

follow the  
evidence...



wherever  
it leads...





Professor David Sackett, first British Centre for Evidence-Based Medicine (1994), Nuffield Department of Clinical Medicine, University of Oxford.

# Evidence Based Medicine

Best available evidence

Expert opinion

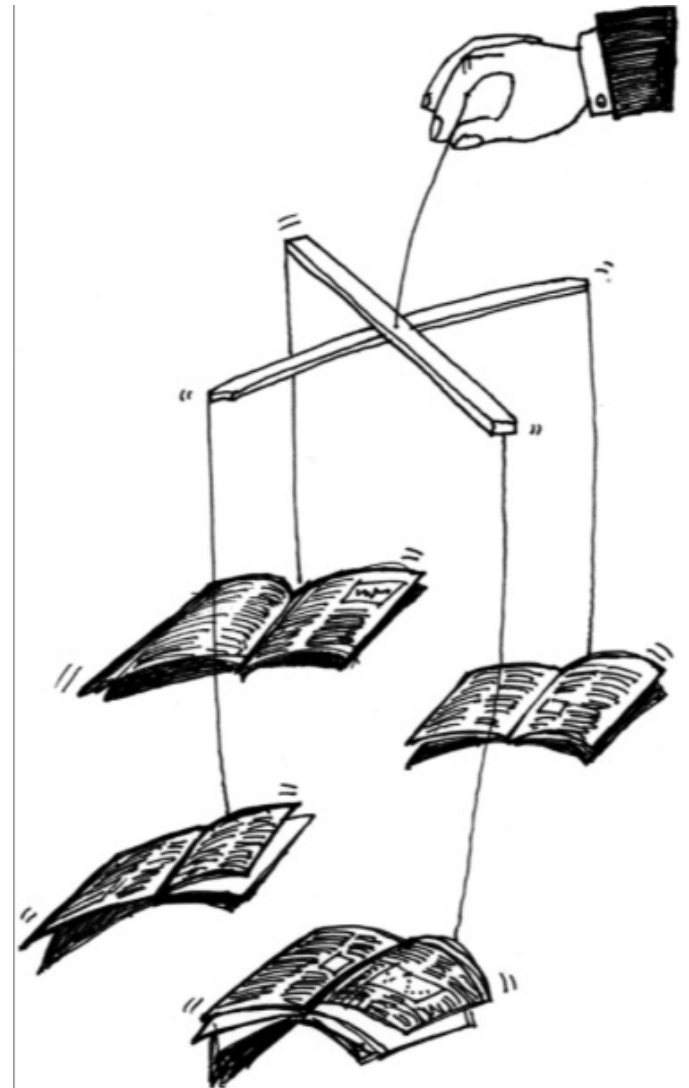
Patient values and preferences

# Best available evidence

Trials and systematic  
Summaries

Who controls the  
controlled trials?

(Margaret Shear, Public Library of Science)



MAS

# Best available evidence

“Journals have devolved into information laundering operations for the pharmaceutical industry”, (Richard Horton, 2004)

Write with high technical quality

Pay for the 'right' studies

Ask the 'right' questions

Inclusion and exclusion criteria

No need to fiddle results

No need to suppress negative results



Expert  
opinion

# Why You Should Not Use Ivermectin to Treat or Prevent COVID-19

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## **Anti-vaccine doctor fired for trying to treat COVID-19 patients with ivermectin**

☰ ©CBS NEWS

## **Dr Anne McCloskey: GP suspended over Covid-19 vaccine comments** **BBC**

**NEWS**

FDA, nine out of 10 commissioners, 2006 to 2019, went on to roles linked with pharmaceutical companies (BMJ, 2022)



# Expert opinion

- European Medicines Agency, 89%
- Therapeutic Goods Administration, 96%
- US Food and Drug Administration, 56%
- Medicines and Healthcare Products Regulatory Agency, 86%
- Japan, PDMA, 85%
- Health Canada, 50.5%



# Patient values and preferences

Predicated on informed consent, therefore assumes impartial access to:

