

HumanFirst

HumanFirst serves those pioneering decentralized clinical trials and virtual care. Twenty-two of the top 25 pharmaceutical companies use HumanFirst's workflow and infrastructure solutions to evaluate and deploy connected sensor technologies.

"The Playbook is driving the industry towards a consistent language and framework for remote monitoring that leads to more productive conversations and empowered decision making."

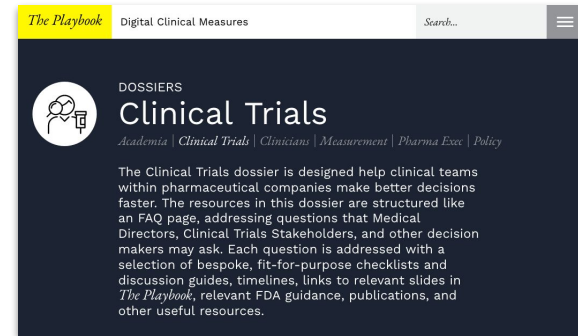
The Problem

All too often, organizations want to jump immediately into the technology selection and want HumanFirst to recommend, "XZY is the best heart rate monitor."

However, we found that selecting technology too soon results in circular conversations and there is no "best heart rate monitor" - it depends on the use case.

The Resource

The Playbook concretely distills language for WHY jumping into technology too soon creates problems. Citing *The Playbook* as an industry standard gives credibility to the process of starting with meaningful measurement and provides a framework for technology evaluations that a customer can adopt and adjust for their unique needs.



The Impact

✓ Operational efficiency ✓ Clear communication with pharma partners ✓ Team education & cohesion