

The 3Ps of Digital Endpoint Value | Public Launch Event



April 7, 2022 11a ET



The 3Ps of
Digital Endpoint Value
PATIENTS • PHARMA • PAYERS

Reimbursement for New Medical Products
Developed using Digital Drug Development Tools

Project partners

Anthem

 **Biogen**
Digital Health

evidation

janssen 

Lilly

 **MERCK**

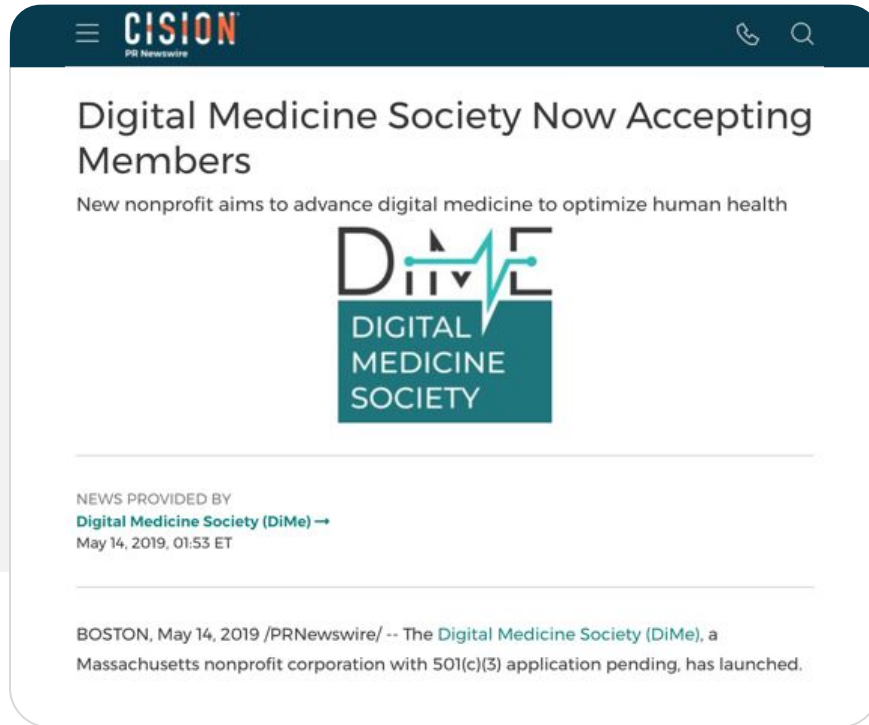
 **Pfizer**

 **savvy**

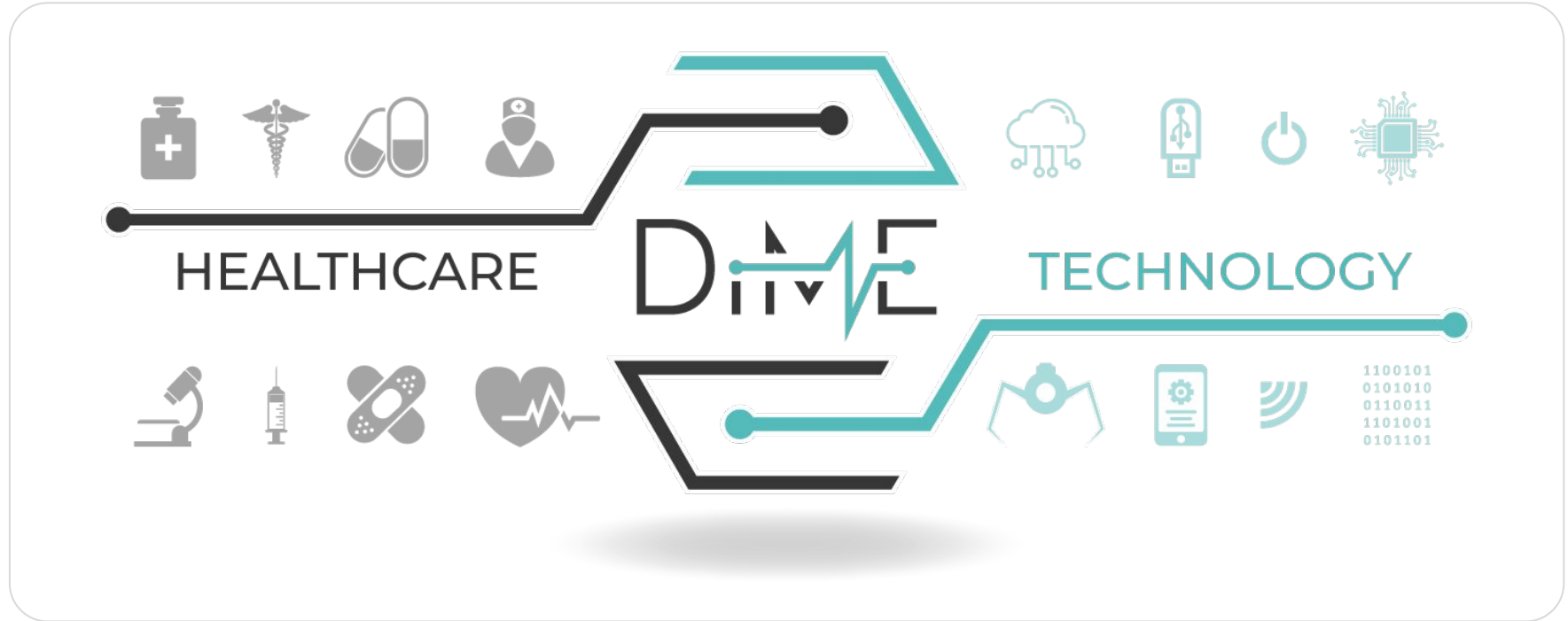
Our purpose

DiMe is a global non-profit dedicated to advancing the **safe, effective, equitable**, and **ethical** use of digital products to optimize human health

We launched in May 2019...



