



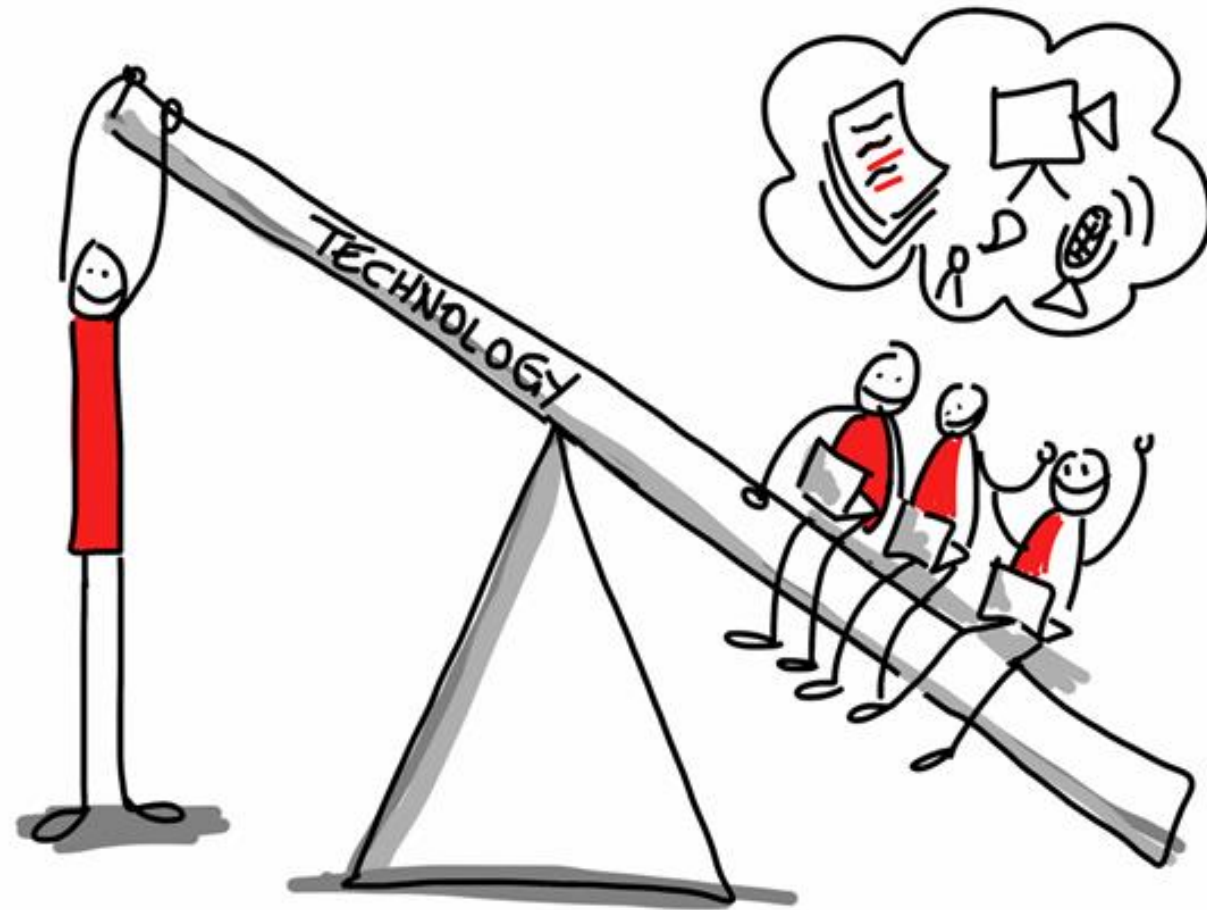
# DIGITAL ENDPOINT

## LOOKING THROUGH THE DIGITAL LENS

E. Volikos, Clinical Manager

Clinical Operations, Creative Pharma Services S.A.

