

# Digital Health Technology in Clinical Trials and in Medical Product Development

FDA/FNIH Workshop for Digital Measures: Navigating  
the Development of a Digitally Derived Endpoint



June 24, 2024 | Bethesda, MD



**Jennifer Goldsack**  
*Chief Executive Officer*  
Digital Medicine Society  
(DiMe)



## 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.



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



# Delivering clinical quality work on a tech timeline



## **Convene & Collaborate**

DiMe's superpower is convening stakeholders to drive action – not just admire – the problems in our complex field.



## **Build & Lead**

Harnessing the power of many, we create solutions to reduce the activation energy of digital innovation in healthcare.



## **Educate & Advise**

Combining insights from our diverse community with best practices from our research, DiMe offers an unparalleled perspective on the digitization of healthcare.

# About DATAcc

The Digital Health Measurement Collaborative Community (DATAcc) by the Digital Medicine Society ([DiMe](#)) is a [collaborative community](#) with the FDA's Center for Devices and Radiological Health (CDRH).

DATAcc by DiMe is *the* leading initiative for the industry to engage with and seek information regarding digital health measurement.



## Our mission

To use interdisciplinary expertise, data, and use cases to develop and demonstrate best practices and advance harmonized approaches to speed the use of digital health measurement to improve health outcomes, health economics, and health equity.



## Our vision

To achieve the promise of digital health measurement to improve lives, for everyone. DATAcc advances DiMe's mission to advance the safe, effective, ethical, and equitable use of digital technologies to redefine healthcare and improve lives by redefining health and disease – and the burden of assessing it in the digital era.



# DATAcc project portfolio

● Completed resources

● Active projects

● Living resources

● Upcoming projects



## Digital Measures Frameworks & Recommendations

### *Methodological best practices applicable across the board*

- The Primer Digital Medicine: Measurement
- Extending the V3 Framework
- EVIDENCE Checklist
- Digital Measures That Matter
- 3Ps of Digital Endpoint Value
- Inclusion in Digital Measurement Product Development
- Inclusion in Digital Measurement Product Deployment
- *The Playbook*: Digital Clinical Measures
- Analytical Validation Library
- Digital Endpoints Library
- Validating Novel Clinical Digital Measures
- Building the Business Case for Digital Endpoints
- Powering Patient Engagement Platforms with Digital Measures

## Digital Measures Development

### *Specific applications by therapeutic area and/or concept*

- Digital Measures: Nocturnal Scratch
- Core Measures: Physical Activity
- Core Measures: Sleep
- Core Measures: Alzheimer's & Related Dementias
- Developing a Risk Prediction Engine for Relapse in Opioid Use Disorder
- Digital Safety Measures for Cytokine Release Syndrome
- Advancing the Use of Digital Measures for Mental Health
- HL7 Digital Physical Activity Measure Standards <sup>b</sup>

## External Collaborations, Engagements, & Alliances

### *Strategic partnerships with other consortia and non-profit entities*

- CDISC Digital Health Technologies Data Standards
- Partnership with Wound Care Collaborative Community <sup>a</sup>
- Partnership with Physical Activity Alliance <sup>b</sup>

Last updated April 2024

<sup>a, b</sup> Superscript letters indicate linked projects



# Active partners in DATAcc



## Level set: It's not about the technology

What is the problem we are trying to solve for?



# Despite hundreds of diseases having no cure, today's clinical trials industry is characterized by...



## Protracted timelines

It takes, on average, **10-15 years** to bring a new drug to market.

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## Recruitment challenges

**One in five trials is terminated** with no answer about drug efficacy due to failure to recruit

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## Low rates of technical success

The likelihood of successfully bringing a new molecule to market is **just 5%**.



## Patent cliffs

As patents on blockbuster drugs expire, revenue drops dramatically. **New sources of income are needed.**

# ALZHEIMER'S DISEASE & RELATED DEMENTIAS



*Digital Measures Development*

*Identifying Patient Specified  
Digital Measures in Alzheimer's  
Disease and Related  
Dementias*

## Project Partners

abbvie



## Digital Solutions Collaborators

altoida



rivo SENSE



## NOCTURNAL SCRATCH



*Digital Measures Development*

*Advancing nocturnal scratch  
as a digital endpoint for  
atopic dermatitis*

### Founding Project Partners

abbvie

janssen | PHARMACEUTICAL COMPANIES OF  
Johnson & Johnson

NOVARTIS

Pfizer

ucb

### Project Collaborators

Advancing Innovation in  
Dermatology  
Accelerator Fund

almirall

gsk  
GlaxoSmithKline

LEO

Lilly

sanofi

### Expert Partners:



# NOCTURNAL SCRATCH



*Digital Measures Development*



LEARN MORE



## Patient Research

- Data and evidence from mixed methods research
- Conceptual framework



## Measures Terminology & Ontology

- Data and evidence supporting technical definition
- Evidence-based ontology



## Deployment to Clinical Trials

- 10 tools supporting successful operational implementation
- Case studies



## Payer Acceptance

- Translating patient value to commercial value
- Modeling potential increases in drug utilization
- Key insights & action items

