

# Driving Inclusion in Digital Health Measurement Product Development & Deployment

May 25, 2022, 11:00am - 1:00pm (ET)

The first set of open-access resources designed to ensure that digital health measurement products are developed and deployed with and for all individuals who can benefit from them



**Amy Sheon**  
NDIA



**Anindita (Annie) Saha**  
FDA



**Ariel Dora Stern**  
Harvard Business School and Hasso  
Plattner Institute Digital Health  
Center



**Bray Patrick-Lake**  
Evidation Health



**Carrie Northcott**  
Pfizer



**Celine Marquez**  
Genentech



**Ernest Moy**  
VHA



**Jamileh Jemison**  
MindMed



**Jeanne Chung**  
DiMe



**Jennifer Goldsack**  
DiMe



**Kalvin Yu,**  
Becton, Dickinson & Co.



**Kristin Size**  
Verily



**René Quashie**  
CTA



**Silas Buchanan**  
Institute for eHealth Equity



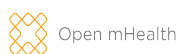
**Yashoda Sharma**  
DiMe



*Digital Health Measurement  
Collaborative Community*

Working together to achieve the  
promise of digital health  
measurement to improve lives,  
for everyone.

## Community Partners

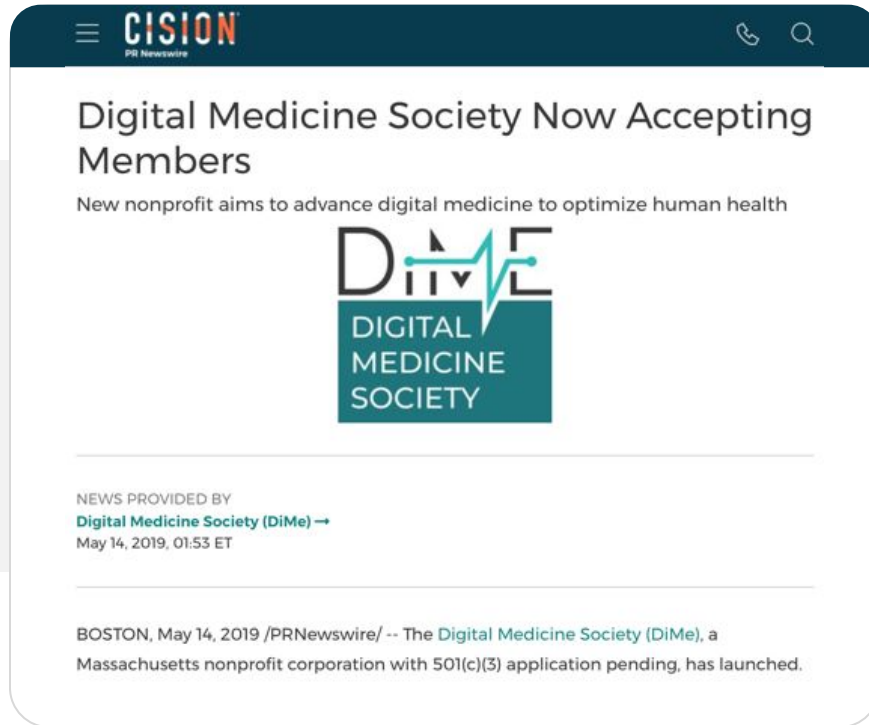


Members also include FeetMe Devices, HIMSS, HHS-HC3, IEEE SA, Johns Hopkins Medicine Armstrong Institute for Patient Safety and Quality, National Cancer Institute, National Digital Inclusion Alliance, OptumLabs, US Dept. of Veterans Affairs, and Verily.