# VALUE LEVERS FOR DIGITAL TECHNOLOGY



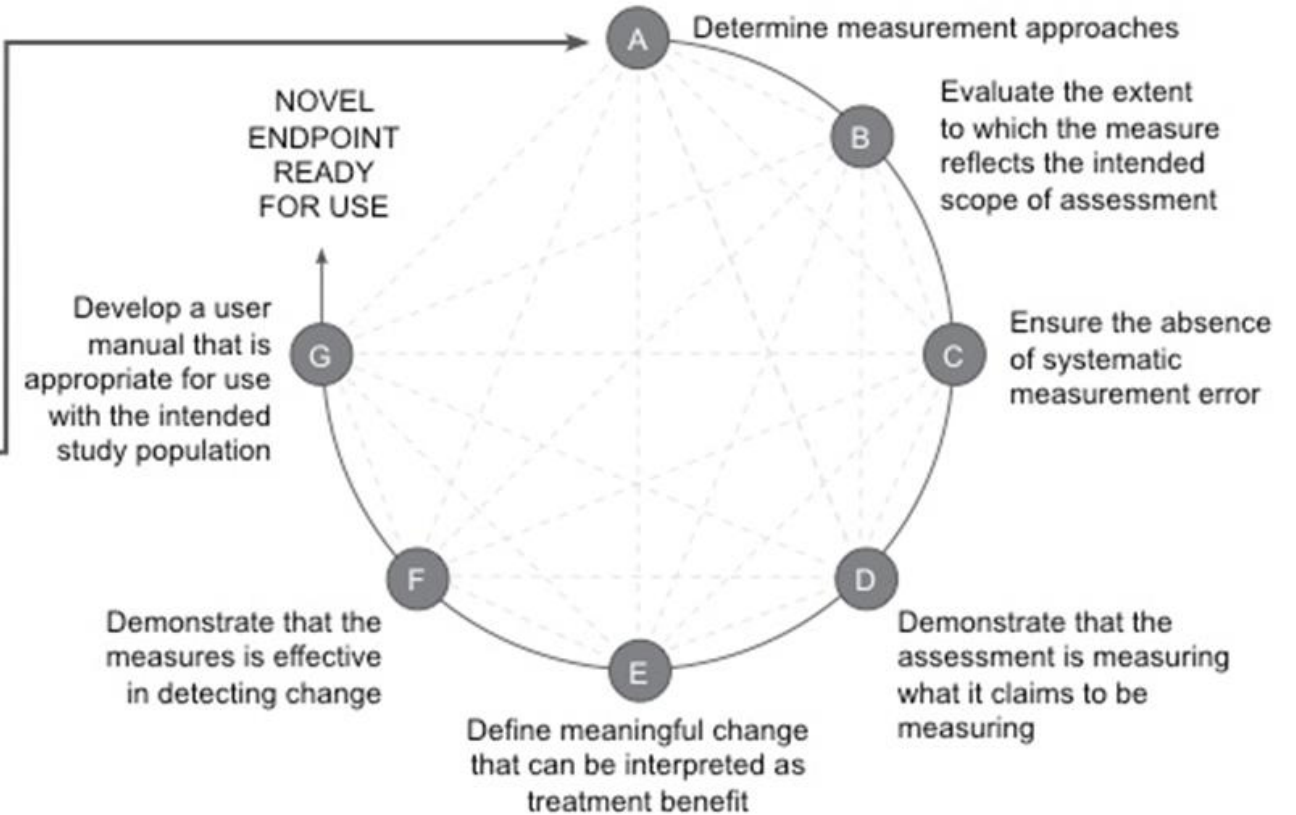
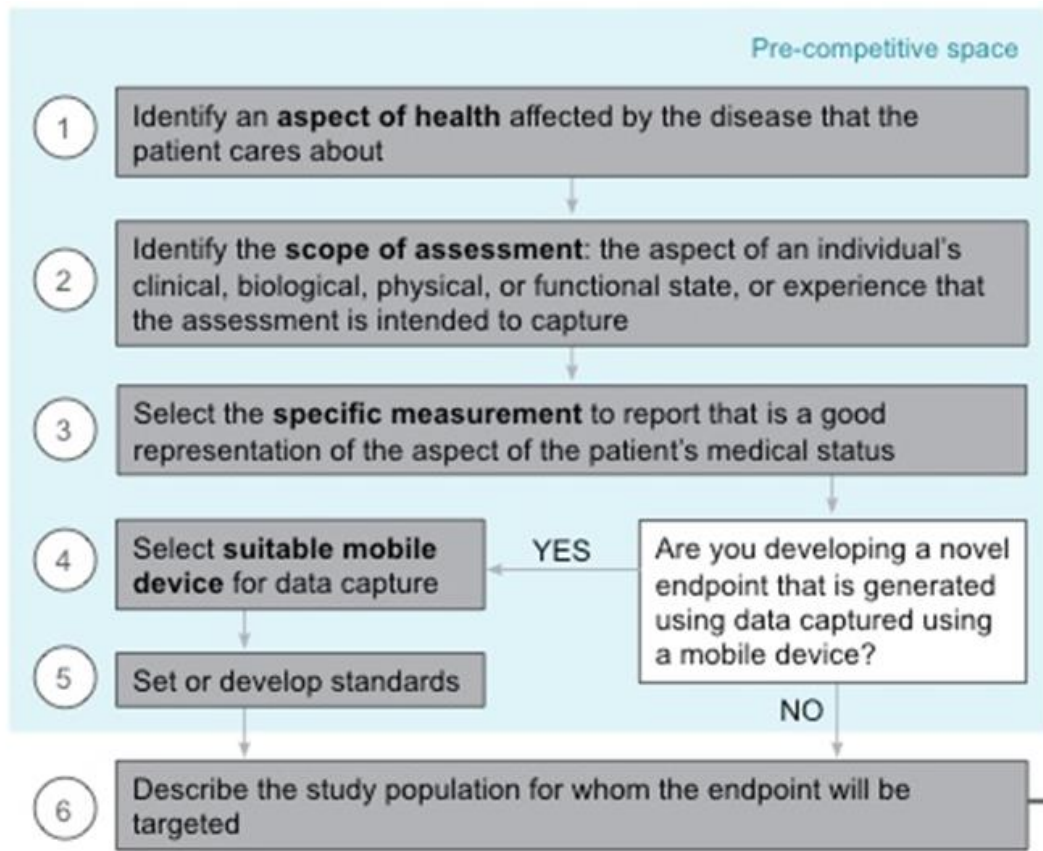
WHAT IS A  
DIGITAL  
ENDPOINT?



