Prior to the primer, sales conversations required that the team spend a lot of time on industry definitions.

The team needed a common language from a credible source that helped people understand what to care about when evaluating and deploying wearables and connected sensors.

After sales conversations and customer kick offs, we now always send the link to the Primer on Measurement.

Once the Primer was published as a book (Fast Facts: Digital Medicine - Measurement) we started offering to mail hard copies to customers.

To date HumanFirst has mailed out >100 copies of Fast Facts to customers.

Prospective customers can now get their basic questions answered ahead of time. This makes the second follow up call more productive.

It helps customers have an expectation for what type of content they will see working with HumanFirst, and gives us a common language.