## 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

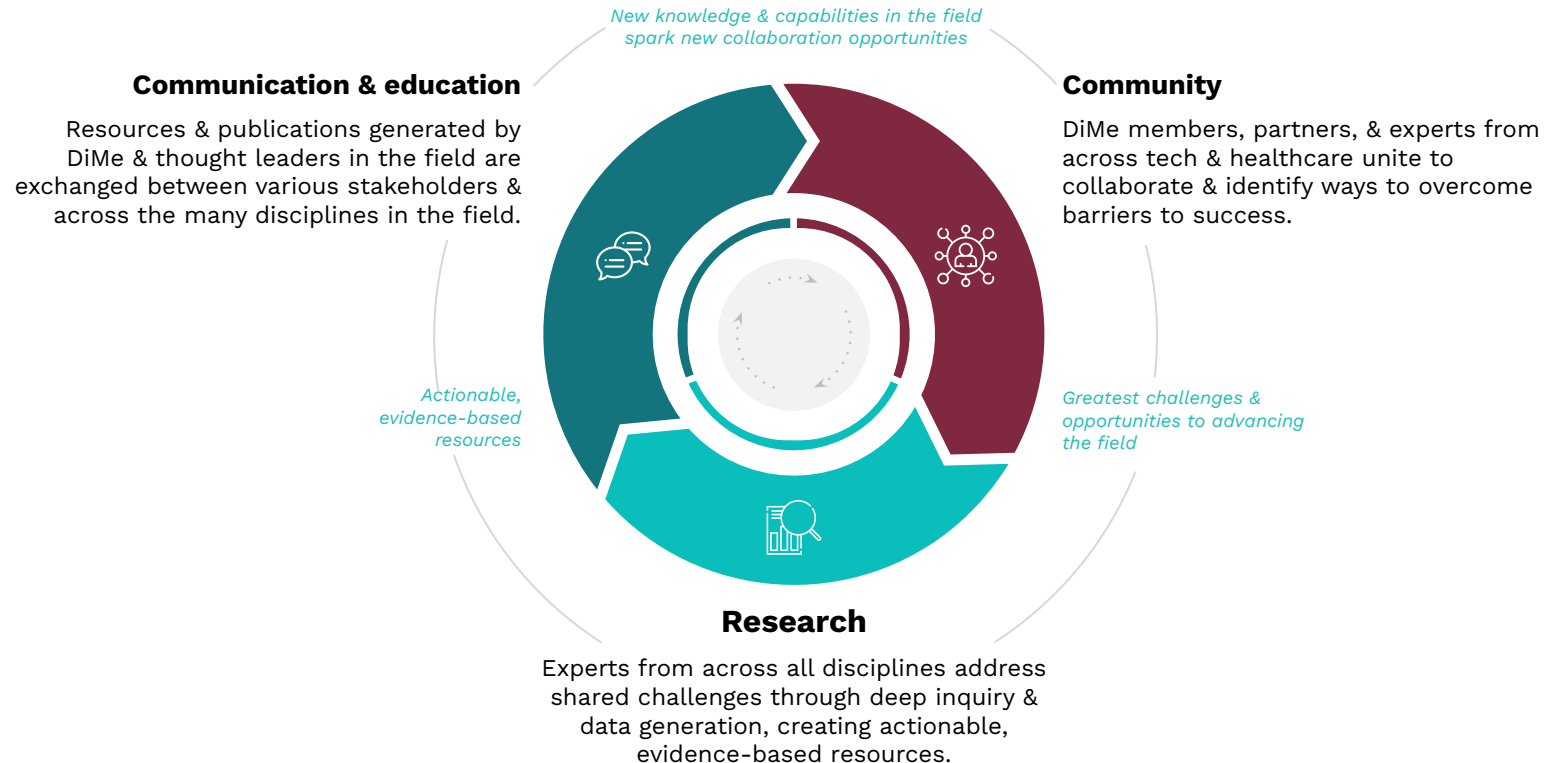
Countries

6

Continents



# We deliver clinical quality work on a tech timeline



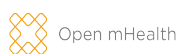




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**Yashoda Sharma**  
DiMe

# Agenda

## 11:00 a.m. | Session I

### Welcome & Overview

**Yashoda Sharma;** *Program Director, DiMe*

## 11:05 a.m. | Session II

**DATAcc & The Promise of Digital Health Measurement to Improve Lives, for Everyone**  
Keynote Address

**Jennifer Goldsack;** *CEO, DiMe*

**Anindita (Annie) Saha;** *Assistant Director, Digital Health Center of Excellence, FDA*

## 11:20 a.m. | Session III

**Inclusion as a Foundation for Digital Health Measurement - DATAcc Steering Committee**

### Moderator

**Jennifer Goldsack;** *CEO, DiMe*

### Panelists

**Celine Marquez;** *Global Medical Director, Digital Health Technologies, Genentech*

**Ernest Moy;** *Executive Director, VHA Office of Health Equity*

**Bray Patrick-Lake;** *Senior Director, Strategic Partnerships, Evidation Health*

## 11:35 a.m. | Session IV

**Build the Business Case For Inclusive Design - Opportunity Model & Benefits Case Studies**

**Jeanne Chung;** *Program Lead, DiMe*

**Ariel Dora Stern;** *Associate Professor, Harvard Business School; Visiting Scholar, Hasso Plattner Institute Digital Health Center*

## 11:50 a.m. | Session V

**Implementing Inclusive Design - The Digital Health Measurement Product Framework & Toolkit**

### Moderator

**Jeanne Chung;** *Program Lead, DiMe*

### Panelists

**René Quashie;** *Vice President, Policy & Regulatory Affairs, Digital Health, CTA*

**Kristin Size;** *Head of Study Devices, Verily*

**Kalvin Yu;** *Vice President, Medical & Scientific Affairs, BU*

## 12:15 p.m. | Session VI

**Operationalizing Inclusion when Deploying Digital Health Products - Guidance for Deployers & End Users**

### Moderator

**Yashoda Sharma;** *Program Director, DiMe*

### Panelists

**Silas Buchanan;** *Principal, Institute for eHealth Equity*

**Jamileh Jemison;** *Digital Clinical Director MindMed*

**Carrie Northcott;** *Digital Health Technologies, Pfizer*

**Amy Sheon;** *Advisor, NDIA*

## 12:50 pm | Session VII

**DATAcc**  
**Next steps for advancing digital health measurements**

**Jeanne Chung;** *Program Lead, DiMe*

**Yashoda Sharma;** *Program Director, DiMe*

## 12:50 p.m. | Session VIII

**Q&A Session**  
**Audience participation welcome!**

## 1:00 p.m. | Adjournment

**Thank You for Being Present!**

**Team DiMe & the DATAcc Community Partners**

# Driving Inclusion in Digital Health Measurement Product Development and Deployment



## The Promise of Digital Health Measurement to Improve Lives, for Everyone



**Anindita (Annie) Saha**

Assistant Director  
