The Problem

We have been committed to creating high-quality medicines for over 145 years. In contrast, digital measures are a relatively new concept and, to leverage these technologies effectively in medicines development, teams needed a framework to clearly and proactively articulate different types of digital measures in planning discussions.

The Impact

- More efficient planning
- Clearer communication with internal partners
- Team education & cohesion

The Resource

The “Six possible permutations of COI, Measurement Process, and Outcome” slide from The Playbook is a graphic that enables our teams to share a common understanding of the different types of digital measures. It helps teams conduct more thorough conversations earlier on, allowing them to be more intentional in study design.