

As North America's largest technology trade association, [CTA](#)® is the tech sector. Our members are the world's leading innovators – from startups to global brands – helping support more than 18 million American jobs. CTA owns and produces CES® – the most influential tech event in the world.

I use DATAcc learnings to help me guide conversations around inclusive digital measurement. For example, I used the development toolkit to help me formulate thoughts on inclusive pulse oximetry measurement in preparation for a meeting.

— **René Quashie**, VP Digital Health, Consumer Technology Association (CTA)



The Opportunity

- » CTA works to foster a community in tech, advocate for innovation to U.S. policymakers, create opportunities for high-tech skilled workers, support the aging population's technology needs, and promote diversity and inclusion in the workforce.
- » CTA joined the [DATAcc](#) Steering Committee, which aligns with the its [digital health work](#), to:
 1. Work with healthcare stakeholders across the industry to better understand digital health measurement from an equity perspective.
 2. Contribute to the creation of standards and resources that encourage more inclusive approaches to digital health measurement product development.



The Impact

- » By participating on the DATAcc steering committee, CTA has a more robust understanding of what is involved in **designing and developing digital health solutions**. As a result, leaders in the organization can use their experience and the DATAcc toolkits to **better advocate for the equitable, ethical, safe, and effective use of digital health measurement** across the health ecosystem with its members, policy partners, and the broader community.