

HumanFirst

[HumanFirst](#) runs Atlas, the most comprehensive platform for incorporating digital measures into clinical trials.



HumanFirst uses the Primer to make sure our sales teams, prospects, and customers are using the same language when it comes to digital medicine.

— HumanFirst



The Problem

- » 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.



The Impact

- ✓ 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.



The Resources

- » 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.