Medical advice

A range of treatment options

Choice of no intervention

Discussions in the media

Uncensored news and experiences of others



How dare you  
think

MINISTRY  
OF  
TRUTH

# Evidence Based Medicine

Best available evidence

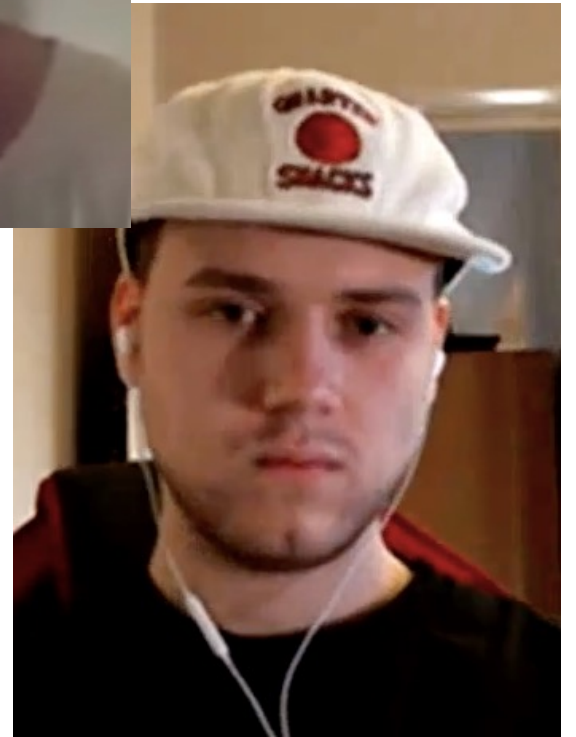
Expert opinion

Patient values and preferences



turn, look,

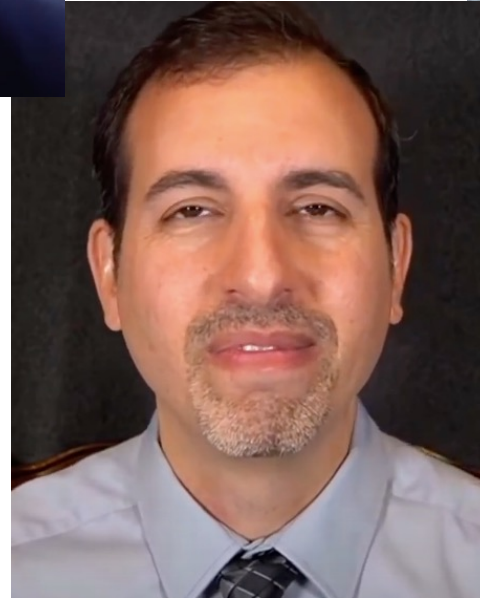
see



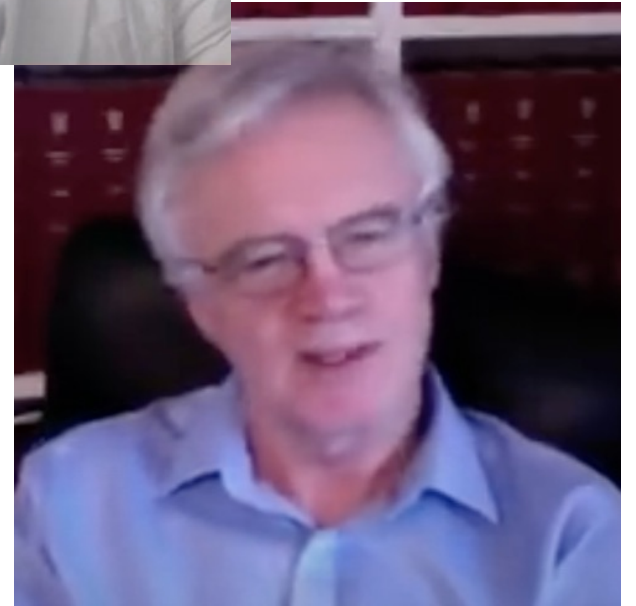


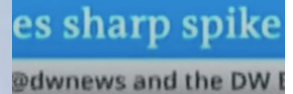
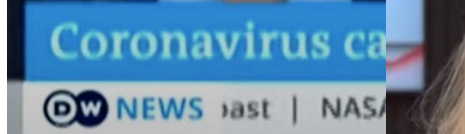




