**The Problem**

We had to create internal educational materials for colleagues and leadership, to enable decentralized clinical trials and to get buy-in and support for our projects.

**The Resources**

We used *The Playbook* in its entirety as a reference guide as well as the micro playbooks on "Pharma Execs" and "510(k) need for devices" to refine our internal strategy.

And, we used the suite of Playbook resources as a backbone for our own Playbook on Decentralized Clinical Trials and to support a dozen or so trials in 2021, leveraging digital devices for remote monitoring, biomarkers, at-home data collection, etc.

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**The Impact**

- Project success
- Greater patient centricity
- Clear communication internally - team
- Clear communication internally - execs
- Operational efficiencies / faster decision making
- Team education and cohesion
- Refined / Improved strategy