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.

We used *Digital Medicine: A Primer on Measurement* as an introduction for new teammates on what our team does and why it matters.

✓ 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.

— Erick Pasco, Eli Lilly