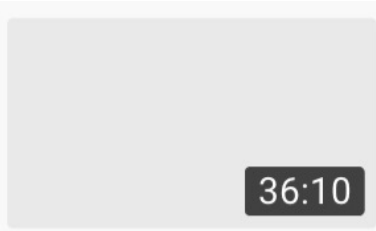












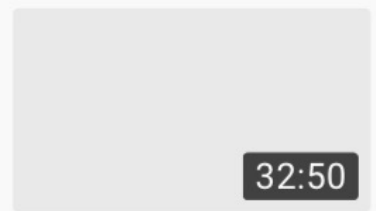
Mr Bridgen MP, expelled



Removed



Ineligible



Dr Pierre Kory, Part 2, Ivermectin



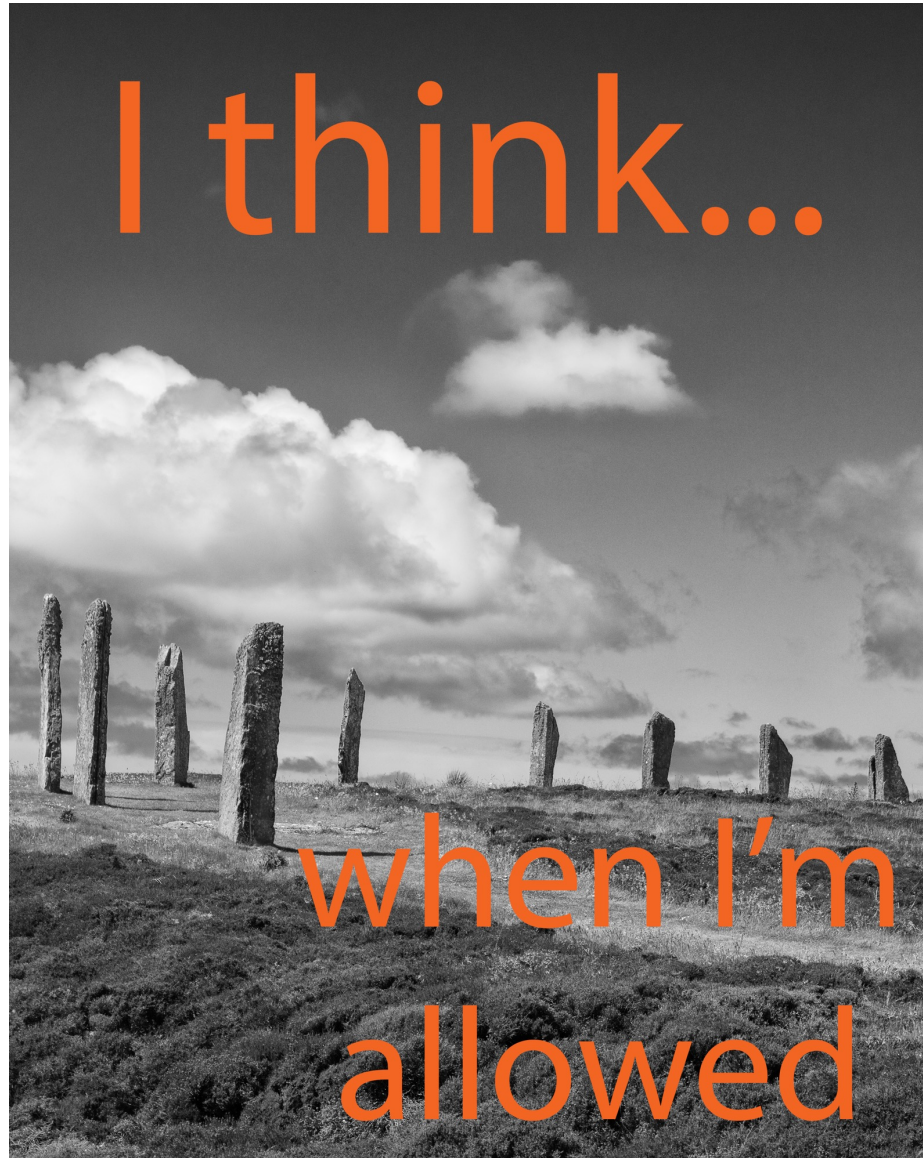
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Ineligible

I think...

when I'm  
allowed





# Your channel has had 685,118,849 views so far

- United States
- United Kingdom
- Canada
- Australia
- New Zealand
- Netherlands
- Germany
- Ireland
- Sweden
- South Africa
- India

## Age and gender

Views · Last 28 days



Watch time (hours)

