

# Patients are ready for BYOD\* - are you?

\*Bring Your Own Device



## Patients are ready to adopt BYOD

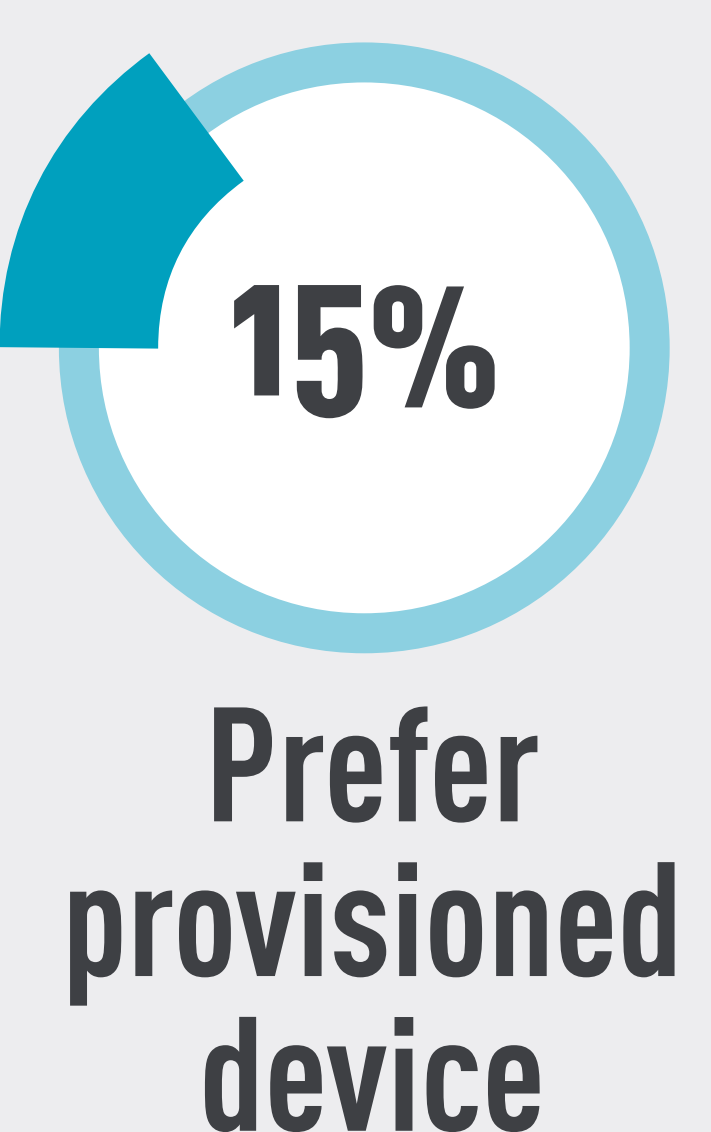
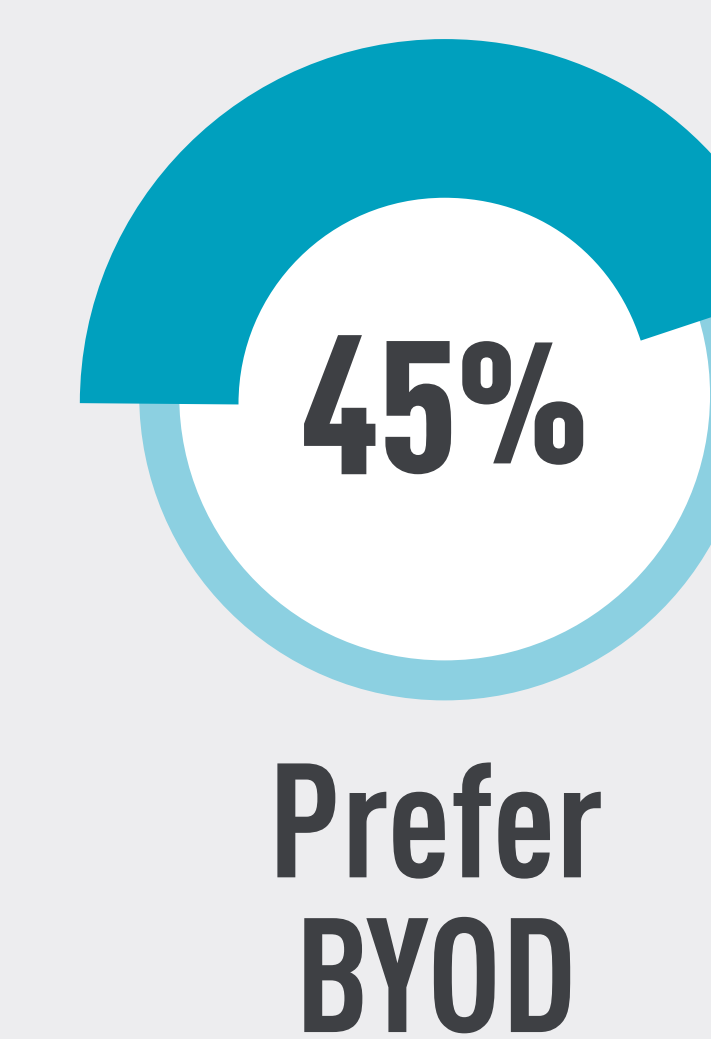
