



[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 Playbook doesn't tell you what to think or decide, it teaches you how to think and decide - that's true innovation acceleration.”

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

The Problem

» When we were building objective patient symptom measures for a study with a client, we wanted to understand the best way use a Bring Your Own Device (BYOD) approach using phone cameras/audio.

The Resource

» The Technology section (pages 74-149) of [The Playbook: Digital Clinical Measures](#) helped us refine our BYOD approach with a focus on how our choices would impact clinical validation and patient retention.



The Impact

- ✓ Clear communication with external partners
- ✓ More buy-in
- ✓ Operational efficiencies
- ✓ Faster decision-making

» Sharecare’s approach to clinical research is about building a shared foundation of technology and then blowing the doors wide open to democratize access to smartphone-based studies. Using *The Playbook: Digital Clinical Measures* allows us to speed past the discussions of which words and phrases to use and elevate discussions with our customers.