



[Activinsights](#) is a digital health company that specialises in the objective measurement of physical behaviours and lifestyle. Our technologies are used worldwide within the clinical trials, health management and research markets to provide accurate and continuous monitoring of lifestyle outside of the clinic environment.

The Problem

We needed a common terminology (among internal and external stakeholders) and process to verify & validate endpoints and highlight the differences in digital biomarkers and considerations in digital privacy.

The Resource

Activinsights used the 'Verification & Validation' and 'Defining measures, biomarkers & endpoints' sections of [The Playbook: Digital Clinical Measures](#), which provided easy to understand visualisations to explain each process, and a step by step guide to walk users through the digital clinical measures.

The Impact

- ✓ Clear communication with external partners
- ✓ Team education & cohesion

We have been using *The Playbook: Digital Clinical Measures* to continue to educate industry movers and our clients in both the academic research and clinical trials markets. This helps establish common terminology on emerging themes such as digital biomarkers and endpoints. It also aligns stakeholders on the validation process and opportunities for developing novel, objective digital endpoints outside of the clinic environment.

The Playbook: Digital Clinical Measures is a great educational tool, with easy visualisations to outline the processes involved for measures across different therapeutic areas to verify and validate meaningful measures for patients. It is something we continue to utilize and share with our clients that are developing novel, objective digital endpoints outside the clinic.

— **Stephanie Sargeant**, Commercial Manager, Activinsights