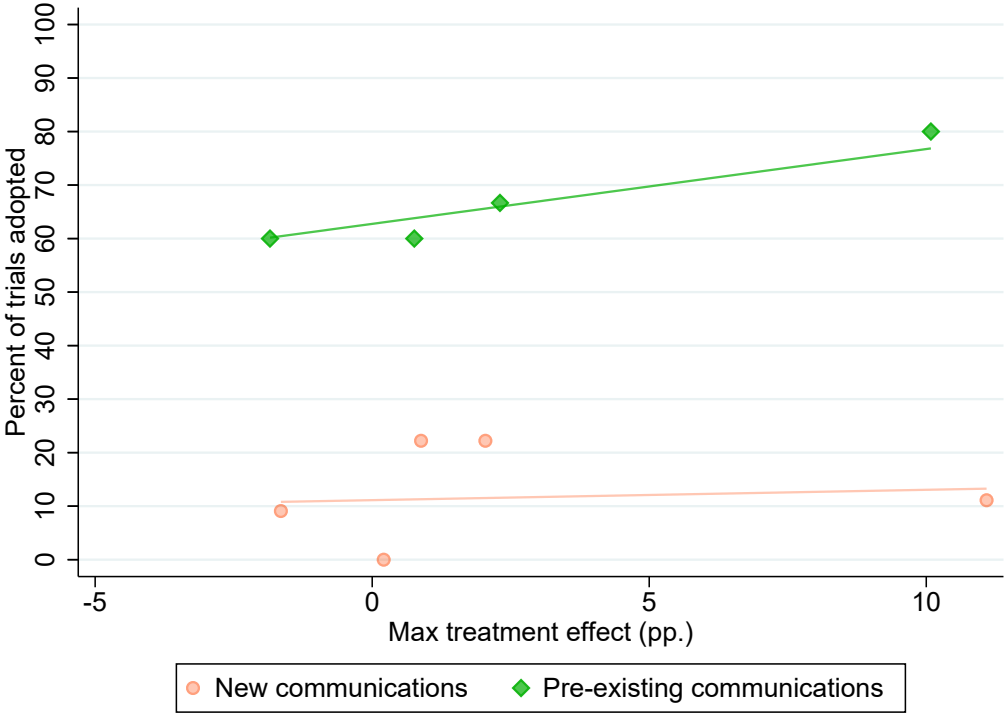
Percent of trials adopted
0
10
20
30
40
50
60
70
80
90
100
-5
0
5
10
Max treatment effect (pp.)
New communications
Pre-existing communications