# Predicted Reductions in Trial Duration (mos.) and Enrollment with Digital Endpoints by Phase

	Phase 2 Duration			Phase 3 Duration			Phase 2 Enrollment			Phase 3 Enrollment		
	Predicted	Absolute decrease	Percent decrease	Predicted	Absolute decrease	Percent decrease	Predicted	Absolute decrease	Percent decrease	Predicted	Absolute decrease	Percent decrease
<b>Diabetes</b>												
Non-digital	13.7			18.2			130.8			312.6		
Digital	10.4	3.3	24.0%	14.2	4.0	22.0%	115.6	15.2	11.6%	276.0	35.6	11.7%
<b>CNS</b>												
Non-digital	17.4			23.9			109.3			277.0		
Digital	13.3	4.2	24.0%	18.7	5.2	22.0%	94.1	15.2	13.9%	244.6	32.4	11.7%
<b>Cardio</b>												
Non-digital	14.8			21.9			93.0			181.2		
Digital	11.2	3.5	24.0%	17.0	4.9	22.0%	77.7	15.2	16.4%	160.0	21.2	11.7%

# Increase in eNPV and ROI per **Phase 2** Investigational Indication for Digital Endpoint Clinical Trials (2023 USD) by Therapeutic Area

Therapeutic Area	Reduction in Trial Duration (mos.)	Reduction in Trial Size	Mean sponsor implementation cost		Median sponsor implementation cost	
			eNPV delta	ROI	eNPV delta	ROI
<b>Diabetes</b>	3	11.6%	\$3.3M	47.7%	\$7.0M	350%
<b>CNS</b>	4	13.9%	\$2.1M	30.5%	\$5.8M	290%
<b>Cardiovascular</b>	4	16.4%	\$2.2M	32.4%	\$6.0M	300%







# Increase in eNPV and ROI per **Phase 3** Investigational Indication for Digital Endpoint Clinical Trials (2023 USD) by Therapeutic Area

Therapeutic Area	Reduction in Trial Duration (mos.)	Reduction in Trial Size	Mean sponsor implementation cost		Median sponsor implementation cost	
			eNPV delta	ROI	eNPV delta	ROI
<b>Diabetes</b>	4	11.7%	\$48.4M	710%	\$52.1M	2610%
<b>CNS</b>	5	11.7%	\$27.3M	400%	\$31.0M	1550%
<b>Cardiovascular</b>	5	11.7%	\$33.3M	490%	\$36.8M	1840%

## Deploying remote monitoring can **reduce patient burden** and increase enrollment **speed** and **inclusivity** during a clinical trial

### Sample Study Schedule of Assessment

Visit	1	2	3	4	5	6	7	8	9	10
Week	-6	0	1	2	3	4	6	8	12	16
Informed consent, Demography, Habits, Medical History	X									
Inclusion/Exclusion Criteria	X	X								
Full Physical, Height & Weight	X									
Prior Medical History	X	X								
Assessment Potential of Adverse Events (AEs)	X	X	X	X	X	X	X	X	X	X
Laboratory assessments	X	X	X	X		X		X	X	X
Drug screen	X									
Urinalysis	X	X				X			X	X
C-reactive protein (CRP)	X	X	X	X		X		X	X	X
12 Lead ECG	X	X	X	X		X		X	X	X
Vital signs	X	X	X	X		X		X	X	X
Randomization		X								
Study medication dispensation		X								
CGM & FBG		X	X	X		X		X	X	
Sleep assessment		X	X	X	X	X	X	X	X	X
Health Assessment Questionnaire Disability Index (HAQ-DI)		X	X	X		X		X	X	X
Questionnaires PROs		X		X		X		X	X	

-  On-site
-  Virtual Visit (video or audio)
-  Connected sensor technology
-  Mobile Phlebotomist

In this example, shifting some of the assessments to **remote collection** can **reduce patient burden**:

FROM **10 site visits**

TO **4 site visits** and **6 at-home visits**



## Building the **Business Case** for Digital Endpoints

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

### Project Partners

abbvie ActiGraph. Biofourmis BLUESKEYE AI Brain & Mind CHEO CHUGAI COPD FOUNDATION Roche Group

COSIRUSS CRITICAL PATH INSTITUTE Cumulus EVMS Eastern Virginia Medical School evinova Exponent FDA

Genentech Health Advances IMPERIAL koneksa MERCK Mitsubishi Tanabe Pharma America Mobilise-D modality.ai

OmniScience REGENERON Roche Sama sanofi seuss+ strados

sysnav TECH DOCTOR TNO innovation for life Tullis Center for the Study of Drug Development UChicago Medicine AT THE FOREFRONT VERISIMLife virosense WKB

# Case study: Remote thermal monitoring SmartMats prevent diabetic limb amputations



## The Challenge:

Approximately **422 million people** worldwide **have diabetes**; **1 in 4 Veterans have diabetes**. Diabetic foot ulcers (DFUs), a disease complication, are responsible for **80 percent of the non-traumatic amputations** at the VA. **In 2018 alone, the VA treated 75,000 diabetic foot wounds** and spent more than **\$3 billion on diabetic foot ulcers**, a precursor to amputations. The most at-risk Veterans face **a 5-year mortality rate of 43%** after developing their first DFU.