Digital Health Center of Excellence  
FDA



**Jennifer Goldsack**

CEO  
DiMe

# Driving Inclusion in Digital Health Measurement Product Development and Deployment

## Inclusion as a Foundation for Digital Health Measurement



**Bray Patrick-Lake**

Senior Director, Strategic Partnerships  
Evidation Health



**Celine Marquez**

Global Medical Director  
Digital Health Technologies  
Genentech



**Ernest Moy**

Executive Director  
VHA Office of Health Equity



**Jennifer Goldsack**

CEO  
DiMe

# Driving Inclusion in Digital Health Measurement Product Development and Deployment

## Building the Business Case for Inclusive Design - The Market Opportunity Calculator and Library of Evidence



**Ariel Dora Stern**

Associate Professor  
Harvard Business School  
Visiting Scholar at Hasso Plattner  
Institute Digital Health Center



**Jeanne Chung**

Program Lead  
DiMe

# DATAcc Toolkit for Inclusive Development

## for Digital Health Measurement Products

This toolkit features everything digital measurement product developers need to take an inclusive approach to digital health measurement product development. It provides the supporting tools and research that you need to take you from making the business case for an inclusive approach to success at every step of the process



### Market Opportunity Calculator

Estimate the increase in market size and value by including new target populations



### Library of Evidence

Access 100+ resources providing evidence of the benefits of inclusive product design



### The Digital Health Measurement Product Development Process

Use this process lifecycle as the foundation of your product development



### Framework for Inclusive Development

Utilize this step-by-step guide to drive inclusive approaches at each step of your product development lifecycle

# Driving Inclusion in Digital Health Measurement Product Development and Deployment

## Implementing Inclusive Design - The Digital Health Measurement Product Process and Framework



**Calvin Yu**

Vice President, Medical  
& Scientific Affairs  
Becton, Dickinson & Co.



