


[Gilead](#) is a research-based biopharmaceutical company that discovers, develops and delivers innovative therapeutics for people with life-threatening diseases.



The Problem

» The digital health team is learning about the industry's perspective on using digital tools and sensor-generated data to collect information about Atopic dermatitis patients' nighttime scratching.



The Resources

» The Digital Health team accessed DiMe's [Digital Measures Development: Nocturnal Scratch](#) resources to better understand how Nocturnal Scratch is deployed as a digital endpoint in clinical trials.

RESOURCES



Patient Research



Measure Terminology and Ontology



Deployment to Clinical Trials



Payer Acceptance



The Impact

By using [Nocturnal Scratch resources](#), Gilead improved:

- ✓ Team awareness of Nocturnal Scratch as a digital endpoint
- ✓ Strategy around the use of this endpoint
- ✓ Terminology and measure ontology communication
- ✓ Understanding of how the industry, including patients, views the Nocturnal Scratch digital endpoint



Click image to enlarge ontology