## The Approach:

The SmartMat solution was implemented at 15 VA Medical Centers. Veterans utilized a cellular-connected in-home mat which uses machine learning coupled with thermal imaging to **measure the daily temperature of the patient's feet in 20 seconds**.

Clinicians utilized a dashboard for viewing the data which allowed them to take **preventative** action as needed. This solution **brings value** by **detecting diabetic foot ulcers (DFUs) up to five weeks before** they would normally present.



## The Result:

The use of the SmartMat resulted in a **97% early detection rate of DFU, 5 weeks before the onset** of symptoms, with **total elimination of all major amputations**. **Cost avoidances** were demonstrated with a **52% reduction in hospitalizations** and **40% reduction in ER visits**.

With a **86% patient engagement rate after 12 months**, this innovative care model helps reduce diabetes care disparities related to the geographical location of Veteran patients.

# 12 Sponsors have collected digital endpoints

## 12 Sponsors have collected digital endpoints

Primary, Secondary or Label Claim

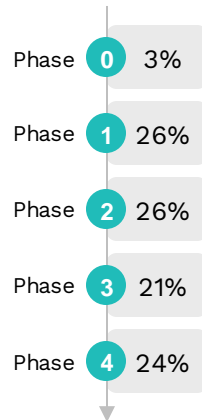


Exploratory Only



## Sponsors start digital endpoint development early

Digital Endpoints



>47% of examples

## Digital endpoints are being used across drug, device, and biologic development

Investigational Product



Drug	47%
Device	32%
Biologic	15%
Other	6%

## Pharma trusts digital products, primary/secondary endpoints

Endpoint Positioning

- 16 Primary endpoints
- 4 Secondary endpoints
- 14 Exploratory

**34 UNIQUE ENDPOINTS**



**Is your company's work missing?** Submit it to DiMe: <https://bit.ly/DiMe-Endpoints>

STAT FIRST OPINION

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# Digital endpoints library can aid clinical trials for new medicines

By JEN GOLDSACK, RACHEL A. CHASSE, *and* WILLIAM A. WOOD / NOVEMBER 6, 2019

# 69 Sponsors have collected 440 digital endpoints

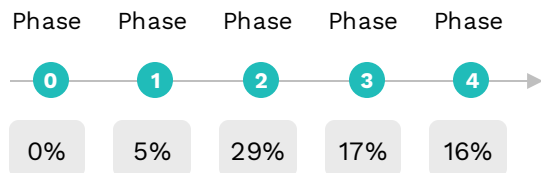
Primary, Secondary or Other/Exploratory



# Of the 69 Sponsors that have collected digital endpoints...

## Sponsors start digital endpoint development early

### Digital Endpoints



67% of examples

The remaining 33% of trials in the Library do not have a phase

## Digital endpoints are being used for development of many product types

### Investigational Product



● Drug	67%
● Device	25%
● Behavioral	4%
● Biologic	3%
● Genetic	1%
● Combination	1%

## Industry Sponsors trust digital endpoints

### Endpoint Positioning

116	Primary endpoints
258	Secondary endpoints
66	Other / Exploratory

440 TOTAL ENDPOINTS



Is your company's work missing?

Submit it to DiMe:

<https://bit.ly/DiMe-Endpoints>



# FDA DHT Guidance and digital endpoint qualification decision



The screenshot shows the cover page of a guidance document from the FDA. At the top, there is a dark blue header with the FDA logo and the text "U.S. FOOD & DRUG ADMINISTRATION". Below this, the text "GUIDANCE DOCUMENT" is centered. The main title, "Digital Health Technologies for Remote Data Acquisition in Clinical Investigations", is prominently displayed in a large, bold, black font. Underneath the title, the date "DECEMBER 2023" is centered. Two blue buttons are positioned below the date: "Download the Final Guidance Document" and "Read the Federal Register Notice". At the bottom, there are two small grey boxes: "Final" and "Level 1 Guidance".



