

Gilead is a research-based biopharmaceutical company that discovers, develops and delivers innovative therapeutics for people with life-threatening diseases.

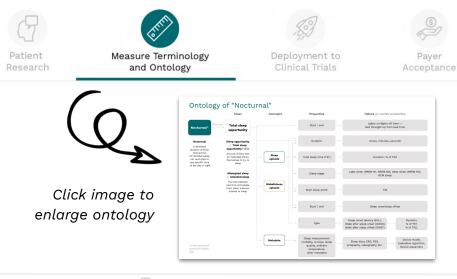


THe digital health team is learning about the industry's perspective on using digital tools and sensor-generated data to collect information about Atopic dermatitis patients' nighttime scratching.



 \gg The Digital Health team accessed DiMe's **Digital Measures Development: Nocturnal Scratch** resources to better understand how Nocturnal Scratch is deployed as a digital endpoint in clinical trials.

RESOURCES





The Impact

By using Nocturnal Scratch resources, Gilead improved:

- Team awareness of Nocturnal Scratch as a digital endpoint
- ✓ Strategy around the use of this endpoint
- Terminology and measure ontology communication
- Understanding of how the industry, including patients, views the Nocturnal Scratch digital endpoint