



14 November 2016

Memorandum

To: Trialists

Fr: Curtis Meinert

Re: You doesn't hasta use endpoint!

Iain Chalmer's comment on my "endpoint" piece reminded me of a comedy rant by Bill Saluga in the 1970s (stage name Raymond J Johnson, Jr).

My name is Raymond J. Johnson Jr. Now you can call me Ray, or you can call me J, or you can call me Johnny, or you can call me Sonny, or you can call me Junie, or you can call me Junior; now you can call me Ray J, or you can call me RJ, or you can call me RJJ, or you can call me RJJ Jr. but you doesn't hasta call me Johnson!"

If Saluga was a trialist his rant about people using endpoint might go as follows:
You can use outcome or outcome measure, or you can use event, or you can talk about primary or secondary outcomes, or about safety or efficacy outcomes, or about observation variables or design variables, but you doesn't hasta use endpoint!