empatica

[Empatica](#) is a pioneer in the development of validated digital biomarkers and medical-grade wearables. Empatica's platform enables the accurate monitoring of human health remotely, continuously, and unobtrusively, across a range of health conditions.

> *The Playbook has been and will continue to be a reference point for our team. It is the resource the industry was missing.*

— Marianna Xenophontos,
Director of Marketing, Empatica

The Problem

Because we provide a significant amount of clinical quality data to our research clients, we wanted to structure and group the data in a way that made sense in terms of digital clinical measures for all potential use cases.

The Impact

✓Project success

✓Clear communication both internally and externally

✓Operational efficiencies and/or faster decision making

✓Team education and cohesion

The Resource

≫ Empatica's goal is to enable sponsors to achieve both the accurate monitoring of patients from the comfort of their homes, and also the continuous collection of substantial amounts of quality physiological data.

≫ We used a range of slides from DiMe's *The Playbook* for Digital Clinical Measures to ensure teams across the organization referred to specific digital clinical measures with the same terminology, especially the definition of digital biomarkers and all of the section on clinical research.

≫ Speaking a common language, both with our clients and within our teams, is fundamental. From the way we present our solutions to our data structure, *The Playbook* has played an important role in streamlining the language and giving us the missing vocabulary we needed to work together. Internal and external conversations are now aligned and transparent, and the data we provide to our clients are structured with clarity and immediate usability.