



Founded in 1876, [Eli Lilly and Company](#) is a pharmaceutical company that unites caring with discovery to create medicines that make life better for people around the world.

This graphic aided our understanding of novel digital measures internally and encourages us to get specific in the definition early in a project.

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.

