

Treatments should be compared fairly - References:

1. <http://www.testingtreatments.org/why-treatment-comparisons-are-essential/?nabm=1>
2. <http://www.testingtreatments.org/book/what-are-fair-tests-of-treatments/fair-tests-of-treatments/comparing-like-with-like/?nabm=1>
3. <https://www.theguardian.com/science/audio/2012/oct/22/science-weekly-podcast-ben-goldacre-bad-pharma>
4. <https://en.oxforddictionaries.com/definition/comparison>