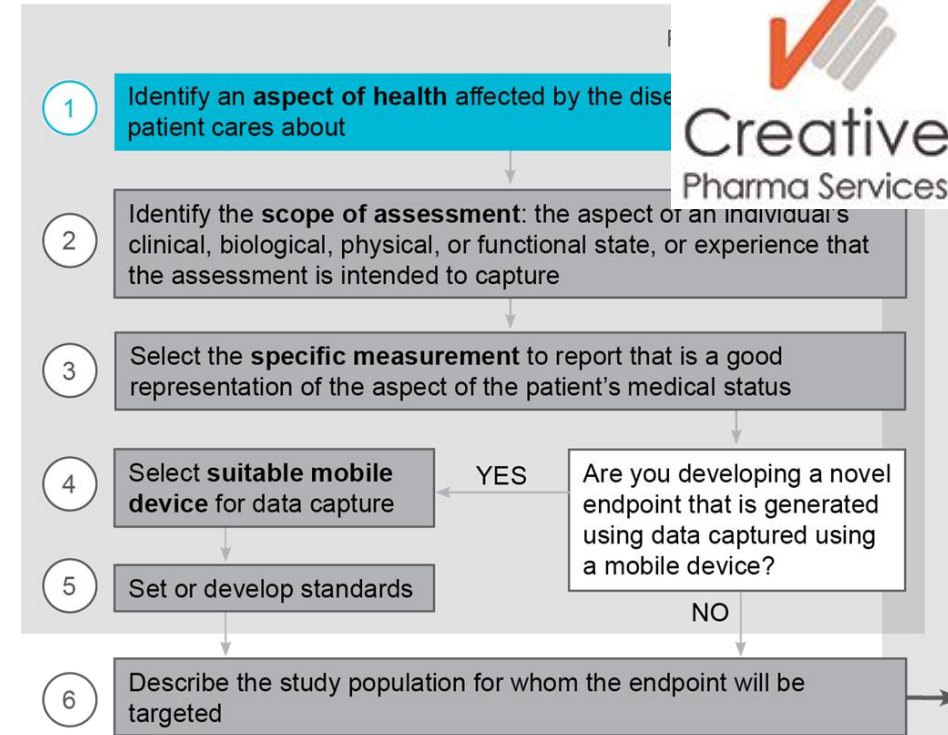
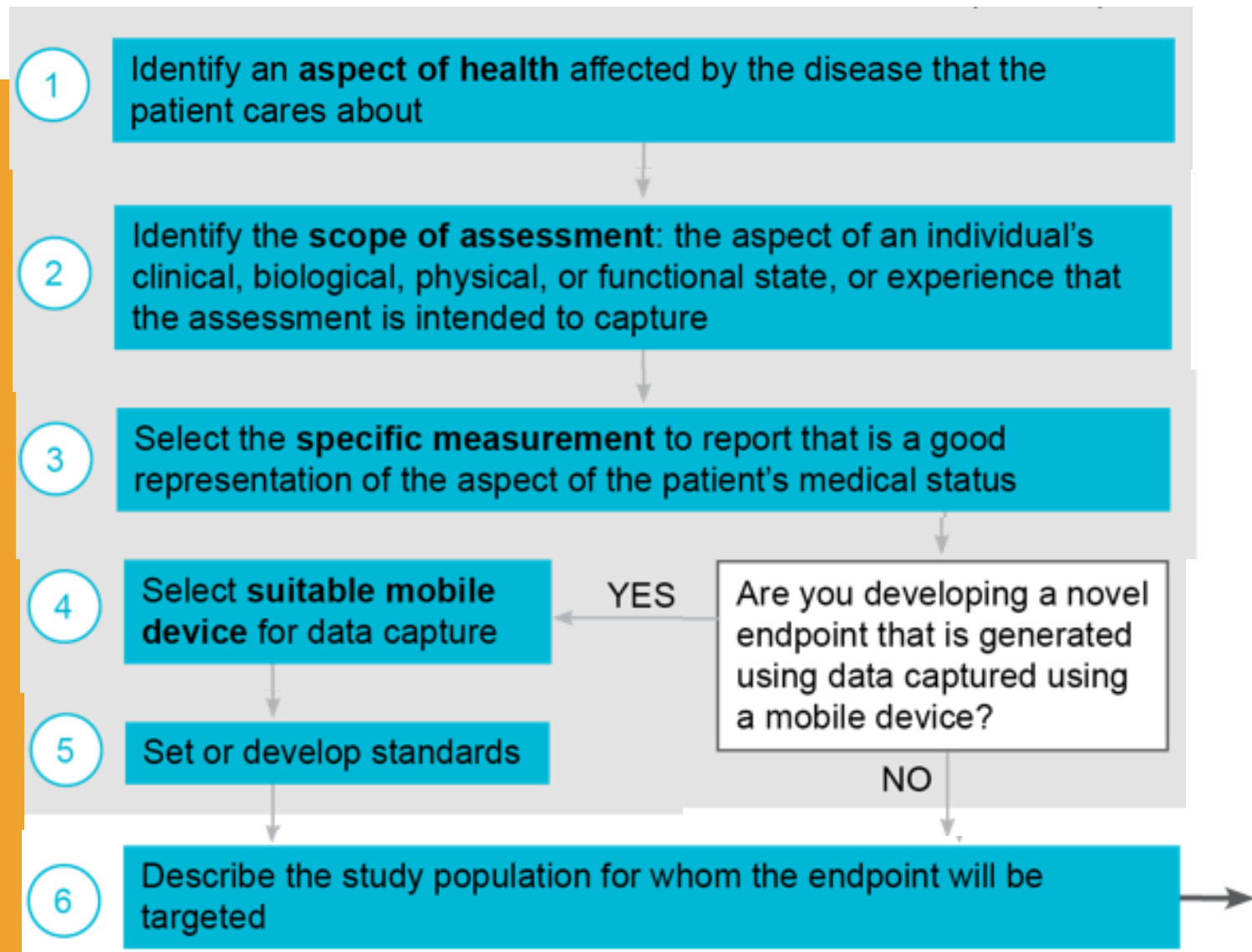
PATIENT-  
CENTRIC  
CLINICAL DEV.

