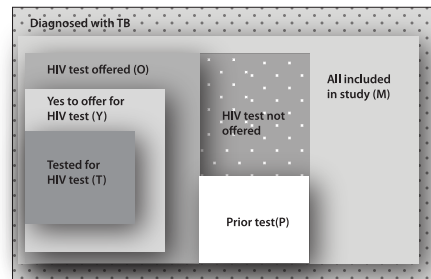


Figure 3: Schematic representation of RCT outcomes



$$\text{Offer} = \frac{O+P}{M}$$

$$\text{Acceptance} = \frac{T}{Y}$$

$$\text{Coverage} = \frac{T+P}{M}$$