The screenshot shows a LinkedIn post from the FDA. At the top, there is a dark blue header with the FDA logo and the text "U.S. FOOD & DRUG ADMINISTRATION". Below this, the title "Medical Device Development Tools (MDDT)" is displayed in a large, bold, black font. Underneath the title, there is a horizontal line. Below the line, the FDA logo is on the left, and the text "FDA" is to its right. To the right of "FDA" is the text "742,332 followers" and "1mo · 🌐". To the right of this information is a blue "+ Follow" button and three dots. Below this information, the text of the post is displayed: "We are announcing the qualification of a new tool through the Medical Device Development Tools (MDDT) program, marking the first qualified digital health technology under the program. The Apple Atrial Fibrillation History Feature tool provides estimates of atrial fibrillation burden as a secondary effectiveness endpoint to support clinical studies for cardiac ablation devices intended to treat atrial fibrillation. Find out more about the new tool: <https://lnkd.in/eZ73KUmN>".

# EMA is supporting the advancement of qualified digital endpoints



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

1 June 2020  
EMA/219860/2020  
Human Medicines Division

Questions and answers: Qualification of digital technology-based methodologies to support approval of medicinal products  
Status as of June 2020



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

28 July 2023  
EMADOC-1700519818-1127132  
Committee for Medicinal Products for Human Use (CHMP)

Qualification Opinion for Stride velocity 95th centile as primary endpoint in studies in ambulatory Duchenne Muscular Dystrophy studies

# High value digital solutions for pharma





*The digital health space is evolving quickly – we are here to help you keep pace.*

## COURSE

# Fast Track to Digital Clinical Trials for Pharma

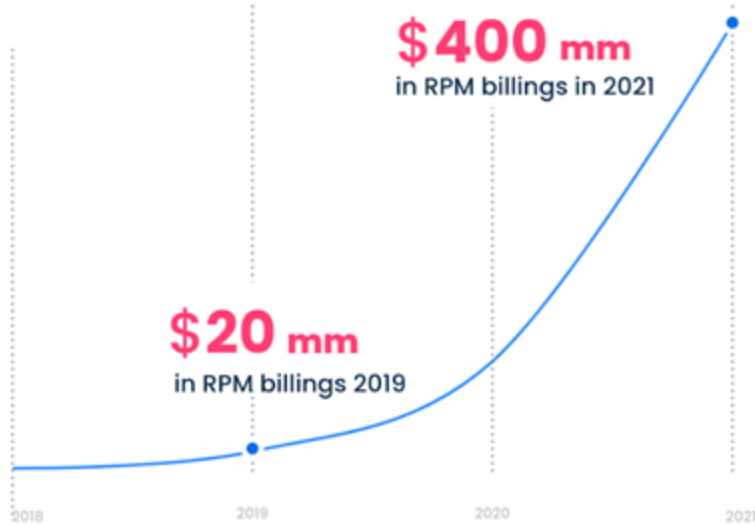
Upskill your workforce with education

Corporate licenses are **available today.**

Scan the code and sign up to learn more about course offerings for your organization.



# Remote Patient Monitoring CPT code usage



From Definitive Health Commercial Billings Data

It's the **fastest growing area** in healthcare now.

**1900%** growth in RPM in just 2 years.

**65%** of practices are actively investing in RPM programs.

A DiMe Project: Driving adoption

# *The Playbook:* Digital Clinical Measures

Introducing the essential guide for successful remote monitoring across *clinical research*, *clinical care*, and *public health*.





There are currently **13 reimbursable CPT codes** that QHPs can use to bill for services related to clinical digital measures, including:

#### **CPT code 99091:**

“**Collection** and **interpretation** of **physiologic data** (e.g., ECG, blood pressure, glucose monitoring) digitally stored and/or transmitted by the patient and/or caregiver to the physician or other qualified healthcare professional, qualified by education, training, licensure/regulation (when applicable) requiring a minimum of 30 minutes of time, each 30 days.”

#### **CPT code 99453:**

“**Remote monitoring** of **physiologic parameter(s)** (e.g, weight, blood pressure, pulse oximetry, respiratory flow rate), initial; **set-up** and **patient education** on use of equipment.”

#### **CPT code 99454:**

“**Device(s) supply** with daily recording(s) or programmed alert(s) transmission, **each 30 days.**”

#### **CPT code 98980:**

Remote therapeutic monitoring treatment management services, physician or other qualified healthcare professional time in a calendar month requiring at least one interactive communication with the patient or caregiver during the calendar month; first 20 minutes.

Note: **CPT code 98981** may be used in addition to 98980 to bill for each additional 20 minutes.”



There are currently **13 reimbursable CPT codes** that QHPs can use to bill for services related to clinical digital measures, including:

#### **CPT code 99473**

---

“**Self-measured** blood pressure using a device validated for clinical accuracy; **patient education** or training and device calibration.”

#### **CPT code 99474:**

---

“Separate self-measurements of two readings one minute apart, twice daily over a 30-day period (minimum of 12 readings), collection of data reported by the patient and/or caregiver to the qualified health care professional, with report of average systolic and diastolic pressures and subsequent communication of a treatment plan to the patient.”

#### **CPT code 99457:**

---

“Remote physiologic monitoring **treatment management services**, 20 minutes or more of clinical staff/physician/other qualified healthcare professional time in a calendar month requiring **interactive communication** with the patient/caregiver during the month.

