The Problem

All too often, organizations want to jump immediately into the technology selection and want HumanFirst to recommend, "XZY is the best heart rate monitor."

However, we found that selecting technology too soon results in circular conversations and there is no "best heart rate monitor" - it depends on the use case.

The Resource

The Playbook concretely distills language for WHY jumping into technology too soon creates problems. Citing The Playbook as an industry standard gives credibility to the process of starting with meaningful measurement and provides a framework for technology evaluations that a customer can adopt and adjust for their unique needs.

The Impact

- Operational efficiency
- Clear communication with pharma partners
- Team education & cohesion