

Structural nested mean models for binary treatments and outcomes

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Structural Nested Mean Models (SNMMs), introduced by Robins (1994), model contrasts of potential outcomes for a final response conditional on prior history. These models have a simple causal interpretation, lead to direct tests of the global causal null, and can model effect modification by time-dependent covariates. However, their application to binary outcomes has been impeded by the difficulty of specifying compatible nuisance models. In this talk we will introduce a simple parametrization of a multiplicative SNMM using a generalized odds product.

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