



Labcorp Drug Development is a contract research organization (CRO) that provides drug development services with the goal of harnessing science for human good.

*The experience we have working on DiMe projects has helped Labcorp build credibility and respect with our partners. They value the know-how we bring to the table about **The Playbook: Digital Clinical Measures**.*

— **Susan Foose, MLIS**, Director, Decentralized Trials and Patient Centricity

How The Playbook is driving impact

Labcorp uses **The Playbook: Digital Clinical Measures** as a standard document to point internal and external partners to when working on deploying digital clinical measures.

The company uses several components of the resource, with the biggest takeaways being:

1. Order matters (photo below): it is crucial to first think about measures, then technologies, and then operations to avoid common, order-related [pain points](#).
2. The importance of understanding and being specific when referring to clinical vs. analytical validation, as defined by the [V3 framework](#).

The Playbook builds a shared foundation for developing and deploying digital clinical measures using a step-wise approach:

