



[Sharecare](#) is the digital health company that helps people unify and manage all their health in one place. Driven by a philosophy that we're all together better, Sharecare supports every individual through the lens of their personal health and aims to make high-quality care more affordable and accessible for everyone with tools like its [Smart Omix](#) platform for decentralized real-world clinical research.



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— **Zeenia Laila Framroze**,
VP, Strategy and
Operations, Smart Omix by
Sharecare

The Problem

Internally, we needed a resource to:

- » Equip new hires with best practices and effective language for engaging an industry audience.
- » Serve as a reference for guidance as we move more towards a one-size-can-fit-all approach in terms of patient-generated health data (PGHD).

The Resource

- » A tool like [The Playbook: Digital Clinical Measures](#) gets the team on the same page about "how to think" versus "what to think" when it comes to device selection. The Playbook is our team's go-to reference when bringing those new hires into our business, while helping them learn new, jargon-free language so they can bring their own great ideas and best practices into our operation.
- » *The Playbook*: Digital Clinical Measures has also been indispensable in our product development. It has given us the opportunity to think about industry-standard approaches to data integrations across data sources and types within life science research.
- » As our sweet spot has been the use of real-world data to create digital biomarkers for our clinical research customers, we have relied on the approaches outlined in *The Playbook* from how to think about clinical meaningfulness to how to "platform-ize" our approach to the integration of wearables across therapeutic areas.

The Impact

- ✓ Faster decision-making
- ✓ Clear communication internally
- ✓ Team education & cohesion