Unlocking impact through investment: Building the business case for digital endpoints

DATAcc
Digital Health Measurement Collaborative Community

by DiME

Building the
Business Case *for*
Digital Endpoints

Agenda

- Welcome and introduction

- Opening remarks

- Overview of the project & resources

- Panel discussion - Understanding the value of digital endpoints and barriers in their adoption

- Panel discussion - Making the financial case and calculating ROI

- Panel discussion - From theory to practice: How organizations can apply these resources and lessons learned

- Closing remarks

But first, housekeeping

⇨ **Today's session is being recorded.**

- Slides and recording will be available on <u>DiMe's webinar page</u> after the session

⇨ **Type your question** into the chat box for our panelists.

⇨ **Participants are not permitted to transcribe this webinar**. Violators will be removed from the session

DiMe convenes stakeholders to take action to fix the problems in our complex field

HEALTHCARE

DiME

TECHNOLOGY

OUR MISSION:

To advance the safe, effective, and equitable use of digital approaches to **redefine healthcare** and **improve lives**

OUR VISION:

Better health powered by digital innovation

Unlocking impact through investment: Building the business case for digital endpoints

Opening remarks

Jennifer Goldsack
CEO
Digital Medicine Society (DiMe)

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Building the **Business Case** for Digital Endpoints

Establishing the business case for adoption of digital endpoints in clinical trials

Project Partners

abbvie · ActiGraph · ANALOG DEVICES · Biofourmis · BLUESKEYE AI · Brain & Mind

CHEO RESEARCH INSTITUTE INSTITUT DE RECHERCHE · CHUGAI Roche Group · COPD FOUNDATION · COSINUSS Vital signs. mobile. continuous. convenient · CRITICAL PATH INSTITUTE · Cumulus

EVMS Eastern Virginia Medical School · evinova · Exponent · FDA · Genentech A Member of the Roche Group · Health Advances

IMPERIAL · koneksa · MERCK · Mitsubishi Tanabe Pharma America · Mobilise-D · modality.ai

OmniScience · REGENERON · Roche · Sama THERAPEUTICS · sanofi · seuss

strados · sysnav · TECH DOCTOR · TNO innovation for life · Tufts Center for the Study of Drug Development TUFTS UNIVERSITY · THE UNIVERSITY OF CHICAGO MEDICINE

verily · VERISIMLife · vivosense · WKD.SMRT

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Panel discussion
Understanding the value of digital endpoints and barriers in their adoption

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by D I M E

Aimee DeGaetano
Doctoral Student
Eastern Virginia Medical School

David Suendermann-Oeft
Founder and CEO
Modality.AI

Kieran Canisius
CEO
Seuss+

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Panel discussion
Making the financial case and calculating ROI

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Jeff Abraham
Partner
Health Advances

Joseph DiMasi
Director of Economic Analysis, Tufts Center for the Study of Drug Development Tufts University

Martha O'Neill
Vice President
Health Advances

Sarah Valentine (mod.)
Partnerships Associate Director, Life Sciences
Digital Medicine Society (DiMe)

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Panel discussion
From theory to practice: How organizations can apply these resources and lessons learned

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Elena Izmailova
Chief Scientific Officer
Koneksa Health

Libby Floden
Biostatistician, Head of Endpoints, Evinova

Marissa Dockendorf
Executive Director
Head of Digital Clinical Measures, Merck & Co., Inc.

Michelle Crouthamel
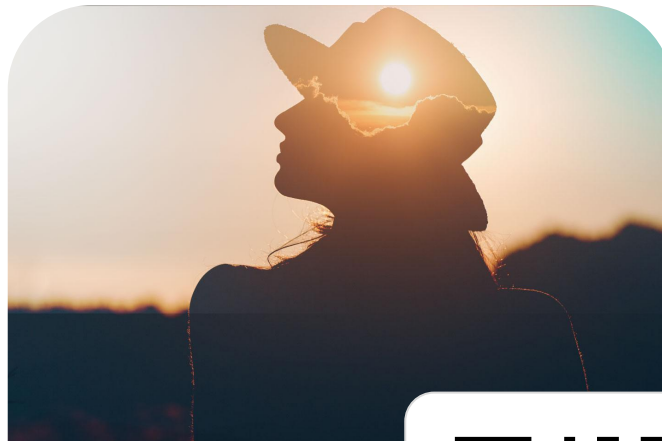*Head, Digital Science*
AbbVie

ASSESSING MENTAL HEALTH TREATMENT EFFECTS

Digital Measures Development

Developing high-resolution, sensor-generated core digital measures that provide objective, scalable endpoints for common mental health disorders

Join us in transforming mental health research and care

Driving Market Access *for* **Diabetes Management**

Unlocking market access for diabetes management with sensor-based health data solutions

Join us

Aging in Place of Choice *with*
Connected Health Technologies

Creating a sustainable, connected ecosystem that empowers aging in place of choice

Join the project

Connected Health
Collaborative Community by DiME & co-hosted by CTA