Competing interests: John Dent has provided paid consultancy services to AstraZeneca which include a range of advice, including speaker fees and educational programmes. His department has received funds from AstraZeneca for the conduct of a co-operational research programme which includes payment of staff salaries. Hashem El-Serag has provided consultancy services to Janssen-Eisai, TAP Pharmaceuticals, AstraZeneca, and has received grant support from Janssen-Eisai and TAP Pharmaceuticals. Mari-Ann Wallander and Saga Johansson are employees and shareholders of AstraZeneca. The authors do not expect any companies to which they have provided services to gain or lose financially from the materials in the review. Competing interests: John Dent has provided paid consultancy services to AstraZeneca which include a range of advice, including speaker fees and educational programmes. His department has received funds from AstraZeneca for the conduct of a co-operational research programme which includes payment of staff salaries. Hashem El-Serag has provided consultancy services to Janssen-Eisai, TAP Pharmaceuticals, AstraZeneca, and has received grant support from Janssen-Eisai and TAP Pharmaceuticals. Mari-Ann Wallander and Saga Johansson are employees and shareholders of AstraZeneca. The authors do not expect any companies to which they have provided services to gain or lose financially from the materials in the review.