



IQVIA is a leading global provider of advanced analytics, technology solutions, and clinical research services to the life sciences industry.

The need to define a core set of digital measures of physical activity that are meaningful to patients prompted us to participate in this collaborative working group. The process followed was very efficient and enabled us to reach a consensus on digital measures of physical activity.

— **Salma Ajraoui**

Digital Practice Lead, IQVIA

The opportunity



- In our work designing clinical trials, physical activity (PA) continues to emerge as a relevant health concept across multiple therapeutic areas.
- Demonstrating meaningfulness in outcome assessment is key to regulatory recommendations for [patient-focused medical product development](#).

The impact



- ✓ Following a patient-focused approach to identifying these measures provides the field with a starting point for digital measures of PA that have evidence to support their meaningfulness to patients.
- ✓ Using ontologies to define those measures also ensures that we all define these outcomes in a consistent and standardized way.

The resources



- [DATAcc by DiMe](#) defined a core set of digital measures of PA and developed ontologies for each measure.
- Throughout the process, the team demonstrated an omni-therapeutic approach and conducted qualitative investigation to identify measures that are meaningful to patients.

