

Unlocking  
new science  
with the  
power of  
digital health

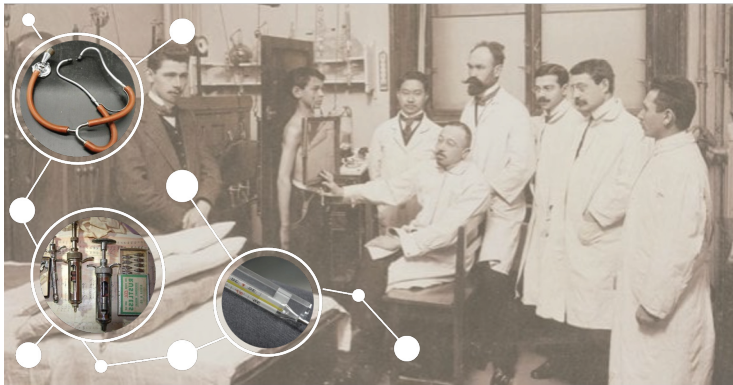
DEEP™

DIGITAL ENDPOINTS ECOSYSTEM & PROTOCOLS



# Digital Unlocks a New Perspective

## 200 years ago



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.

## 100 years ago



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

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

## The digital age



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

It can give us a complete feedback loop in real-world settings.

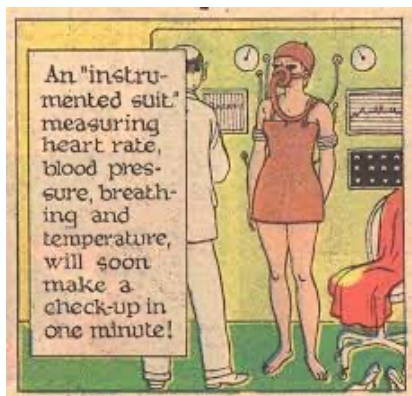
# Not Exactly a New Idea...



