



UCB is a global biopharmaceutical company focused on creating value for people living with severe diseases in immunology and neurology now and into the future.

Bringing in learnings from the Nocturnal Scratch project was incredibly helpful to define our pilots and inform clinical strategy.

— **Monideepa Chand**,
Dermatology Early Patient
Value Mission, UCB



The Problem

- » UCB wanted to bring digital measures and digital medicine into their dermatology programs and understand current best practices to accomplish this.
- » To learn more about digital measures in dermatology as a whole, UCB sought to understand how to use a digital measure to capture Nocturnal Scratch for Atopic Dermatitis (AD) clinical trials.



The Impact

- ✓ The learnings from UCB's project participation and other DiMe resources helped UCB further evaluate technologies and operations through pilot studies.
- ✓ The resources also enabled UCB to champion digital measures with their colleagues in clinical design, development, and operations, and prepared UCB to think about how they can use digital measures and technologies later in clinical development.
- ✓ Through UCB's new pilots, they hope to better understand current gaps in technology and how those gaps in technology are likely to evolve.



The Resources

- » By participating in the [Digital Measures Development: Nocturnal Scratch](#) project, UCB gained a better understanding of how to define digital measures as it relates to AD, which helped them move forward in subsequently evaluating technologies through pilot studies.
- » UCB also used learnings from [The Playbook: Digital Clinical Measures](#), to understand how digital clinical measures affect other development activities, including the use of technology and operations strategies.

