



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.

*This model has been an effective tool to communicate the types of value to be achieved, and then to aid internal regulatory communications about the progress of 'intended use' as a digital measure develops.*

## The Problem

Lilly has been committed to creating high-quality medicines for over 145 years. In contrast, digital measures are a relatively new concept. As such, it's been imperative to find ways of communicating the value of digital clinical measures in medicines development in order to streamline collaboration with teammates and to define effective regulatory strategies.

## The Impact

- ✓ Discussions focused on value
- ✓ Clearer communication
- ✓ Improved regulatory decision making

## The Resource

The [Pharma Exec dossier in The Playbook](#) contains resources to support decision making to champion the appropriate use of digital clinical measure in drug development. The Benefits of Digital Clinical Measures heat map (below) in particular has been an effective tool in positioning digital measures for success, especially as it applies to regulatory communications and decision making.

