

## ⚠ Conflict-Laden Enthusiasm

**Conflict-laden enthusiasm** describes a situation in which the authors or promoters of a clinical intervention show **exaggerated or uncritical support** for a procedure, technique, or device **while maintaining financial or professional relationships** with entities that stand to benefit from its success.

This term implies:

- Enthusiasm that is not entirely objective,
- Possible bias in data interpretation or presentation,
- A blurring of scientific judgment due to underlying conflicts of interest.

It often arises in publications where the investigators have:

- Consulting roles,
- Equity ownership in startups,
- Industry-sponsored research,
- Advisory board participation.

In essence, it questions **the neutrality of the evidence**, highlighting the tension between innovation and influence.

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