



For more than 130 years, [Merck](#) (known as MSD outside of the U.S. and Canada) has been inventing for life, bringing forward medicines and vaccines for many of the world's most challenging diseases in pursuit of our mission to save and improve lives.

The Problem

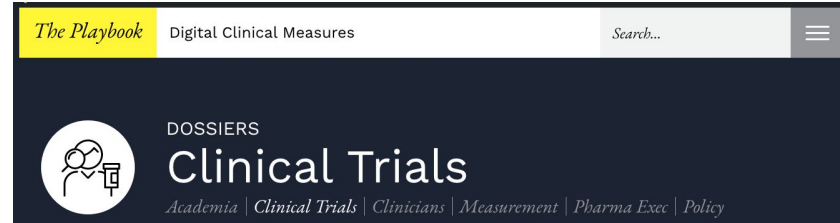
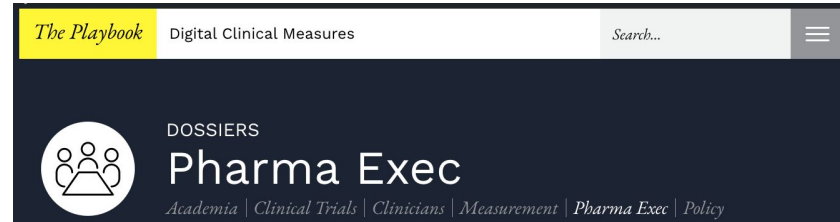
Highly cross-functional efforts are needed to enable successful implementation of digital health technologies (DHTs) and use of digital clinical measures in clinical trials.

We sought to develop resources for our multidisciplinary clinical trial teams to document best practices and considerations throughout the technology selection, trial planning, and execution processes and enable smooth coordination across functions.

The Resource

We are leveraging *The Playbook* and the following dossiers in building internal resources for clinical trial teams

- » Pharma Exec Dossier
- » Clinical Trial Operations Team Dossier



The Impact

- ✓ Operational efficiency
- ✓ Clear communication with Internal team
- ✓ Team education & cohesion

The Playbook provides a practical 'how to' guide for trial teams on coordinating the multi-functional efforts involved in implementation of digital measures in clinical trials³¹