**Kristin Size**

Head of Study Devices  
Verily



**René Quashie**

Vice President, Policy & Regulatory  
Affairs, Digital Health  
Consumer Technology Association



**Jeanne Chung**

Program Lead  
DiMe



# DATAcc Toolkit for Inclusive Deployment

## of Digital Health Measurement Products

Moving from “**should do**” to “**how to**” in order to harness the full promise of digital health measurement to improve lives, for everyone



### Patients, Participants and Communities

Your tools for supporting understanding and trust in communities of end users



### Implementing Inclusive Deployment

Your tools for implementing inclusive approaches when you deploy digital health measurement products into healthcare and research



### Resources for Inclusive Deployment

A library of over [90] publicly available resources related to inclusivity that you can use in your deployment plan

# Driving Inclusion in Digital Health Measurement Product Development and Deployment

## Operationalizing Inclusion When Deploying Digital Health Products - Guidance for Deployers and End Users



**Amy Sheon**  
Advisor  
NDIA



**Carrie Northcott**  
Digital Health Technologies  
Pfizer



**Jamileh Jemison**  
Digital Clinical Director  
MindMed



**Silas Buchanan**  
Principal  
Institute for eHealth Equity



**Yashoda Sharma**  
Program Director  
DiMe

# DATAcc Toolkit for Inclusive Development for Digital Health Measurement Products



This toolkit provides supporting tools and research that you need to take you from making the business case for an inclusive digital approach to success at every step of the process.



## Market Opportunity Calculator

Estimate the increase  
in market size and  
value by including new  
target populations



## Library of Evidence

Access 100+ resources  
providing evidence of  
the benefits of  
inclusive product  
design



## The Digital Health Measurement Product Development Process

Use this process  
lifecycle as the  
foundation of your  
product development



## Framework for Inclusive Development

Utilize this step-by-  
step guide to drive  
inclusive approaches  
at each step of your  
product development  
lifecycle

# DATAcc Toolkit for Inclusive Deployment of Digital Health Measurement Products



This toolkit helps you move from **“should do”** to **“how to”** in order to harness the full promise of digital health measurement to improve lives, for everyone.



## Patients, Participants and Communities

Your tools for supporting understanding and trust in communities of end users



## Implementing Inclusive Deployment

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# DATAcc's Vision & Goals



## Our Goals

To convene the many stakeholders necessary to establish and implement a **shared vision** of high quality digital health measurement such that it is equally **accessible** to and **effective** for every person. This will require focused and persistent pursuit of:

Fostering a **diverse** and **inclusive** **community** of experts in pursuit of our mission

Establishing global **best practices** for successfully **developing** and **deploying** digital health measurement

Supporting the advancement of **regulatory science** and **commercial practices** that foster success in the real world at scale

Optimizing the **person-centered** use of digital health measurement across contexts of use and wherever it can do the **most good** for **all people**

## Digital health measurement is at a crossroads



How do we ensure that we use digital measures to improve individuals' care, not violate their privacy?



How do we ensure that we can take a data-driven approach to public health without facilitating harmful surveillance?



How do we use digital health measures to improve access to care and health equity, not exacerbate these challenges along the digital divide?

# What's next for DATAcc: A Look at Top Priorities

- Analytic Validation
- Artificial Intelligence
- Data Aggregation & Predictive Analytics
- Data Governance
- Data Privacy & Security
- Data Quality & Harmonization
- Interoperability
- Patient Data Rights & Data Ownership
- RWD & RWE
- Standardization

# DATAcc Open Call for New Members for 2022-2023



**DATAcc**

*Digital Health Measurement  
Collaborative Community*

## **During these sessions, we will brief you on:**

- DATAcc's mission, structure, and projects
- Your commitment to the community as a member
- Details and timelines for the application process
- Any questions you may have about applying to join DATAcc

[Sign up](#) for an info session to learn more:

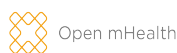
- June 3, 2022 12:00 p.m. ET
- June 7, 2022 11:00 a.m. ET
- June 10, 2022 12:00 p.m. ET



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Join us to connect with a thriving community of experts and to access DiMe member-only benefits and resources.

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