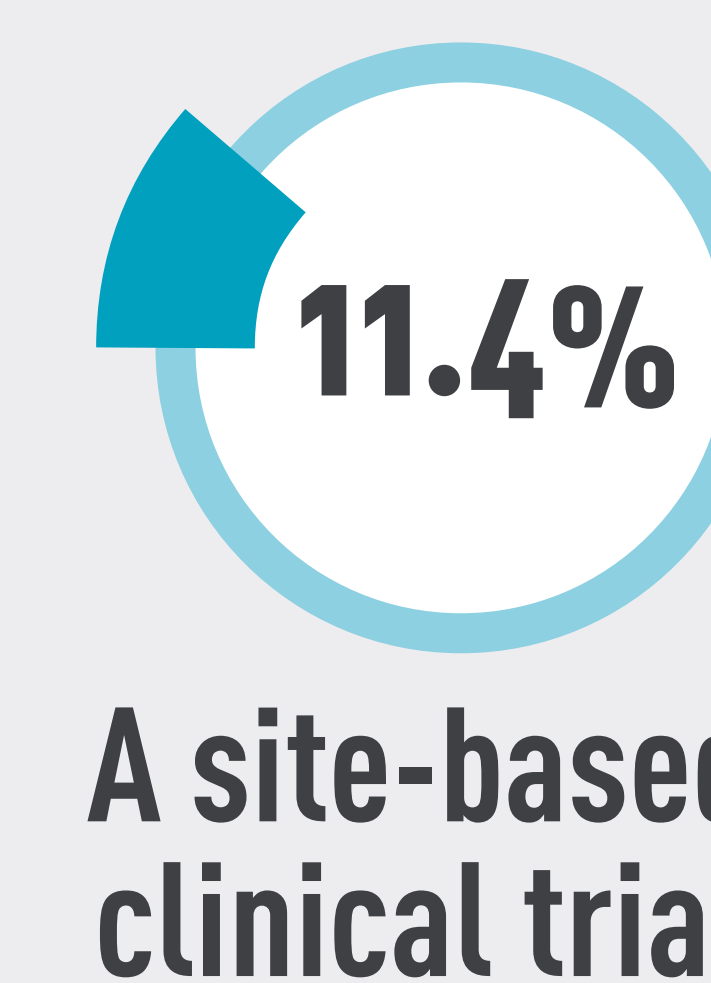
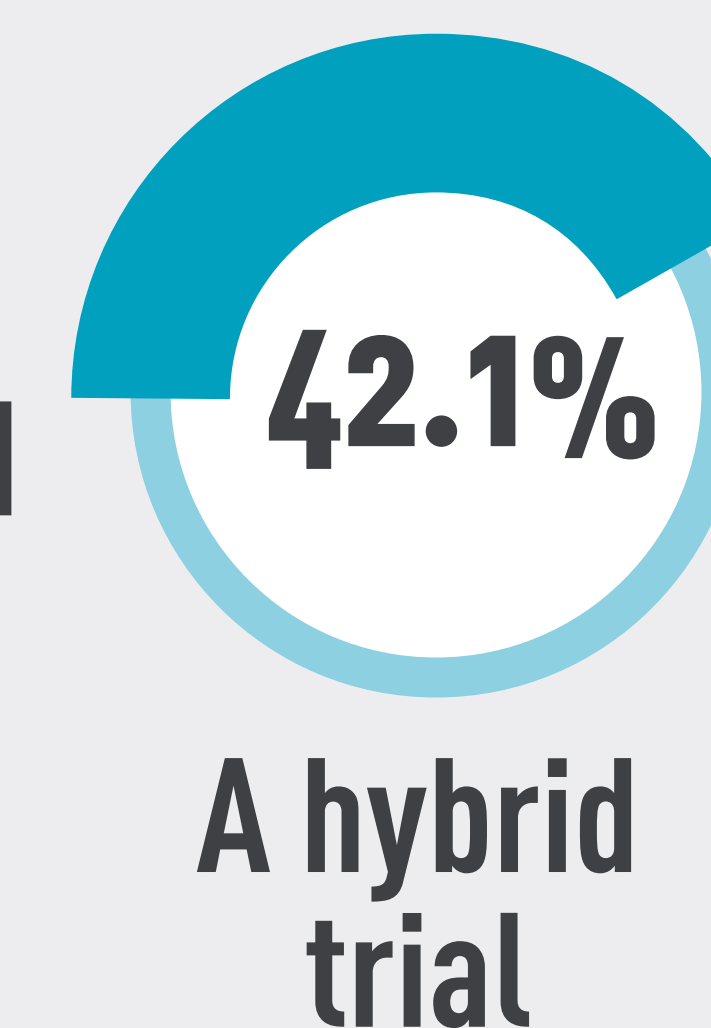
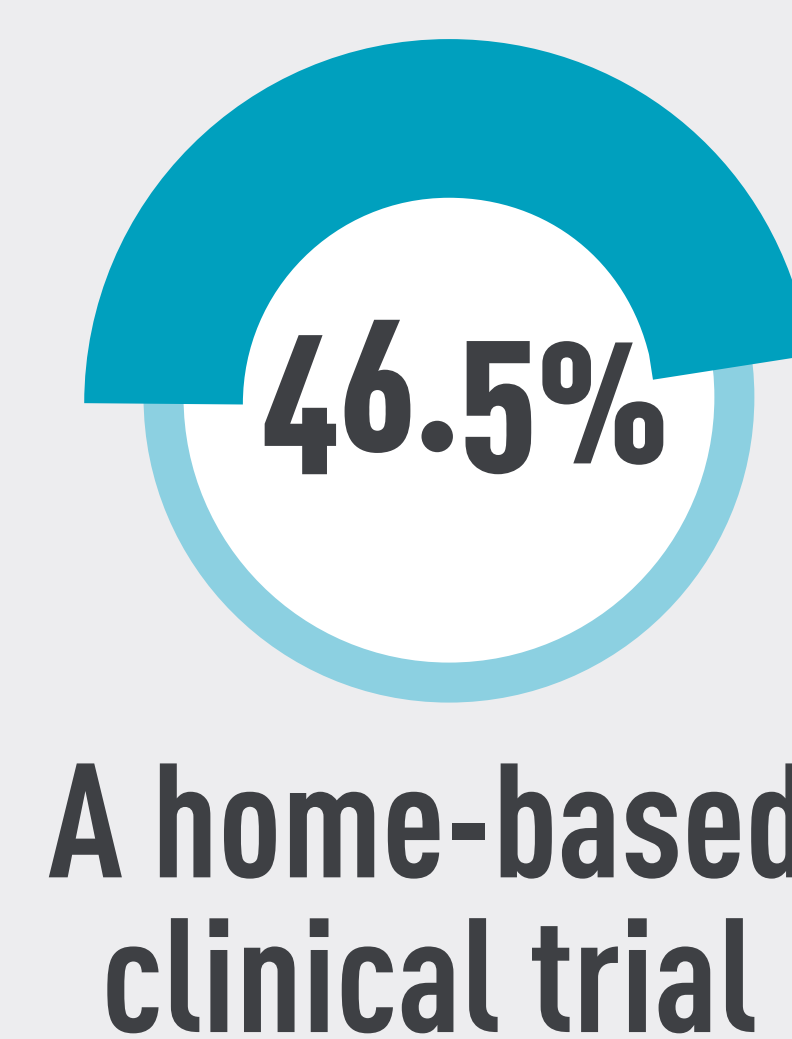
8 billion mobile subscriptions in 2019<sup>1</sup>

