Unlocking new science with the power of digital health

DEEP
DIGITAL ENDPOINTS ECOSYSTEM & PROTOCOLS
The stethoscope allowed us to hear inside a person.

Today it is one of the most common medical devices and a symbol of the profession.

Imaging technologies allow us to see inside people's bodies.

Change maker in more accurate, evidence-based clinical decisions.

The new digital perspective allows us to see inside people's lives.

It can give us a complete feedback loop in real-world settings.
Not Exactly a New Idea…

Peek-A-Boo Prober Capsule

Instrumented suit for vitals

Source: [https://www.smithsonianmag.com/history/george-jetson-gets-a-check-up-137749/](https://www.smithsonianmag.com/history/george-jetson-gets-a-check-up-137749/)
The Problem

Lack of harmonization and cumbersome regulatory acceptance pathways.

Technological building blocks exist, but scattered marketplace struggles to deliver fit-for-purpose solutions.

Unlocking this potential can change how we “Do Health”.

A new era of product development

Measure what matters the most
Evidence generation focusing on concepts most meaningful to patients

Decentralisation of clinical trials
Meeting patients where they are through connectivity solutions and remote data capture

More Personalised Medicine
Prevent, treat and manage disease - targeting what patients care about

Collaboration key to transformation
Collaboration mindset is in place but lacks the right infrastructure

Trends are putting patients at the center
A Holistic Solution is Required

1. Asset Catalogues
   - Network of public and private catalogues
   - Private Catalogue
   - Public Catalogue

2. Mission Collaboration Platform
   - Define
   - Collaborate
   - Deliver
   - New measurement standards
   - Co-develop solutions
   - Dynamic regulatory workflow
   - Engage with the broader ecosystem

3. Services Eco-System
   - DEEP Services
     - Asset Discovery
     - Asset Curation
     - Develop Standards
     - Facilitation
     - Intelligent Analytics
   - Partner Services
   - Partner ecosystem to assist you with everything you need
Asset Catalogue

Condition: G20 Parkinson's disease > Motor activity > Posture > TSP: Activity monitor: inertial measurement unit sensor data in posture

- MAH: Cognition...
- MAH: Tremor...
- MAH: Cardinal Parkinson's ...
- G20 Parkinson's disease...
- COI: Executive function...
- COI: Essential tremor ...
- COI: Bradykinesia...
- COI: Dyskinesia...
- COI: Physical activity...
- TSP: System: cognitive ...
- TSP: Activity monitor: motor ...
- TSP: Accelerometer: tremor ...
- TSP: Activity monitor: ...
- TSP: Wireless motion sensor: ...
- TSP: System: physical movement ...
- DMS: PSG: WATCH-PD system...
- DMS: Great Lakes ...
- DMS: Parkinson's KinetiGraph - ...
- DMS: Roche: Galaxy S3 mini ...
- DMS: Wearable accelerometer ...
- DMS: PKG® system - Watch...
- DMS: PKG® system - Watch...
- DMS: Great Lakes ...
- DMS: Clario: Opal V2C system...
- DMS: Cyma: StepWatch Activity ...
- DMS: MC10: BioStamp digital ...
- DMS: PSG: WATCH-PD system...
DEEP Missions

We understand the significant work effort and investment required to develop and use digital measures to establish endpoints in pharma R&D.

DEEP Missions allow the broader ecosystem like pharma companies, service and solution providers, academia and device manufacturers to efficiently collaborate on issues collectively defined by them to reach their research objectives.

DEEP Missions also make it easier to distribute responsibilities of the mission and the resulting IP (if any) through several pre-defined collaboration schemes.
The Opportunity Universe of Life Sciences

Enormous, disconnected ecosystems - with the same needs for digital
DEEP as the Gravitational Force

Serving all the domains and enabling the synergy between the ecosystems