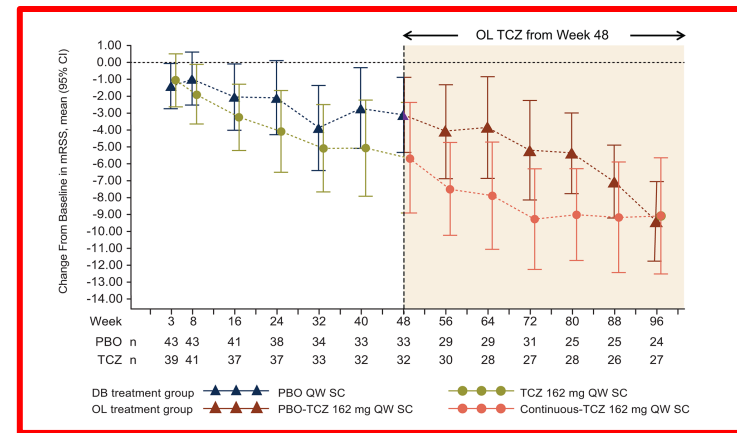
Singh JA, et al.  
Ann Rheum Dis  
2017;76:72-8.

# Clear understanding



| category                   | beneficiaries | allopurinol prescriptions | category        | beneficiaries | allopurinol prescriptions |
|----------------------------|---------------|---------------------------|-----------------|---------------|---------------------------|
| 2006-12 Medicare 5% sample | 3,320,000     |                           |                 |               |                           |
|                            |               |                           | no prescription | 3,200,000     |                           |
| at least 1 prescription    | 112,000       | 1,840,000                 |                 |               |                           |
| new prescription           | 83,900        | 90,500                    |                 |               |                           |
|                            |               |                           | not 5% sample   | 8,610         | 8,630                     |
|                            |               |                           | lost coverage   | 42,900        | 45,400                    |
|                            |               |                           | age exclusion   | 5,420         | 5,810                     |
|                            |               |                           | other           | 144           | 134                       |
| analysis set               | 28,100        | 30,100                    |                 |               |                           |
| no AF during baseline      | 8,570         | 9,240                     |                 |               |                           |
| AF during follow up: yes   | 1,340         | 1,370                     |                 |               |                           |
| AF during follow up: no    | 7,270         | 7,880                     |                 |               |                           |

# Clear understanding



| Wk | PBO                               |                                   | TCZ                               |                                   |
|----|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
|    | Mean (SD) [95% CI] change from BL | Mean (SD) [95% CI] observed score | Mean (SD) [95% CI] change from BL | Mean (SD) [95% CI] observed score |
| 24 | -2.1 (6.7)<br>[-4.3, 0.1]         | 23.2 (9.3)<br>[20.2, 26.3]        | -4.1 (7.3)<br>[-6.5, -1.7]        | 21.8 (9.9)<br>[18.5, 25.1]        |
| 48 | -3.1 (6.3)<br>[-5.4, -0.9]        | 22.3 (8.1)<br>[19.4, 25.1]        | -5.6 (9.1)<br>[-8.9, -2.4]        | 19.6 (10.1)<br>[15.9, 23.2]       |
| 72 | -5.2 (7.9)<br>[-8.1, -2.3]        | 19.8 (8.0)<br>[16.9, 22.7]        | -9.3 (7.5)<br>[-12.2, -6.3]       | 16.0 (9.1)<br>[12.4, 19.7]        |
| 96 | -9.4 (5.6)<br>[-11.8, -7.0]       | 15.3 (7.6)<br>[12.1, 18.6]        | -9.1 (8.7)<br>[-12.5, -5.6]       | 16.2 (9.8)<br>[12.3, 20.1]        |

**Figure 2** Mean change (95% CI) in mRSS from baseline to week 96 (intent-to-treat population; observed data). Negative values denote improvement. Patients randomly assigned to PBO 162 mg QW SC received OL TCZ 162 mg QW SC from week 48. BL, baseline; DB, double-blind; mRSS, modified Rodnan Skin Score; OL, open-label; PBO, placebo; %pFVC, per cent predicted forced vital capacity; QW, every week; SC, subcutaneously; TCZ, tocilizumab.

≥60% and change in mRSS equal to or greater than the MCID of 4.7 units in the continuous-tocilizumab group (table 2).

