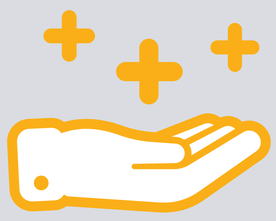
BYOD when, why and how?

BYOD: a patient-centered method of collecting patients' data electronically during clinical trials

Strong value for pharma organizations



Reducing set-up time
- Quick and easy start-up
- Logistics and shipment turnaround time reduced

Reducing costs
- Volume of provisioned devices (PDs) decreased
- Shipment cost eliminated

Reducing carbon footprint
- No additional device required
- Logistics-associated carbon emissions reduced

Enhanced experience for patients

Compliance
- Patients are less likely to forget their own device
- Patients usually carry their mobile phone with them

Burdenless
- Easier for patients to use
- Patients do not have to 'think about' an extra device

Flexibility
- Offers alternative choices to patients
- Reduces travel cost and travel burden

3 key recommendations for a successful BYOD study

Favour a hydrid BYOD/Provisioned Device approach

- ✓ Allows patients who don't have a suitable personal device to still participate in the study
- ✓ Increases flexibility (patients' preferences)
- ✓ Ensures study can still be run in geographic zones with specific internet security rules

Advocate for Online mode

- ✓ Avoids data storage issues
- ✓ Reduces data privacy risks

Select a Web back-up plan

- ✓ Secures data collection in case of any issue with the personal device
- ✓ Keeps the flexibility/ autonomy that patients chose with the BYOD option
- ✓ Remains an eco-friendly option by avoiding paper or an extra device

To learn more, please contact us at

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