The 3Ps of Digital Endpoint Value | Public Launch Event

April 7, 2022 11a ET

The 3Ps of Digital Endpoint Value
PATIENTS • PHARMA • PAYERS

Reimbursement for New Medical Products Developed using Digital Drug Development Tools
Introducing the Digital Medicine Society (DiMe)

Our purpose

DiMe is a global non-profit dedicated to advancing the **safe, effective, equitable, and ethical** use of digital products to optimize human health

Introducing the Digital Medicine Society (DiMe)

We launched in May 2019...

Introducing the Digital Medicine Society (DiMe)

... and sit at the intersection of two communities

Source: https://www.dimesociety.org/index.php/about-us-main
Introducing the Digital Medicine Society (DiMe)

Strategic Advisory & Scientific Leadership Boards

Global membership footprint

59 Countries

6 Continents
We deliver clinical quality work on a tech timeline

**Communication & education**
Resources & publications generated by DiMe & thought leaders in the field are exchanged between various stakeholders & across the many disciplines in the field.

**Research**
Experts from across all disciplines address shared challenges through deep inquiry & data generation, creating actionable, evidence-based resources.

**Community**
DiMe members, partners, & experts from across tech & healthcare unite to collaborate & identify ways to overcome barriers to success.

**New knowledge & capabilities in the field spark new collaboration opportunities**

**Greatest challenges & opportunities to advancing the field**

Project partners

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Housekeeping

- Please note today’s session is being recorded
- To ask a question for discussion during Q&A, please:
  - Either ‘raise your hand’ in the participant window and moderator will unmute you to ask your question live, or
  - Type your question into the chat box
- Slides and recordings will be posted to the DiMe website after the event
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Project partners

Anthem
Biogen
Evidation
Janssen
Lilly
Merck
Pfizer
Savvy
Project Toolkit

All Stakeholders

Using evidence from digital endpoints to demonstrate the value of a new drug: Considerations and recommendations

Opportunities and challenges to using digital clinical measures to inform reimbursement decisions in drug development

Key terms glossary

Pharma Toolkit

Recommendations for pharma

Decision tool: Integrating digital endpoint evidence into integrated evidence plans

Recommendations for pharma at-a-glance

Payer Toolkit

Recommendations for payers

Recommendations for payers at-a-glance

Available at: https://www.dimesociety.org/tours-of-duty/3ps-of-digital-endpoint-value/
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Project partners

- Anthem
- Biogen
- evidation
- Janssen
- Lilly
- MERCK
- Pfizer
- savvy
Enter coupon code **3Ps** to receive one year of free individual membership at DiMe