



Based on 20 years of research in digital biomarkers, augmented reality, and artificial intelligence, [Altoida](#) is building the world's leading platform to accelerate and improve drug development, research, and care for people with neurological diseases using data captured with a standard smartphone or tablet

By accessing and citing DiMe's library of digital endpoints, I was able to contextualize the increasing level of interest in digital endpoints to my team and our partners and show that collectively we are a leader in the broader movement of using digital health technologies in studies.

— **Marie McDonald**, Vice President of Sales and Customer Success, Altoida



The Problem

- » The digital health team at Altoida needed to quantify the field's interest in leveraging digital health technologies (DHTs) in studies and celebrate study sponsors' innovative use of digital endpoints.



The Resources

- » The team referenced [The Patient Matters in the End\(point\)](#), which [cited](#) that, as of September 2021, DiMe's [Library of Digital Endpoints](#) there were >49 individual clinical trials in Phase 2 or 3 have included DHTs measuring over 114 different endpoints as a primary or secondary trial endpoint.
- » Altoida then analyzed DiMe's [Library of Digital Endpoints](#) as of September 2022 to calculate the percent increase in phase 2 and 3 using digital endpoints over the course of one year.



The Impact

- » By contextualizing the increased reporting of digital endpoints to DiMe's library over just one year, the digital team at Altoida could **better communicate the trend** toward using DHTs more in studies.
- » In referencing this trend, Altoida was able to celebrate the use of DHTs in studies to excite their partners about their role in **advancing digital medicine**.