The Playbook was helpful because it allowed teams across our organization to align on the industry's standard terms and vocabulary for digital clinical measures.

— Basker Gummadi, Head of Digital Health at Gilead, Digital Health Evangelist, and Adjunct Professor at UCSD

The Problem

» Gilead wanted examples of how other pharmaceutical companies use digital health technologies (DHTs) in their clinical trials to optimize their integration of DHTs in studies.

The Resource

» The Digital Health team looked to The Playbook: Digital Clinical Measures to learn about the best practices that the group of multi-disciplinary organizations recommended to develop and deploy digital clinical measures.

» To ensure alignment, The digital health team used excerpts from The Playbook to create a digital awareness playbook to improve company awareness of Digital Health.

» Specifically, the digital team benefited from learning the step-wise approach to developing a digital endpoint.

The Impact

✓ Better team education & cohesion
✓ Improved strategy
✓ More efficient planning
✓ Potential patient centricity