TO ADDRESS  
PATIENTS'  
UNMET  
CLINICAL NEEDS

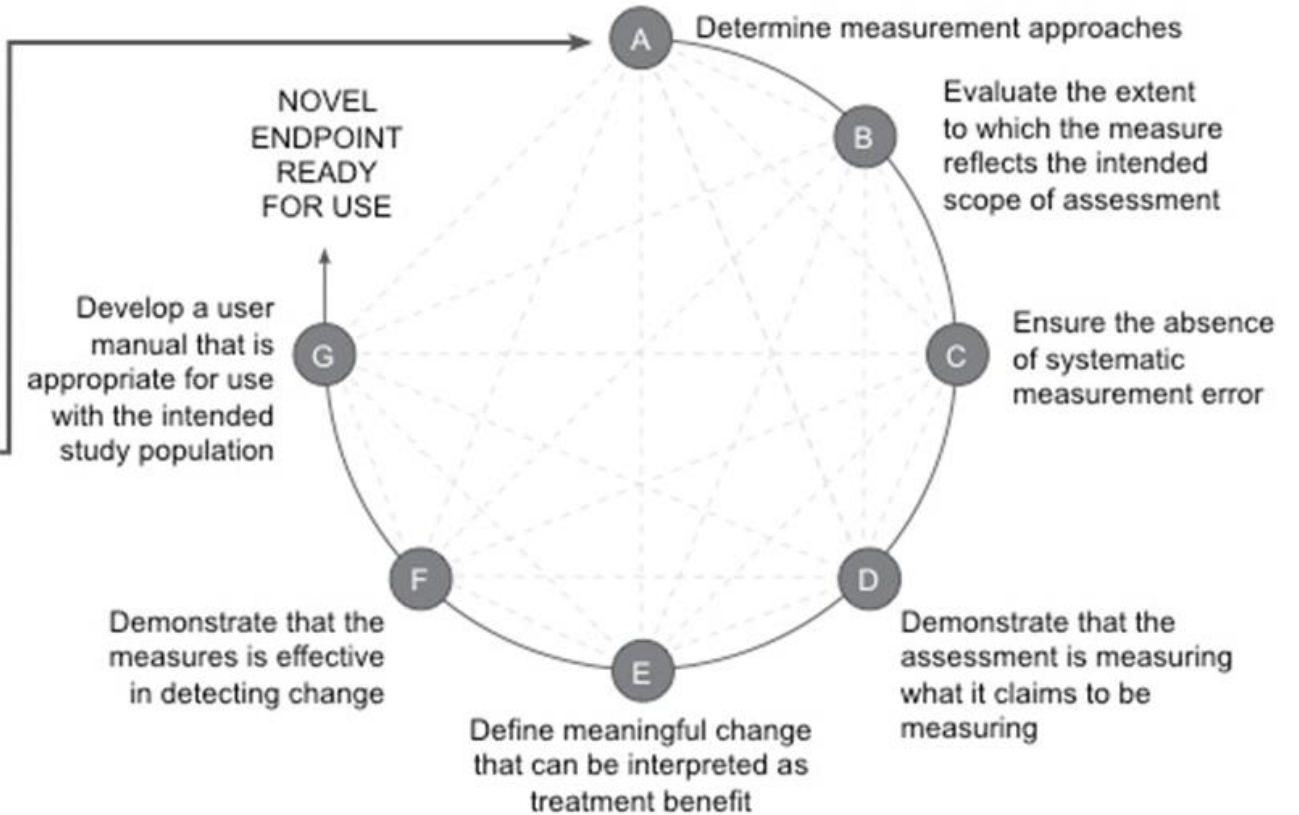