78.4M

Subscribers

+2.8M

Medical misinformation policy



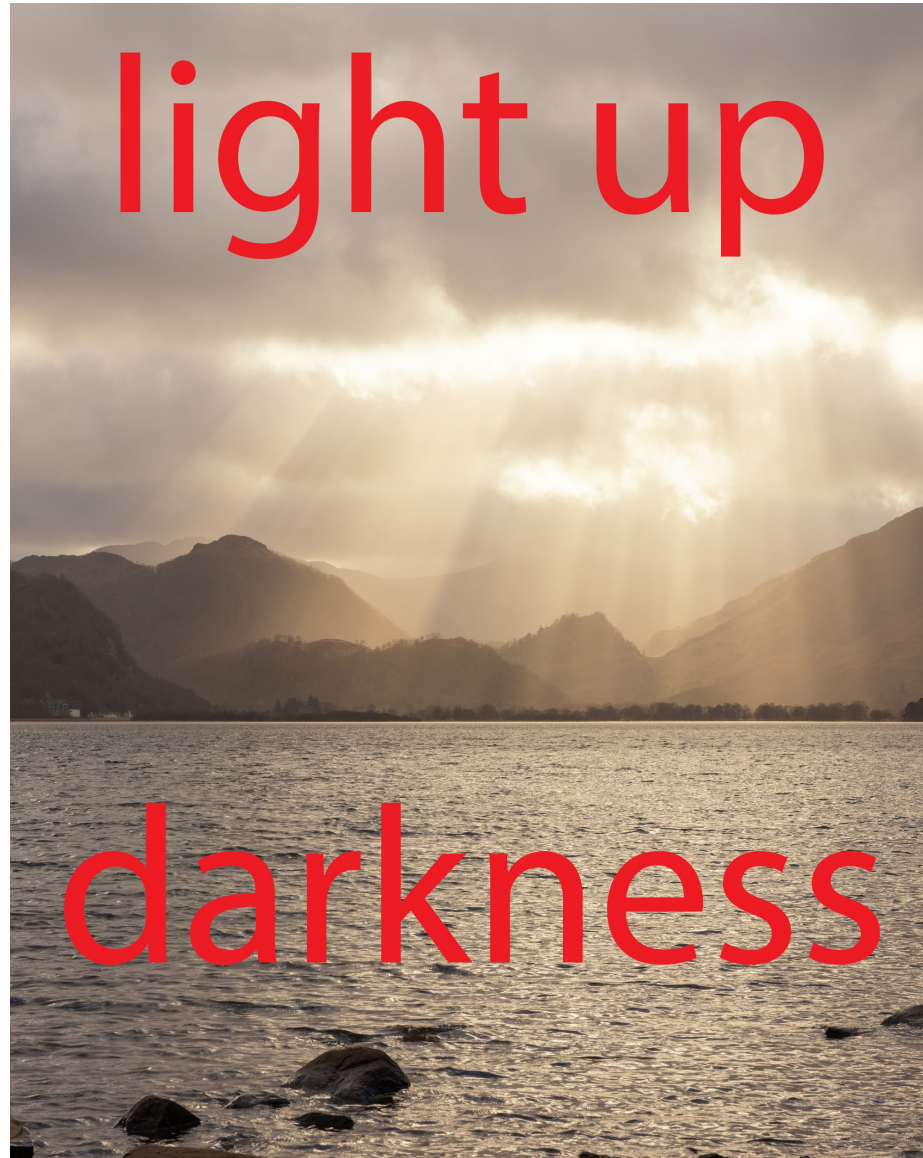
content that poses a serious risk of egregious harm by spreading medical misinformation,

that contradicts local health authorities' (LHAs) or the World Health Organization's (WHO) guidance,

about specific health conditions and substances.



light up



darkness



Richard  
Doll



Austin  
Bradford  
Hill

# Bradford Hill criteria (1965)

**Strength**, the larger the association, the more likely that it is causal.

**Consistency**, (Reproducibility) Consistent findings observed by different persons in different places

**Specificity**, Lack of other likely explanation.

**Temporality**, The effect has to occur after the cause

# Bradford Hill criteria (1965)

**Biological gradient**, Dose response or mere presence of the factor Positive or protective

**Plausibility**, Mechanism between cause and effect

**Coherence**, Between epidemiological and laboratory findings

**Experiment**, Occasionally possible

**Analogy**, Similarities between the observed association and other associations.