



[Koneksa](#) is a leading patient-centric digital biomarker company for the pharmaceutical and biotechnology industries that develops end-to-end solutions for remotely collected clinical data. Koneksa supports agile decision-making in drug development and market strategy. By delivering integrated solutions for efficient trial designs that produce more meaningful data, Koneksa aims to revolutionize effect detection in clinical research.

*“We are extremely proud of our involvement in the development of [The Playbook](#), and wanted to promote [The Playbook](#) while demonstrating how our work exemplifies the principles it sets out.”*

## *The Problem*

At Koneksa, we are constantly seeking new and better ways to educate trial sponsors - our current clients, our potential clients, and the industry at large - on the potential benefits that digital clinical trials hold for them.

## *The Resource*

Koneksa have developed our “Playbook Digest”, a series of short whitepapers in which we summarize a relevant portion of *The Playbook* and relate it to an illustrative example of our recent work (see recent examples on [oncology](#) and [pulse oximetry](#)).

We used series to help increase awareness and understanding in the industry. It's great to have documentation of the collective wisdom of all of the thought leaders in this space.



## *The Impact*

- ✓ Advance adoption of *The Playbook*
- ✓ Enable clear communication with external partners
- ✓ Advocate for increased patient centricity