... and sit at the intersection of two communities



Strategic Advisory & Scientific Leadership Boards



Global membership footprint

59

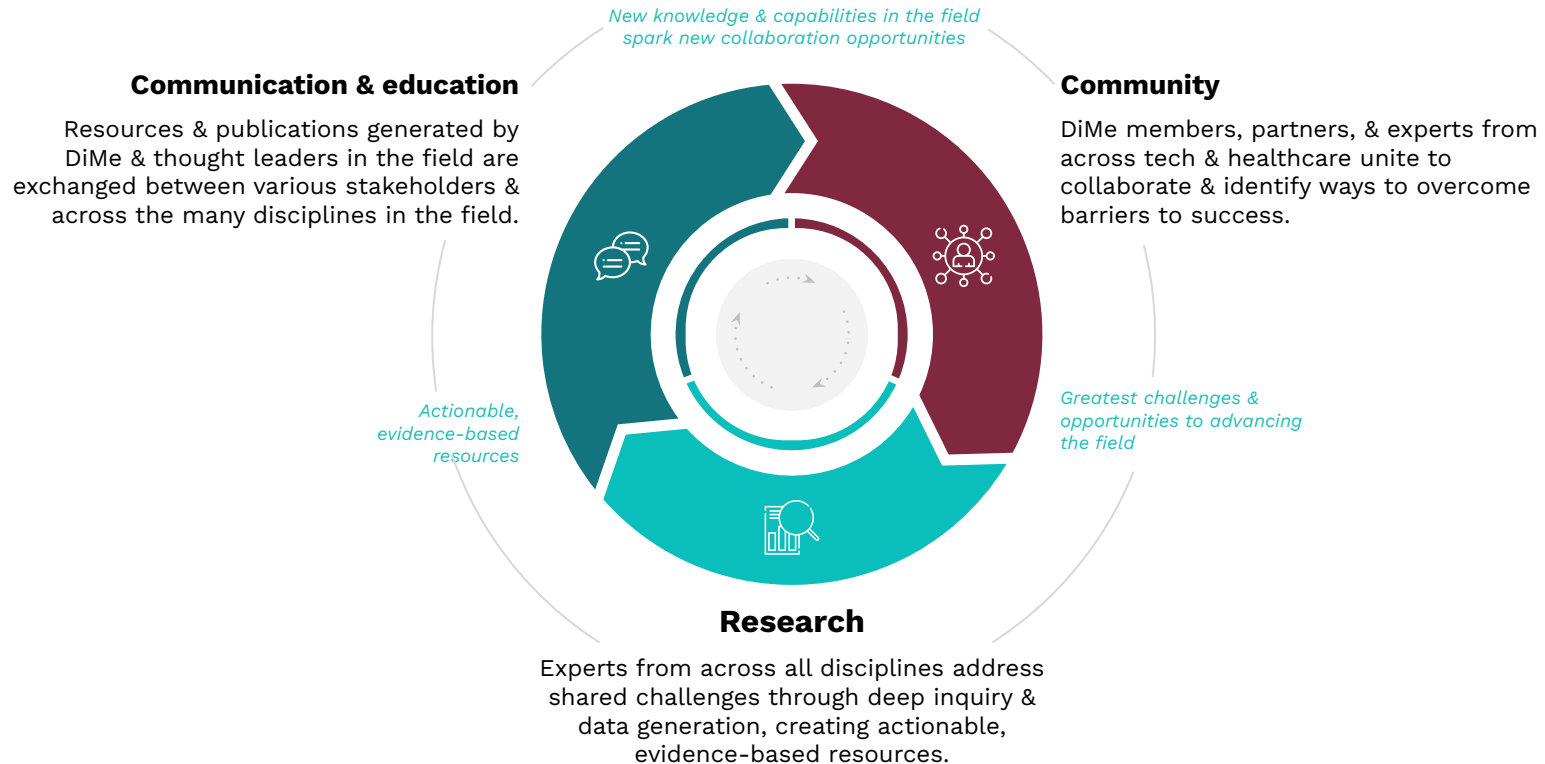
Countries

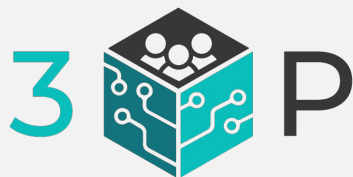
6

Continents



We deliver clinical quality work on a tech timeline





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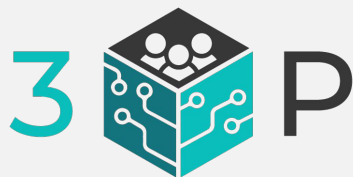
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Housekeeping

- ▶ Please note today's session is being recorded
- ▶ To ask a question for discussion during Q&A, please:
 - Either 'raise your hand' in the participant window and moderator will unmute you to ask your question live, or
 - Type your question into the chat box
- ▶ Slides and recordings will be posted to the DiMe website after the event



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Project Toolkit



All Stakeholders

[Using evidence from digital endpoints to demonstrate the value of a new drug: Considerations and recommendations](#)

[Opportunities and challenges to using digital clinical measures to inform reimbursement decisions in drug development](#)

[Key terms glossary](#)

[Quick start guide to drug reimbursement – U.S.](#)

[Quick start guide to drug reimbursement – Europe](#)



Pharma Toolkit

[Recommendations for pharma](#)

[Decision tool: Integrating digital endpoint evidence into integrated evidence plans](#)

[Recommendations for pharma at-a-glance](#)



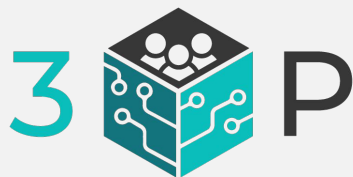
Payer Toolkit

[Recommendations for payers](#)

[Recommendations for payers at-a-glance](#)



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Enter coupon code **3Ps** to receive one year of free individual membership at DiMe

<https://bit.ly/DiMe-Individual-Member>