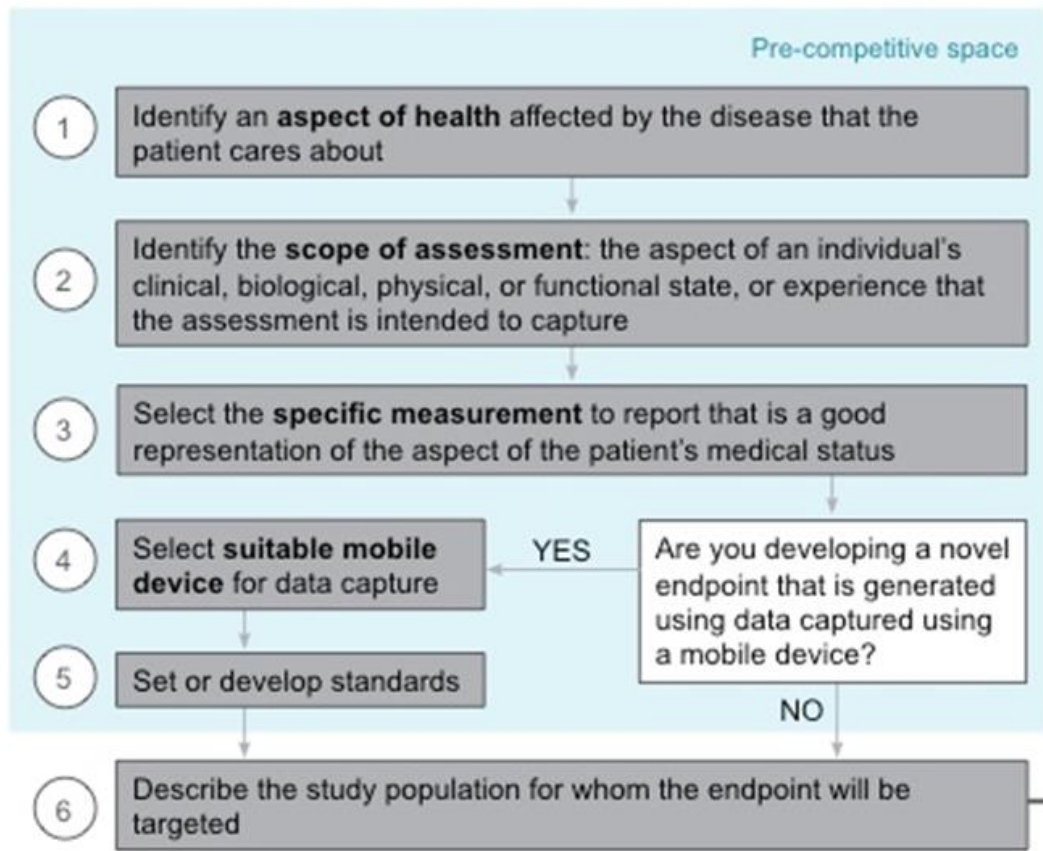
DEVELOP USING  
THE  
CTTI TOOL



