

## 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 interviews<sup>1</sup> and surveys<sup>2</sup> 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.