Images from The Jetsons



**Peek-A-Boo  
Prober Capsule**



**Instrumented  
suit for vitals**

Source: <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



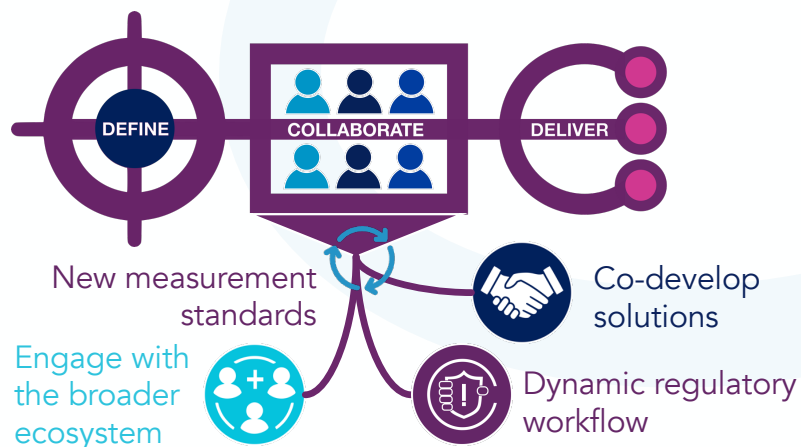


# A Holistic Solution is Required

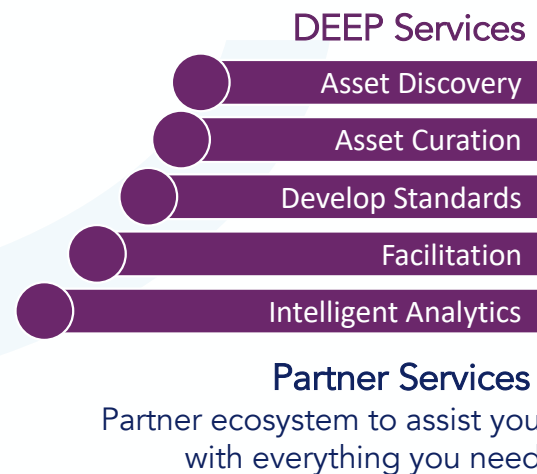
## 1 Asset Catalogues



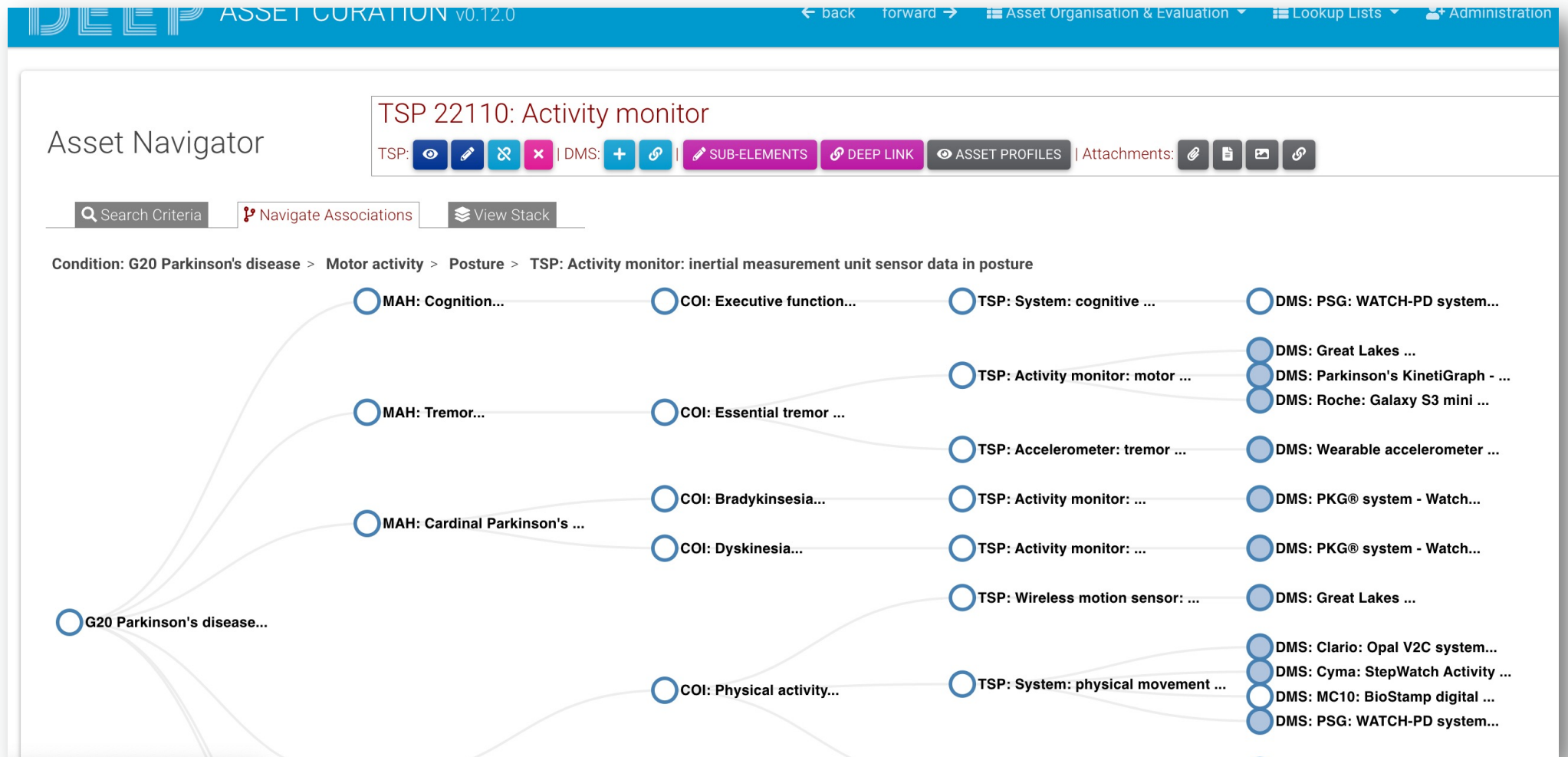
## 2 Mission Collaboration Platform



## 3 Services Eco-System



# Asset Catalogue



# DEEP Missions

## 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.

### Public Missions

M1) Measurement Definition for Atopic Dermatitis > Pruritus > Nocturnal Scratch

Start: Thu,03 Jun 2020

End: Thu, 30 Jun 2022



[VIEW DETAILS](#)

[JOIN MISSION](#)

M2) Define Modality and Solution for Atopic Dermatitis > Pruritus > Nocturnal Scratch

Start: Fri,03 Jun 2022

End: Thu, 30 Jun 2022



[VIEW DETAILS](#)

[JOIN MISSION](#)

### Mission Privacy



#### Public Mission

A public mission is open for collaboration and visible to other stakeholders in the ecosystem.

