Biogen discovers, develops and delivers innovative therapies worldwide for people living with serious neurological and neurodegenerative diseases.

The payoff [of using digital biomarkers] ultimately benefits all parties — each one of the Three Ps... the sooner we work together to develop streamlined processes and a common vocabulary related to digital biomarker technology, the sooner it can begin making a real impact.

— Biogen

The Opportunity

» Digital biomarkers are one of the most powerful tools in digital medicine – when deployed clinical and real-world environments, digital biomarkers have the potential to accelerate diagnoses, individually tailor care plans and improve outcomes for people living with diseases.

The Problem

» While patient groups and pharmaceutical players are readily embracing and recognizing the value the new digital endpoints can bring, there is a reluctance and/or passivity the payer sector.

» Getting payer buy-in, thus acceptance and recognition, will be critical toward realizing the vast potential of this exciting new technology.

The Resource

» DiMe’s 3Ps of Digital Endpoint Value resources, developed by stakeholders across the healthcare, including Biogen, support those developing and deploying digital endpoints as value evidence in reimbursement decisions.

» As a part of the project, Biogen participated in workshops, collaborating with influential players from the payer sector to discuss digital endpoints and their value.

» Applying learnings 3Ps work to its field of expertise, Biogen outlines opportunities to work with payers in the neurological and neurodegenerative diseases space in Leveraging the Full Value of Digital Biomarkers Requires Payer Buy-In and the 3Ps project launch.