



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

The Playbook helped us create a team agnostic with the goal of supporting any sponsor looking for digital endpoints in their clinical trials.

— **Ariel Aguilo, M.D.**,
Head of Oncology for the Americas, LabCorp Drug Development

The Problem

Oncology Drug Development is a field with a large unmet need due to limited experience with digital endpoints in clinical trials. *The Playbook* and DiME sponsorship is helping us navigate through these challenges and gain more experience.

The Playbook's agnostic approach allows us to support sponsors with clinical trials in any therapeutic area

The Impact

- ✓ Greater patient centricity
- ✓ Clear communication, both internally and externally
- ✓ Team education and cohesion
- ✓ Refined / Improved strategy

The Resource

- » We have been advocating and sharing *The Playbook* internally for training purposes
- » It has also been part of our latest presentations and webinars around the unmet need for digital measures in Oncology.
- » We used the whole *Playbook* but have particularly focused on the digital measures section
- » *The Playbook* has been key for ensuring we are all to speaking the same language and doing things in the correct way