Note: **CPT code 99458** may be used in addition to 99457 to bill for each additional 20 minutes





# V1C Coalition resource: V1C Payment & Coding Library

Distills V1C Coalition member experience with coding in 3 sections:

- Codes currently in use in V1C
- Codes that exist but that are restricted in a way that don't allow them to be used in V1C
- Ideas for new codes that could be added to better support V1C coding



Launched June 2021

The screenshot displays the 'V1C Payment and Coding Library' interface. It features a search bar at the top, a sidebar with navigation options like 'All Code Types' and 'Search By Category', and a main table with columns for Procedure Code, Code Type, CPT Category Code, Procedure Category, Procedure Code Description, and Coding Requirements. A red link icon is overlaid on the top right of the screenshot.

Procedure Code	Code Type	CPT Category Code	Procedure Category	Procedure Code Description	Coding Requirements
93202	CPT	3	Evaluation & Management	Office or other outpatient visit for the evaluation and management of a new patient, 75-90 minutes	
93203	CPT	3	Evaluation & Management	Office or other outpatient visit for the evaluation and management of a new patient, 30-45 minutes	
93204	CPT	3	Evaluation & Management	Office or other outpatient visit for the evaluation and management of a new patient, 45-60 minutes	
93205	CPT	3	Evaluation & Management	Office or other outpatient visit for the evaluation and management of a new patient, 60-75 minutes	
93271	CPT	3	Evaluation & Management	Office or other outpatient visit for the evaluation and management of an established patient that also requires the presence of a physician or other qualified health-care professional	

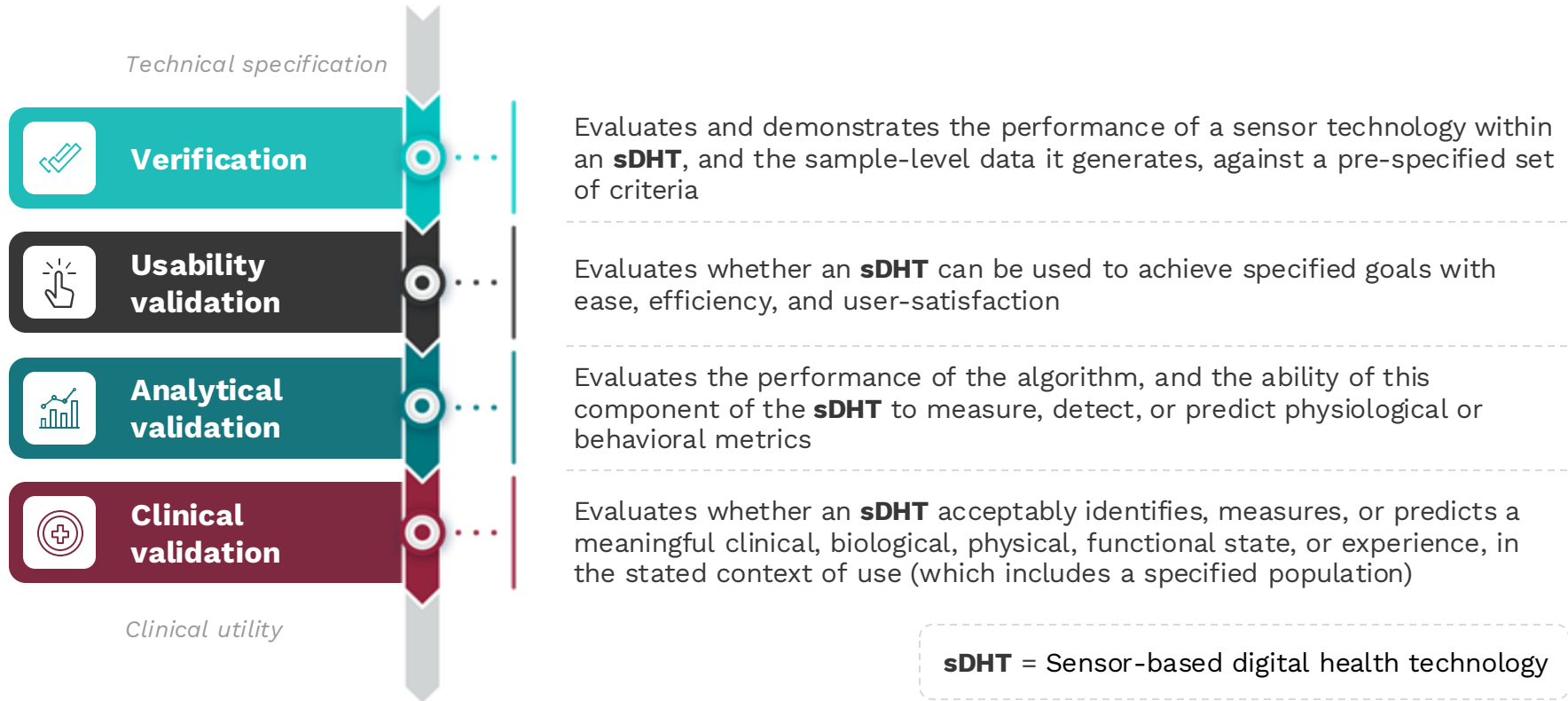
**Together**, we are making V1C a reality.

