WINTERLIGHT

[Winterlight Labs](#) has developed an automated speech analysis platform to monitor neurodegenerative and psychiatric conditions. Our tools are objective, sensitive, and easy-to-use, and are used by 5 of the top 10 Life Sciences companies to monitor disease progression and response to treatment.

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Patient-centricity is critical to novel biomarker development. The Playbook establishes best practices for patient engagement, including a practical how-to for the industry to follow."

The Problem

Patient engagement, early and often, is critical to developing novel digital measures. Being patient-focused means developing measures derived from patient feedback, including a clear understanding of the aspects of health matter to patients.

We have the opportunity to re-define clinical measurement of speech and language by building novel measures that capture health concepts that are meaningful to patients.

The Impact

✅ Clear communication with internal team ✅ Team education & cohesion ✅ Greater patient-centricity ✅ Operational efficiencies and/or faster decision making

The Resource

The Playbook presents a framework, including questions to ask patients at each step, that walks users through how to gather patient feedback with the aim of developing meaningful measures. The [example questions](#) and step-by-step guide from "Meaningful aspect of heath" to "Outcome to be measured" establishes best practice in patient engagement for the field to follow.

When developing new speech-based digital tools, we use the "measures that matter to patients" framework from *The Playbook* to guide patient interviews and to ensure we're building high quality, patient-centric measures of health.

The Playbook / Build the shared foundation / Measures

Develop measures that matter to patients

Meaningful Aspect of Health (MAH)

Aspect of a disease that a patient:

- does not want to become worse, or
- wants to improve, or
- wants to prevent

Concept of Interest (COI)

- Simplified or narrowed element that can be practically measured

Outcome to be measured

- The **measurable characteristic** influenced or affected by an individual's baseline state or an intervention
- If you are conducting research, you will also define an **endpoint** to be measured