WINTERLIGHT

[Winterlight Labs](#) specializes in the automated analysis of speech and language to detect disorders ranging from neurodegenerative to psychiatric conditions.

> *"The Playbook guided our team to prioritize the most important elements of our project and helped us stay focused on patient-centricity.*

— Celia Fidalgo,
Sr. Product Lead, Product, Winterlight labs

The Problem

We were working on developing a new application for data collection and we had the opportunity to consider usefulness from the ground up. We were thinking about: internet availability for participants in remote settings, tech literacy of participants and of site staff, and how participants and sites would be trained.
We wanted to be as inclusive and user-friendly as possible.

The Impact

✓ Greater patient-centricity
✓ Clear communication internally
✓ Team education & cohesion

The Resource

» *The Playbook* is extremely comprehensive and broadly used across different teams and projects. It offers a wide array of important considerations, tips, and data points that help us with decision making.

» We use the [Technologies](#) and [Ethics](#) resources to guide the team's thinking about developing data collection tools and to guide our core requirements for new functionality.

» The resources in *The Playbook* point to different users' perspectives and important constraints that must be considered when developing participant-facing technologies, particularly when used in remote or at-home settings.

» Many of *The Playbook*'s suggestions were incorporated directly into our product requirements.

Case examples: Measures that matter to patients with Parkinson's Disease and Anxiety Disorder

	Meaningful Aspect of Health (MAH)	*Concept of Interest* (COI)	*Outcome to be measured*
Parkinson's Disease	"I want to be able to walk so I can carry my own groceries"	Activity (e.g., walking capacity)	**Outcome**: Walking bouts per day **Endpoint**: Percentage of patients with > 15% increase in activity monitoring from baseline Parkinson's