☐ Public Mission



#### Private Mission

A private mission have components that are not visible. Collaborators are invited by the mission creator to view and participate in the mission. Collaborators are assigned roles, responsibilities and have access rights for the mission products. Collaborators can remain anonymous.

☐ Private Mission

[BACK](#)

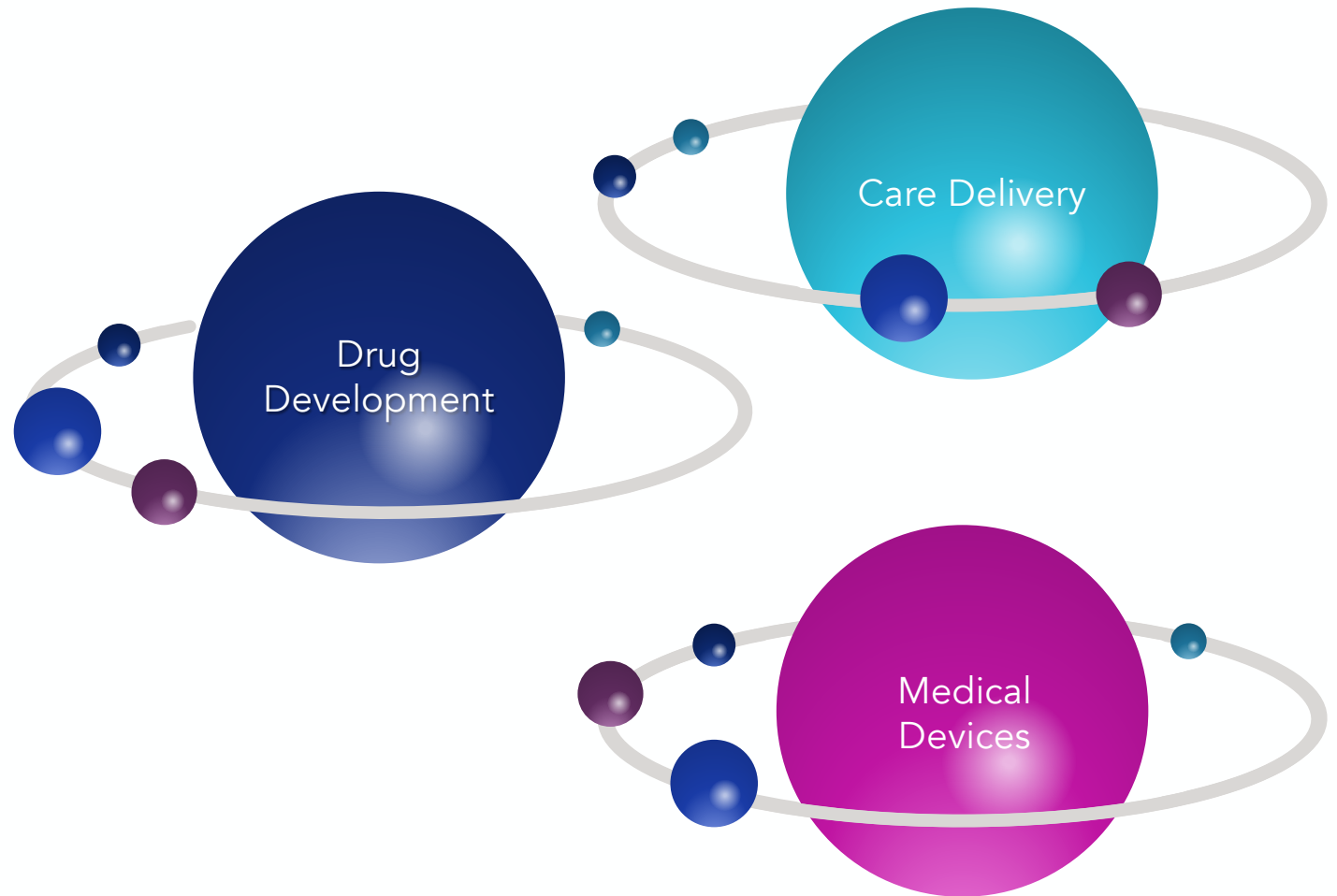
[CANCEL](#)

[NEXT](#)



# 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

