



Biogen discovers, develops and delivers innovative therapies worldwide for people living with serious neurological and neurodegenerative diseases.

The payoff [of using digital biomarkers] ultimately benefits all parties — each one of the Three Ps... the sooner we work together to develop streamlined processes and a common vocabulary related to digital biomarker technology, the sooner it can begin making a real impact.

— Biogen



The Opportunity

- » Digital biomarkers are one of the most powerful tools in digital medicine – when deployed clinical and real-world environments, digital biomarkers have the potential to accelerate diagnoses, individually tailor care plans and improve outcomes for people living with diseases.



The Resource

- » DiMe's [3Ps of Digital Endpoint Value](#) resources, developed by stakeholders across the healthcare, including Biogen, support those developing and deploying digital endpoints as value evidence in reimbursement decisions.
- » As a part of the project, Biogen participated in workshops, collaborating with influential players from the payer sector to discuss digital endpoints and their value.
- » Applying learnings 3Ps work to its field of expertise, Biogen outlines opportunities to work with payers in the neurological and neurodegenerative diseases space in [Leveraging the Full Value of Digital Biomarkers Requires Payer Buy-In](#) and the [3Ps project launch](#).



The Problem

- » While patient groups and pharmaceutical players are readily embracing and recognizing the value the new digital endpoints can bring, there is a reluctance and/or passivity the payer sector.
- » Getting payer buy-in, thus acceptance and recognition, will be critical toward realizing the vast potential of this exciting new technology.