Driven by its members, the V1C Coalition convenes leaders across V1C to accelerate toward **truly effective patient care**, where digital interactions are key components of a patient's journey.

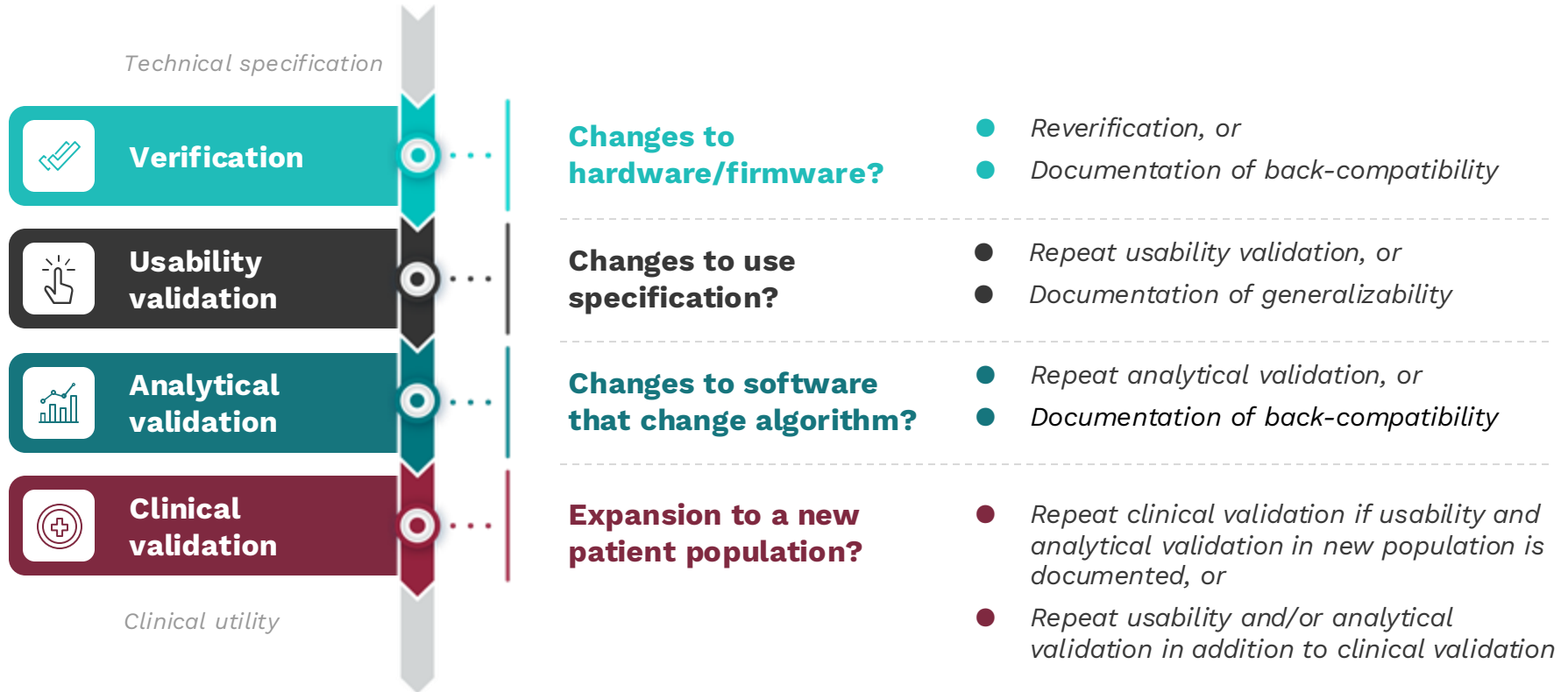
Members



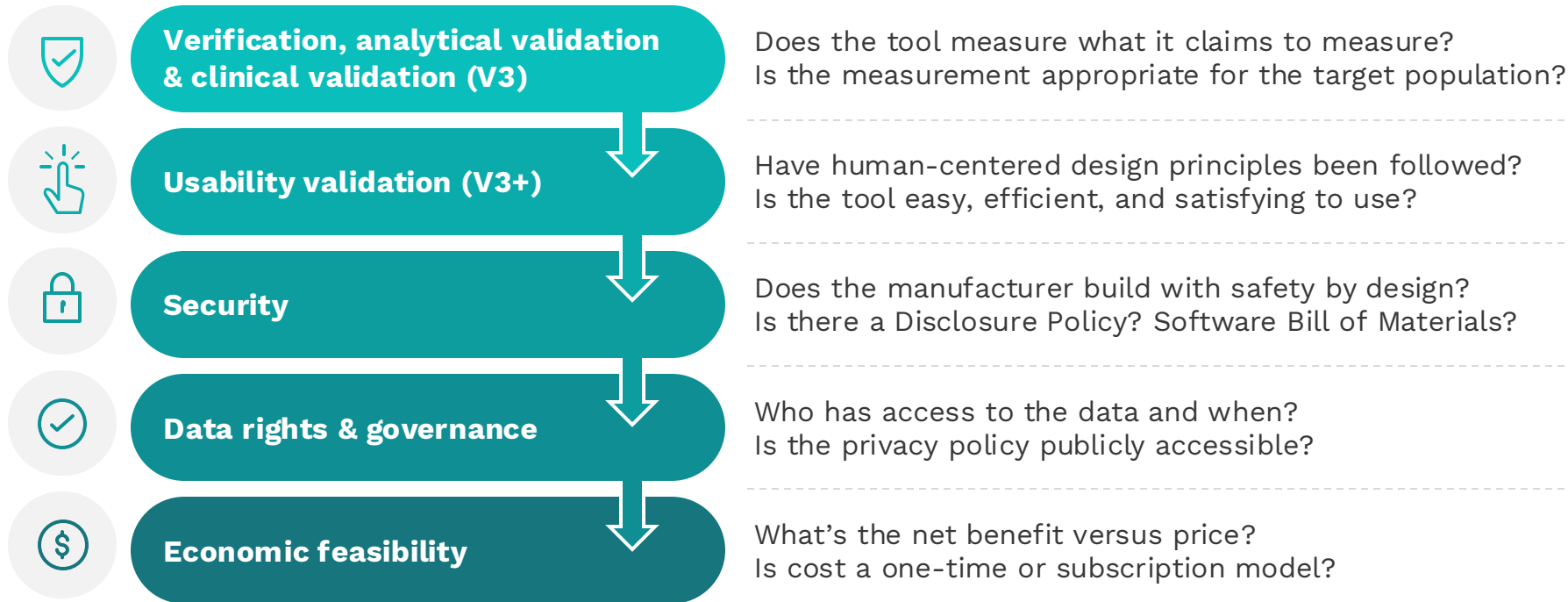
# V3+ evaluation of digital clinical measures



# V3+ is a modular evaluation process



# V3<sup>+</sup> is the first step of a comprehensive evaluation framework for fit-for-purpose connected sensors





## DIVERSITY, EQUITY, & INCLUSION in Digitized Clinical Trials

*Design a person-centered strategy with digital tools to increase diversity, equity, and inclusion in clinical trials*

1

Assess



**Assess** opportunities for utilizing digital tools to be more diverse, equitable, and inclusive with your clinical trial design

2

Identify



**Identify** which digital tools are best suited to each step of your design process

3

Implement



**Implement** the person-centered principles as you put together a diversity plan



## SENSOR DATA INTEGRATIONS

## TOOLKITS



### Data Architecture

- Reference data architectures
