



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

The Problem

- » Gilead wanted examples of how other pharmaceutical companies use digital health technologies (DHTs) in their clinical trials to optimize their integration of DHTs in studies.

The Resource

- » The Digital Health team looked to [The Playbook: Digital Clinical Measures](#) to learn about the best practices that the [group](#) of multi-disciplinary organizations recommended to develop and deploy digital clinical measures.
- » To ensure alignment, The digital health team used excerpts from [The Playbook](#) to create a digital awareness playbook to improve company awareness of Digital Health.
- » Specifically, the digital team benefited from learning the [step-wise approach](#) to developing a digital endpoint.

The Impact

- ✓ Better team education & cohesion
- ✓ Improved strategy
- ✓ More efficient planning
- ✓ Potential patient centricity

The Playbook was helpful because it allowed teams across our organization to align on the industry's standard terms and vocabulary for digital clinical measures.



— **Basker Gummadi**, Head of Digital Health at Gilead, Digital Health Evangelist, and Adjunct Professor at UCSD