

NOCTURNAL SCRATCH



Digital Measures Development

DiMe's [Nocturnal Scratch](#) project provided study results, resources, measure ontology, and clinical trial and payer best practices, to advance the broad acceptance of nocturnal scratch as an evidence-based, meaningful endpoint for atopic dermatitis (AD).

The Nocturnal Scratch project team serves as an example of how DATAcc can be applied outside of the context of digital health product development or deployment.



For more resources on **inclusive digital health measurement**, please go to the [DATAcc](#) website



For more examples of **DATAcc in action**, please visit our [Resources in Action Hub](#)



The Background

- » The Nocturnal Scratch project conducted a mixed methods study consisting of interviews¹ and surveys² of patients (adult and pediatric) and caregivers.
- » The team wanted to ensure its survey would be effective in uncovering the meaningful aspects of AD patients' lives.



The Impact

- » Using the communications methods recommended by DATAcc helped the Nocturnal Scratch team **build trust with survey participants**, which enabled the team to effectively obtain consent and execute the study virtually.
- » The study results, which formed a Conceptual Model for Nocturnal Scratching and will be published in late 2022, will help leaders in AD anchor the narrative about nocturnal scratching in meaningful aspects of patients' lives.
- » Learn more about Nocturnal Scratch resources and download study data [here](#).

[1] The interview consisted of 49 adult and pediatric patients as well as their caregivers, partners, and spouses.

[2] The survey included 758 adult patients and 591 caregivers for child patients.



The Resources

- » The Nocturnal Scratch [project team](#) demonstrated the best practices from the [communications guide](#) in [DATAcc's Toolkit for Inclusive Deployment](#), ensuring all survey communications were **inclusive and appropriate for each cohort of participants**.
- » For example, the participant consent form for DiMe's Nocturnal Scratch study started with the key takeaway and used language written at Grade 4 reading level.