55% of patients over 60 have difficulties using unfamiliar devices<sup>2</sup>



89% of patients prefer hybrid or home-based trials<sup>3</sup>

45% of patients prefer BYOD<sup>4</sup>



*“BYOD is going to be about providing options and then - in that way - increasing access to clinical trials for a greater variety of different patients”*

Trishna Bharadia,  
Health Advocate & Patient Engagement Advisor

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Resources: <sup>1</sup>Ericsson Mobility Report November 2019 (d110erj175o600.cloudfront.net) - <sup>2</sup>The secret key to unlock BYOD eCOA in clinical trials - CLINPAL - Engaging Patients in Clinical Research - <sup>3</sup>Kayentis patient survey, 2020 - <sup>4</sup>Measurement Equivalence of Patient-Reported Outcome Measure Response Scale Types Collected Using Bring Your Own Device Compared to Paper and a Provisioned Device: Results of a Randomized Equivalence Trial - PubMed (nih.gov).

BYOD allows clinical trial participants to use their personal device to complete study questionnaires

Covid 19 has acted as a catalyst to accelerate the digitalization and decentralization of clinical trials



## BYOD improves user experience and benefits data quality



### Increased flexibility

- Offers choice in how data are captured/reported
- May better fit the participant's lifestyle
- Can be the perfect match for some protocols



### Improved patient experience

- Avoids site trips to pick up / bring back provisioned device
- Avoids the burden of an extra device



### Expected high compliance

- Use of a familiar device
- Participants usually carry their mobile phone with them