<https://www.ctti-clinicaltrials.org/files/novelendpoints-flowchart.pdf>



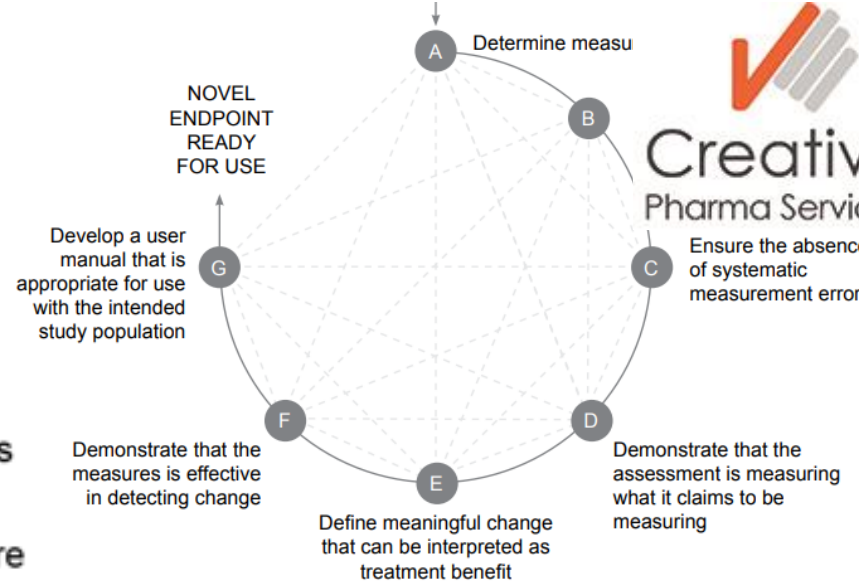
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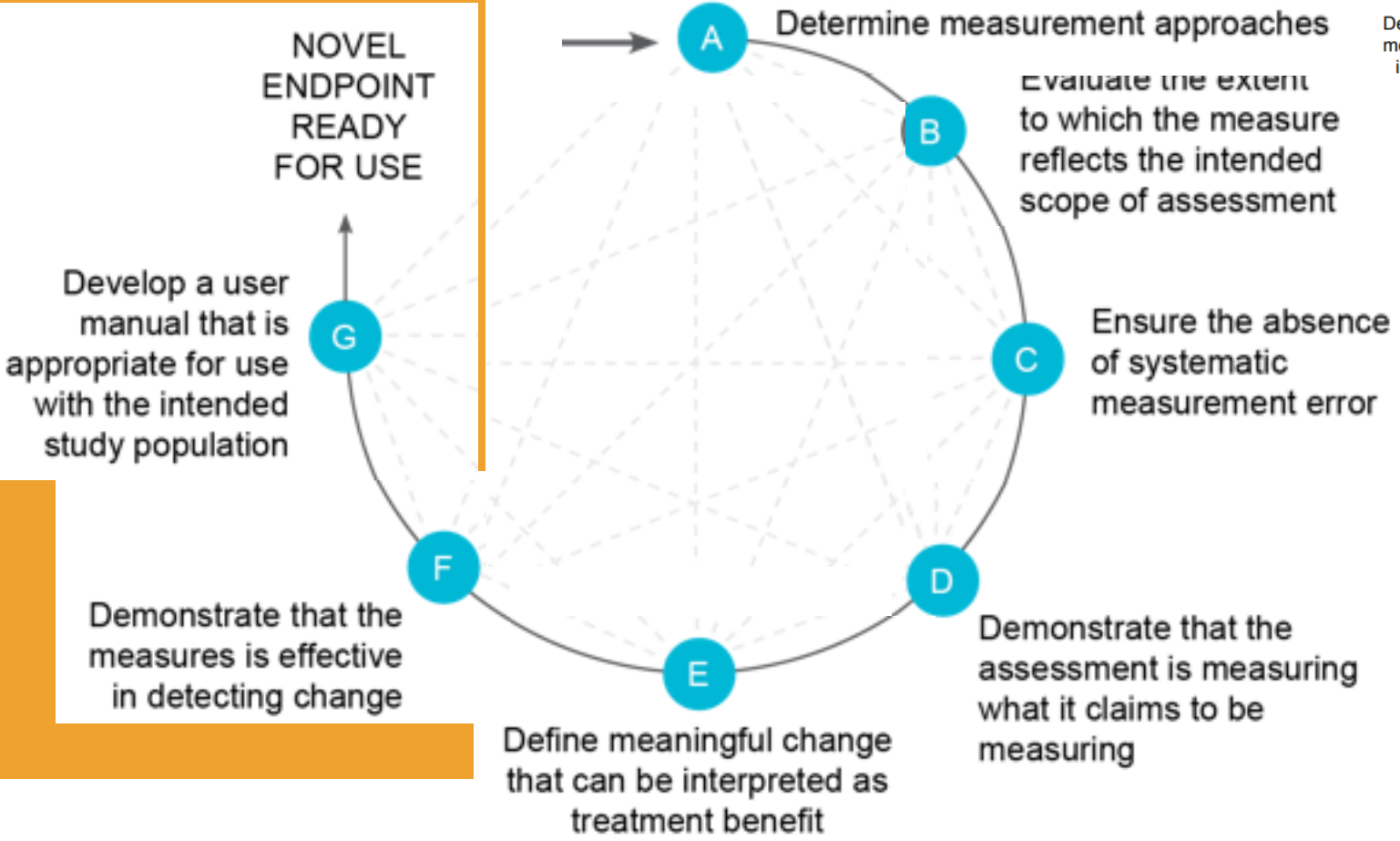
Creative  
Pharma Services

