



evidation

[Evidation](#) measures health in everyday life and enables anyone to participate in groundbreaking research and health programs. Evidation's app, trusted by millions, generates data with speed, scale, and rigor. Evidation partners with leading life sciences and healthcare companies to understand health and disease outside the clinic walls.

"The most critical step in designing a digital product is working hand in hand with those experiencing the burden and unmet need you're solving for."

— **Meg Dryer**, Chief Marketing and Design Officer, Evidation



The Opportunity

- » In April 2021, Evidation and the [American College of Cardiology](#) (ACC) launched [Heart Health on Evidation](#), a nationwide initiative focusing on the lived experiences of individuals with heart failure and its associated comorbid conditions beyond the clinic.
- » Compared with other race/ethnic groups, Black patients have the highest incidence and prevalence of heart failure and the worst clinical outcomes. Thus, it was critically important to continue developing the Heart Health program with communities that stand to benefit most from digital innovations.
- » In November 2021, Evidation launched a [collaboration](#) with [Project TECH](#) – a faith-based organization in South Carolina serving African American communities across the Atlantic seaboard – to create an innovative co-learning environment.



The Resource and its Impact

- » Evidation is using the [DATAcc Toolkit for Digital Health Measurement Product Development](#) - specifically the [Digital Health Measurement Product Development Process](#) and the [Framework for Inclusive Development](#) - to design mutually beneficial in-person events, interviews, and design workshops with Project TECH.
- » Using these tools, individuals from Project TECH learn about how to integrate health and technology from Evidation, while Evidation learns from individuals about barriers and the perceived value of integrating health and technology.