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.

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