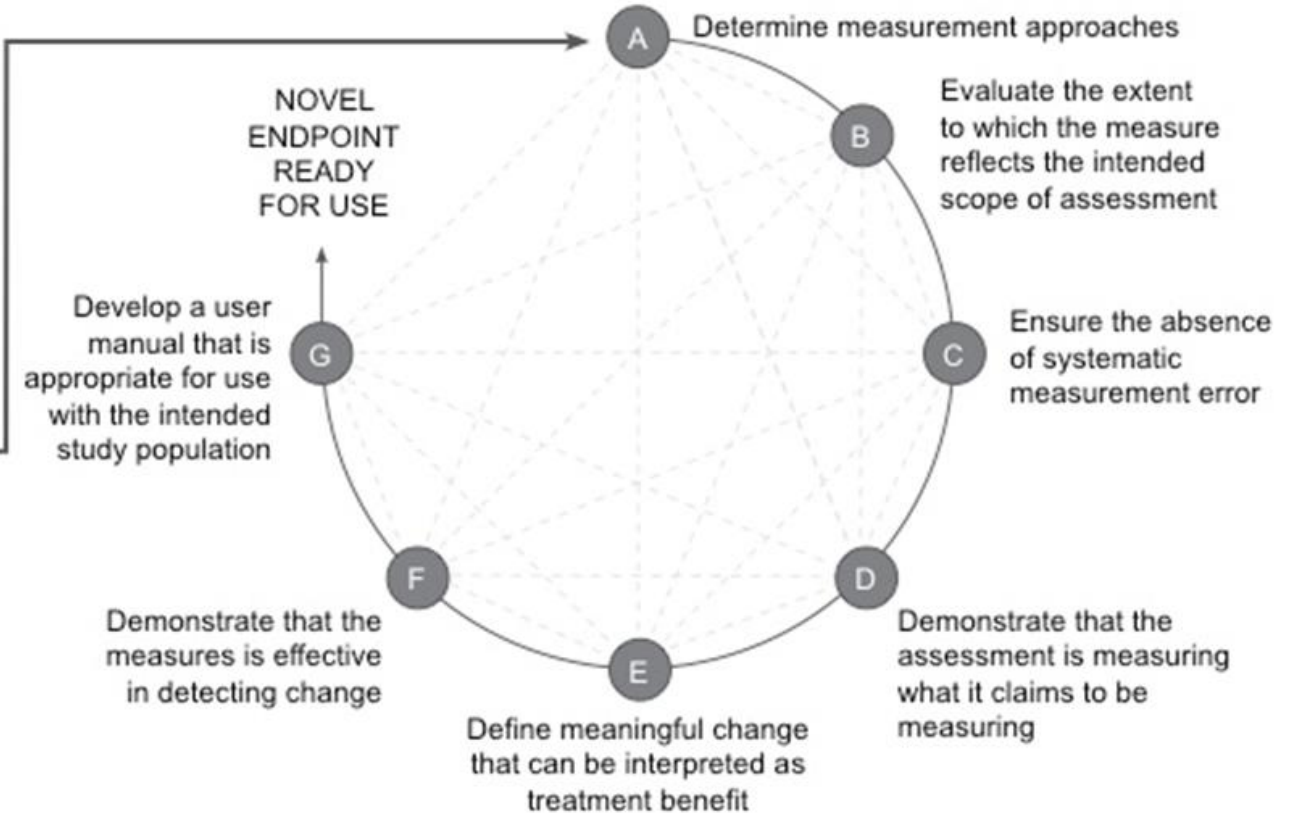
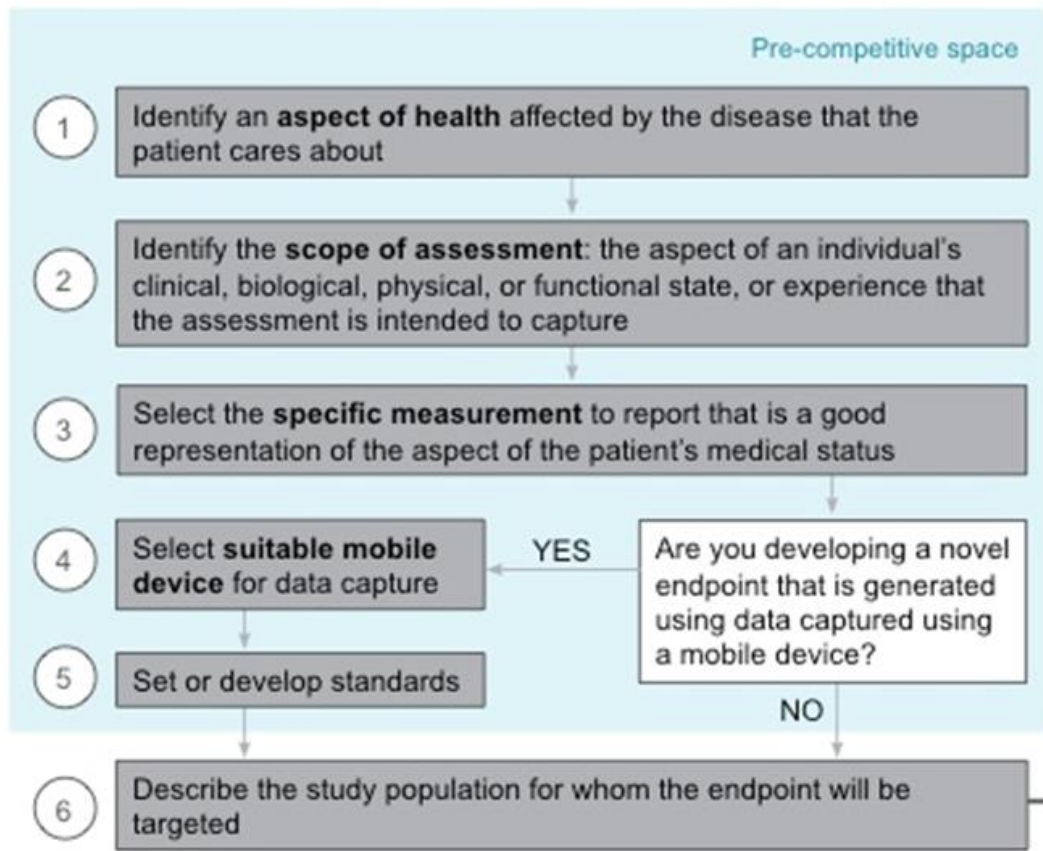
Ensure the absence  
of systematic  
measurement  
error



[www.ctti-clinicaltrials.org/files/novelendpoints-flowchart.pdf](http://www.ctti-clinicaltrials.org/files/novelendpoints-flowchart.pdf)

NO  
EM  
DE









## TAKE AWAY QUESTIONS

# DIGITAL ENDPOINTS

Could they replace traditional endpoints?

Do we support their development?

What would be the first step?

THANK YOU

