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.

**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

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*The Playbook is my go-to reference when bringing those new hires into this industry, and has been indispensable in our product development.*

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