

[Janssen](#) is the pharmaceutical company of [J&J](#) focused on Cardiovascular & Metabolism, Immunology, Infectious Diseases & Vaccines, Neuroscience, Oncology, and Pulmonary Arterial Hypertension diseases. **Digital Endpoints Ecosystem and Protocols (DEEP)**, a Janssen initiative, was founded to facilitate the development of novel clinical endpoints for clinical trials.

The tremendous amount of information in the endpoints library served as a rich resource to feed DEEP's catalog.

— **Bert Hartog**, Co-founder of DEEP and Senior Director, Janssen Clinical Innovation



The Opportunity

- » In digital measures development there is a historic lack of harmonization and cumbersome regulatory acceptance pathways, in part due to a lack of transparency.
- » The DEEP initiative aims to centralize and standardize digital measure development efforts, encouraging fit-for-purpose solutions.



The Impact

- » DEEP **expanded on DiMe's library** by integrating the data from the library into a newly developed catalog.
- » In the catalog DEEP layers on additional content, including use cases and evidence data to **enrich the value of the endpoint library's data**.
- » This catalog is one component of DEEP's **holistic solution**, which enables more effective digital clinical measurement usage.



The Resources

- » Leaders from the DEEP initiative leveraged DiMe's [Library of Digital Endpoints](#) to:
 1. Understand how and at what scale sponsors were already using digital endpoints
 2. Validate the DEEP's assumptions and hypotheses
 3. Identify opportunities to standardize digital endpoints