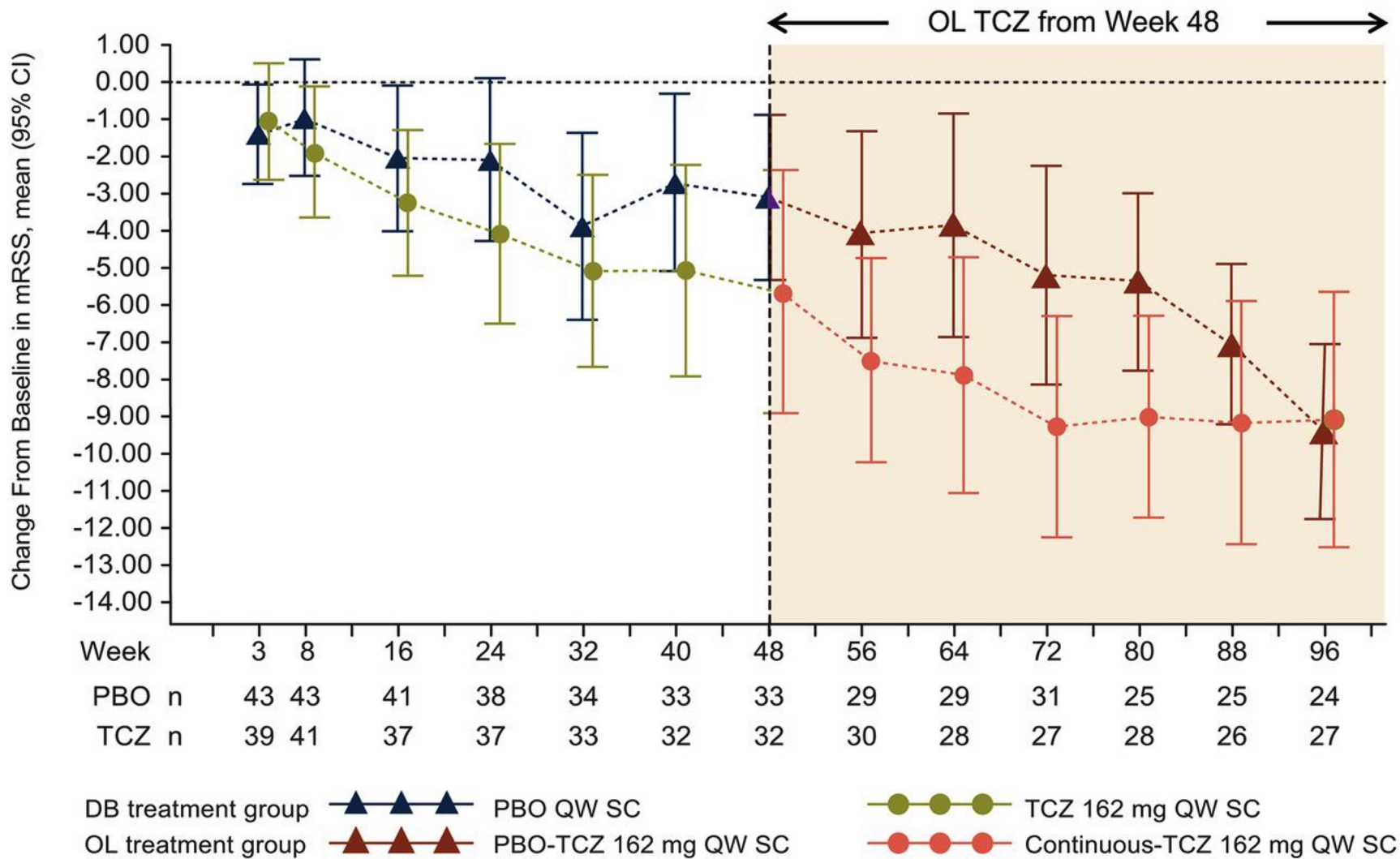
Improvements in Clinician Global VAS and patient-reported outcomes, as indicated by negative change in HAQ-DI, Clinician Global VAS, and Patient Global VAS and positive change in FACIT-Fatigue Score, observed at week 48 in the tocilizumab group were maintained through the open-label period in the continuous-tocilizumab group (table 2). Furthermore, greater improvements in patient-reported outcomes were observed in placebo-tocilizumab patients after they switched to tocilizumab during the open-label period than during the double-blind placebo period. Patients in the placebo group experienced mean (95% CI) changes from baseline in HAQ-DI of 0.17 (0.05 to 0.30) after 48 weeks of double-blind placebo treatment and -0.29 (-0.46 to -0.13) at week 96 after 48 weeks of open-label tocilizumab treatment (placebo-tocilizumab). Changes from baseline in Clinician Global VAS were -7.69 (-15.06 to -0.32) and -20.61 (-29.52 to -11.7), respectively, changes in Patient Global VAS were -4.03 (-12.42 to 4.36) and -23.75 (-38.95 to -3.46), respectively,

and changes in FACIT-Fatigue Scores were 1.37 (-1.37 to 4.11) and 11.26 (5.72 to 16.81), respectively.

