The Problem

At Koneksa, we are constantly seeking new and better ways to educate trial sponsors - our current clients, our potential clients, and the industry at large - on the potential benefits that digital clinical trials hold for them.

The Resource

Koneksa have developed our “Playbook Digest”, a series of short whitepapers in which we summarize a relevant portion of The Playbook and relate it to an illustrative example of our recent work (see recent examples on oncology and pulse oximetry).

We used series to help increase awareness and understanding in the industry. It’s great to have documentation of the collective wisdom of all of the thought leaders in this space.

The Impact

- Advance adoption of The Playbook
- Enable clear communication with external partners
- Advocate for increased patient centricity

“We are extremely proud of our involvement in the development of The Playbook, and wanted to promote The Playbook while demonstrating how our work exemplifies the principles it sets out.”