

koneksa

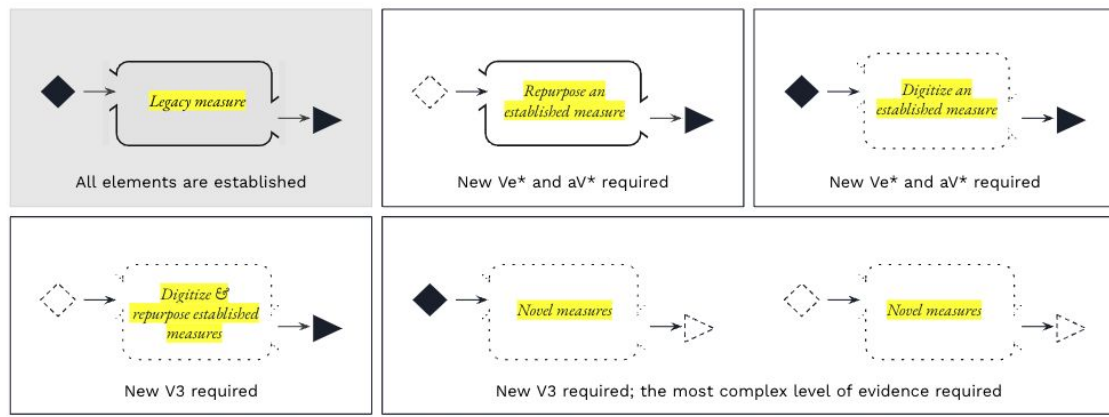
[Koneksa](#) is a patient-centric digital biomarker company that develops end-to-end solutions for remotely collected clinical data. Koneksa supports agile decision-making in drug development and market strategy. By delivering integrated solutions for efficient trial designs that produce more meaningful data, Koneksa aims to revolutionize effect detection in clinical research.

The Background

As described in [Koneksa's Digest on Pulse Oximetry](#), “the widespread use of pulse oximeters during the pandemic is an example of a well-established digital measure moving from the clinic to the home, and this transition has implications. The shift changes the context of use of an established measure and needs to be accounted for.”

The Playbook / Build the shared foundation / Technologies

Applying the V3 framework in practice: The *evidence burden* for a new digital clinical measures increases with its complexity



The Opportunity

This shift creates a new paradigm for clinical care and research and will require new best practices for how clinical data is being collected, processed, and analyzed. To catalyze this paradigm shift, Koneksa proposed a [decision tree](#) to systematize the process of choosing to move measures from a clinic to a remote setting, demonstrating the considerations outlined in [The Playbook: Digital Clinical Measures](#).