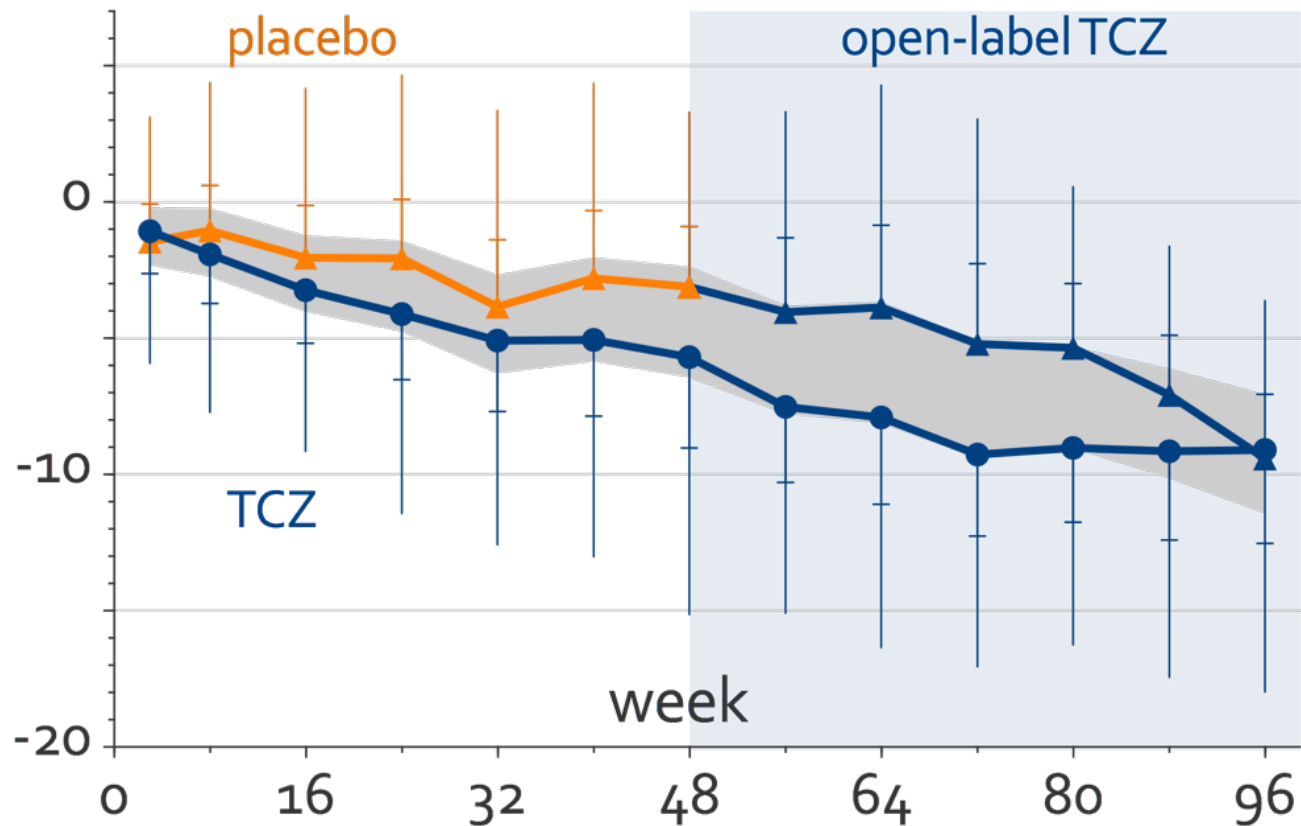
Among patients who completed the study to week 96 (completers analysis), similar proportions in both treatment groups experienced worsening in %pFVC (figure 3); 42% of patients in the placebo-tocilizumab group and 46% of patients in the continuous-tocilizumab group had absolute decreases (>0) in %pFVC during the open-label period from weeks 48 to 96 compared with 83% of patients receiving placebo and 54% of patients receiving tocilizumab during the double-blind period from weeks 0 to 48. During the open-label period, no patients in either treatment group who completed week 96 or withdrew experienced >10% absolute decline in %pFVC after receiving tocilizumab, in contrast to three in the placebo group and one in the tocilizumab group during the double-blind period.

## Safety

SAE rates (95% CIs) were 76.1 (50.6–110.0) in the placebo group and 66.7 (42.3–100.1) in the tocilizumab group by week



# change in modified Rodnan skin score (mean)



|           |    |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|----|
| placebo n | 43 | 41 | 34 | 33 | 29 | 25 | 24 |
| TCZ n     | 43 | 37 | 33 | 32 | 28 | 28 | 27 |

# dataviz creation: summing up

- general strategy: clear vision, clear understanding

- message/audience/context

  - different for article, poster, oral

- tools

  - dedicated graph program

  - tables usually in word processor

  - posters usually in slide program

- time



# effective imaging: the bottom line

## clear vision:

- good graphs, images, tables; effective and minimal text

## clear understanding:

- focus on a single message
- tells a story through a well-ordered and obvious sequence

**it's not rocket science...**



... but like everything else

it requires **effort**  
and **dedication**