



[Koneksa](#) is a patient-centric digital biomarker company that develops end-to-end solutions for remotely collected clinical data. Koneksa supports agile decision-making in drug development and market strategy. By delivering integrated solutions for efficient trial designs that produce more meaningful data, Koneksa aims to revolutionize effect detection in clinical research.

The Problem

As described in [Koneksa's Digest on Oncology](#), the company was working with [Montefiore Medical Center](#) to deploy fitness trackers in oncology research to better understand patients' experience. The selection of technology for this study was crucial, given Montefiore's patient population was older and multi-ethnic, with varying English proficiency levels. The study required a device that could collect data as passively as possible and would not require advanced technology literacy.

The Resource

Koneksa demonstrated the use of the [V3 Framework](#) in [The Playbook: Digital Clinical Measures](#) by determining the concept of interest in this collaboration was the continuous monitoring of physical activity, and the digital measure was daily step count.

The Impact

- ✓ Identified the appropriate measure based on the patient's meaningful aspects of health
- ✓ Combined a new concept and a novel measure tailored to the context of use
- ✓ Advocated for increased patient centricity

Clinical validation is the step of the V3 process that relates to the meaningfulness of the measure

