

[ActiGraph](#) provides sensors, services, and software for the use of digital endpoints in clinical research and trials.



The Playbook is a great "toolbox" when working with a diverse team. It allows for a clear level set on current situations, understand client needs, expand on education, and use technology successfully in a clinical trial.

The Problem

We often start with determining how a problem/situation should be described, how it's resolved, and how to better understand the benefit of digital measures for specific roles using the correct methods. Improving the dialogue between technology providers and pharma companies is paramount to supporting more digital trials.

The Impact

✔ Project success, Greater patient centricity ✔ Clear communication internally - execs ✔ Clear communication - external partners ✔ Operational efficiencies and/or faster decision making ✔ Refined / Improved strategy

The Resources

The Business Developers and Operations use tools such as the "Dossiers" to scope their client conversations to address the biggest needs for their role.

- » ["Glossary"](#) is also used by all departments as terms such as "digital endpoints", "wearables", "measures", "digital biomarkers", etc. are often misused by groups in industry.
- » [Masterclasses](#) are often distributed by our BD and Scientific team to outlined the best practices in Digital Endpoint Development, Key Considerations for remote monitoring, and general domain knowledge building for clients.
- » Micro-Playbooks (specifically, "[Do we need a 510\(k\)](#)") are great to reference during a client education to explain that certain regulations are required for use in clinical, but help outline some of the known issues with using consumer devices.
- » Specific slides are often utilized to provide visual context to the correct order of events in novel endpoint development (like [slide 27](#)). The idea of identification of Measures beneficial to the patient leading to Tech validation and then actual deployment is largely misunderstood in industry.