- Sensor data flow design tool



### Data Standards

- Interactive landscape of standards
- Standards in development



### Implementation

- 'ART' criteria
- Considerations & best practices
- 'ART' criteria prioritization tool
- Case examples



### Organizational Readiness

- Capabilities maturity model
- Capabilities maturity calculator

# 3Ps of Digital Endpoint Value 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](#)



The **3Ps** of  
Digital Endpoint Value  
PATIENTS · PHARMA · PAYERS



# Ensure you identify measures that matter

## Digital Biomarkers

Digit Biomark 2020;4:69-77

DOI: 10.1159/000509725  
 Received: May 9, 2020  
 Accepted: June 25, 2020  
 Published online: September 15, 2020

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 Basel  
[www.karger.com/dib](http://www.karger.com/dib)

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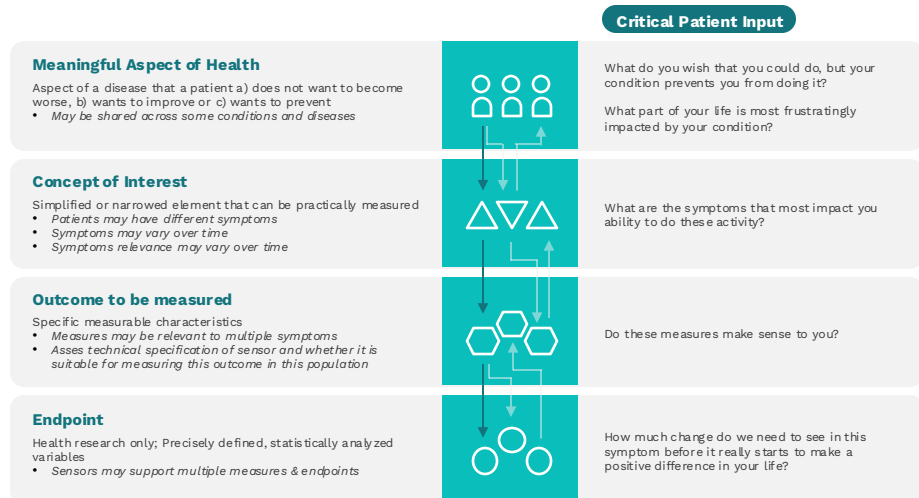
### Viewpoint Review Article

