

Declaration of interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

The authors declare the following financial interests/personal relationships which may be considered as potential competing interests:

John FR Robertson has received consultancy fees from, and has performed contracted research on behalf of, AstraZeneca, Bayer, Novartis, Carrick Therapeutics and Oncimmune; has given expert testimony for AstraZeneca, holds stock with Oncimmune and FaHRAS, and stock options with Carrick Therapeutics. Christine Campbell, Ian Bradbury, and Robert Paridaens have no conflicts of interest to declare. Jasmine Lichfield is a previous employee and current stockholder of AstraZeneca.