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Memorandum

To: Trialists

Fr: Curtis Meinert

Re: The phases of a trial

Now that President Trump has made a household word out of one of George Carlin’s seven words you cannot say on TV, I am, at last, free to post my “phases of a trial” slide to my website, seeing as it contains one of those words.

About 10 years ago I was slated to give a talk on trials in the atrium here in the School of Public Health. Minutes before I was scheduled to start, the projectionists said I had to change one of my slides because it contained a “bad” word. I refused, cancelled the lecture, walked out, and forgot about the slide, until Trump resurrected it. Thank you Mr. President.

Phase	Feature
Euphoria	Fleeting; prompted by news that your trial will be funded
Holy shit!	Marked by realization now you have to do what you proposed; stage can last months marked by bouts of despair and depression
Anxiety	Marked by bickering, sniping, and squabbles with colleagues; generally regarded as starting with and lasting throughout patient screening for enrollment
Max Q	Space age term indicating the point of maximum dynamic pressure; in trials generally arising during the period of enrollment on realization of short falls in enrollment and in estimated event rate underlying sample size calculations
Doldrums	Marked by tedium and boredom arising, in large measure, from realization that the trial still has a long time to run before there is anything to publish
Accolade	Comes on publication of results; transitory at best; may not exist at all if results are not what the world wants to hear
Bunker	May last years after publication if trial receives “brick baths” of criticism