## Digital Measures That Matter to Patients: A Framework to Guide the Selection and Development of Digital Measures of Health

Christine Manta <sup>a,b</sup> Bray Patrick – Lake <sup>a,c</sup> Jenifer C, Goldsack <sup>a</sup>

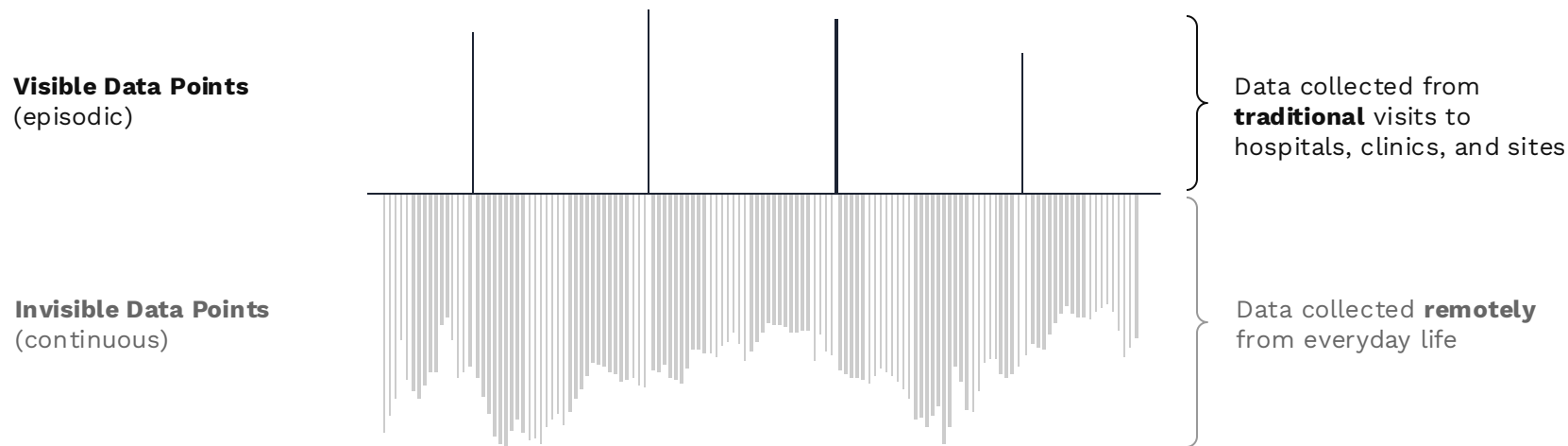
<sup>a</sup> Digital Medicine Society, Boston, MA, USA; <sup>b</sup>Elektra Labs, Boston, MA, USA; <sup>c</sup>Evidation Health, Inc., San Mateo, CA, USA

Digital Measures That Matter to Patients: A Framework to guide the Selection and Development of Digital Measures of Health  
 Digit Biomark 2020;4:69-77 = DOI:10.1159/000509725



This figure was adapted from original work by Evidation Health, with permission. This figure illustrates patient considerations that should drive digital measure selection and development, these should precede technical considerations [8]. Additional information on subsequent technical considerations are available at [36, 37, 38].

# Remote monitoring using connected sensors offers *a more holistic view* of a person's lived experience





## *Validating* Novel Digital Clinical Measures

Addressing the remaining methodological gap in the science underpinning the development and evaluation of digital clinical measures by defining:

1. How to select the optimal reference measure(s) for novel digital clinical measures and endpoints
  2. Performance requirements against these existing measures
-

# DE-RISKING CYTOKINE RELEASE SYNDROME



*Digital Measures Development*

*Leveraging digital innovations  
to support the development of  
a risk prediction tool for CRS*

## Project Partners



ActiGraph.



Partners also include the National Cancer Institute

## Project Collaborators



**Developing a Risk  
Prediction Engine**  
*for* Relapse in  
Opioid Use Disorder



[OCS Office of Regulatory  
Science and Innovation  
\(ORSI\)](#)

Duke | BIG IDEAS LAB

[Center for Devices and  
Radiological Health  
\(CDRH\)](#)

Advancing the use of **sensor-based digital health technologies** (sDHTs) for the early detection and monitoring of mental health symptoms



**Advancing the Use  
of Digital Measures**  
*for* Mental Health



Funded by  
Wellcome



# Thank you



Jennifer Goldsack | [jennifer@dimesociety.org](mailto:jennifer@dimesociety.org)



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