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
» 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.

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