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NEWS STORY ON TAMIFLU STUDY

Principal author of PRIDE study responds to news story in *The BMJ* claiming that the study was based on "flawed" analysis

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On 19 March 2014, researchers from the PRIDE (Post-pandemic Review of anti-Influenza Drug Effectiveness) Consortium published the first outputs from a project investigating the effectiveness of neuraminidase inhibitors against outcomes of public health importance during the 2009 flu pandemic in the *Lancet Respiratory Medicine*.¹² The headline results suggested that neuraminidase inhibitors were associated with statistically significant reductions in mortality: overall adjusted odds ratio 0.81 (95% CI 0.70 to 0.93; P=0.0024) versus no treatment and 0.50 (0.37 to 0.67; P<0.0001) if treatment was started within two days of symptom onset.

Within 48 hours, *The BMJ* published an article written by a staff journalist, which claimed that the new study "was based on flawed analysis."³ Zosia Kmietowicz had contacted Mark Jones, University of Queensland, who is working with the Cochrane Collaboration on another project related to neuraminidase inhibitors. In turn, Jones had provided a detailed statistical critique of the PRIDE study, which formed the centrepiece of Kmietowicz's article. The PRIDE Consortium was not forewarned about the article and, more importantly, not offered any a priori right of reply, as would normally be the case during post-publication correspondence. Faced with such a one sided critique of its work, the PRIDE Consortium had no option but to post its initial rebuttal in *The BMJ*.⁴ There has since been a further critique from Jones and a further statistical rebuttal from the PRIDE Consortium.^{5 6}

Thus, the correspondence and debate relating to a major publication in a Lancet Group paper has been played out in the pages of *The BMJ*, fronted by an entirely one sided article from a staff journalist on *The BMJ*. The major question here seems

to be the propriety of *The BMJ* and Dr Jones in going beyond the reasonable response to a press release, by asking potential opponents for a detailed statistical critique without offering the authors of the study any right to reply alongside. A more conventional and considerably more ethical approach would have been to submit correspondence post-publication to the *Lancet Respiratory Medicine*, which could then have considered the response in the normal way, including offering the PRIDE Consortium a realistic period of time to consider the critique and write a rejoinder.

Competing interests: I am senior author of the paper that was critiqued.

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