



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.

*These considerations have been a useful aid in developing an internal checklist we can use in progressing operational readiness of digital clinical measures.*

## The Problem

Lilly has been committed to creating high-quality medicines for over 145 years. In contrast, digital measures are a relatively new concept, and to leverage these technologies effectively in medicines development, teams needed to better understand how traditional clinical research would be impacted by the inclusion of digital measures.

## The Impact

- ✓ Operational efficiency and readiness
- ✓ More scalable internal processes and best practices

## The Resource

[The Playbook](#) is a complete toolkit for the Clinical Trials teams and includes several resources to help teams understand how to implement digital clinical measures. In particular, the graphic below helped the team to develop a checklist to ensure their teams were prepared with actionable insights throughout the clinical design and operations processes for digitally-enabled studies.

