



Founded in 1876, [Eli Lilly and Company](#) is a pharmaceutical company that unites caring with discovery to create medicines that make life better for people around the world.



The primer is a great resource to help understand the complex development of digital measurements within the healthcare and pharmaceutical industries.

— **Erick Pasco**, Eli Lilly



The Problem

- » Our team knew bits and bytes about digital biomarkers, eSource / eCOA, and medical devices, but knowledge was siloed in different individuals on our team, and we didn't have the greatest collective understanding of digital medicine as a holistic field.



The Impact

- ✓ It felt like we struck gold when we came across the Primer! The insights in this single resource helped to educate us on the story of digital medicine and enabled our team to speak the same language when collaborating.
- ✓ The resource also helped new team members understand the context of their work and get up to speed quickly.



The Resources

- » We used [Digital Medicine: A Primer on Measurement](#) as an introduction for new teammates on what our team does and why it matters.