



[Janssen](#) is the pharmaceutical company of [J&J](#) focused on Cardiovascular & Metabolism, Immunology, Infectious Diseases & Vaccines, Neuroscience, Oncology, and Pulmonary Arterial Hypertension diseases. **Digital Endpoints Ecosystem and Protocols (DEEP)**, a Janssen initiative, was founded to facilitate the development of novel clinical endpoints for clinical trials.

“In creating DEEP’s modular template for developing digital measures, the V3 framework and Measures that Matter publication were useful to build on.

— DEEP co-founders,
Janssen



The Opportunity

- » The [V3 Framework](#) created a standard process for evaluating whether digital clinical measures are fit-for-purpose. It has been [adopted](#) by over 100 teams evaluating digital measures.
- » DEEP developed a platform that shows evidence of specific digital measures evaluated using the V3 framework, isolating how different aspects of technology were evaluated using V3.
- » By enabling the modular approach to digital measurement development, the DEEP platform allows users to design custom solutions for custom problem statements.



The Impact

- » The target solution profile developed by DEEP helps users understand if and why a technology should be used for a given measure, **built off the industry best practices defined by V3.**
- » By leveraging V3’s standardized framework and enabling a customizable model, the DEEP team is helping the industry go from needing to “reinvent the wheel” every time a new technology is used, to being able to **safely and effectively repurpose evidence** and **reuse technologies in various contexts.**