



Medable is solving many of the longest standing challenges in healthcare: cost, time, and access to clinical trials. This mission is realized through a decentralized clinical trial platform that's proven to shorten trial timelines, capture efficiencies in research, and expand clinical trial access to every body and every biology.

“If we truly aim to be patient-centered, we must take a measured & patient-first approach to sensors.”

The technology will follow.”

The Resource

We have used *The Playbook* to educate both internally and externally about how we need to reshape and reorder our thinking as it relates to connected sensors and wearables. As a technology company with an enthusiasm for exploring innovative and interesting technology workflows, if we truly aim to be patient-centered, we must take a measured & patient-first approach to sensors. The technology will follow.

"Start with the measures" has been an incredibly powerful and simple idea to realign our approach and to have more effective conversations with sponsors considering remote measures via connected sensors.

