

<p><b>Digital Clinical Measures</b></p> <p>Remote monitoring makes measurements easier and more approachable.</p>	<p><b>Digital Companion App</b></p> <p>“Trial finders” put more people in touch with the right trials.</p>	<p><b>eConsent</b></p> <p>Individualized eConsent pathways keep more patients engaged to the very end.</p>	<p><b>Digital Non-Clinical Measures</b></p> <p>App-centered readers make things like smoking cessation more mobile than ever.</p>	<p><b>Social Media &amp; Marketing</b></p> <p>Digital recruitment tools mean deeper, more defined pools of potential participants.</p>
<p><b>Artificial Intelligence &amp; Machine Learning</b></p> <p>AI and ML are revolutionizing cohort selection, shrinking trial timelines.</p>	<p><b>RWD &amp; RWE</b></p> <p>Real-world data are empowering analysis and decision making in real-time.</p>	<p><b>Virtual Visits</b></p> <p>A trial’s schedule is more flexible than ever with in-person, telehealth, and mobile unit participation.</p>	<p><b>On-Demand Videos</b></p> <p>Clickable, in-process media means the participant is more educated than was once possible.</p>	<p><b>Digital Platforms</b></p> <p>Comprehensive platforms are streamlining and simplifying all research documentation.</p>