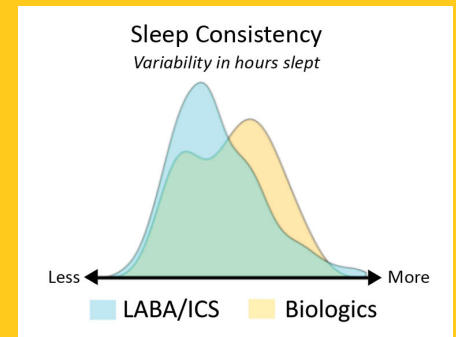


Person-generated health data (PGHD) delivers a roadmap to optimal treatment

Identify and segment patients based on real world behaviors and disease impact



Challenge

The objectives were to clearly identify the needs and management behaviors of asthma sufferers, to assess their interest in digital support tools, and clarify differences in symptom control both **across** and **within** cohorts of these individuals.

Solution

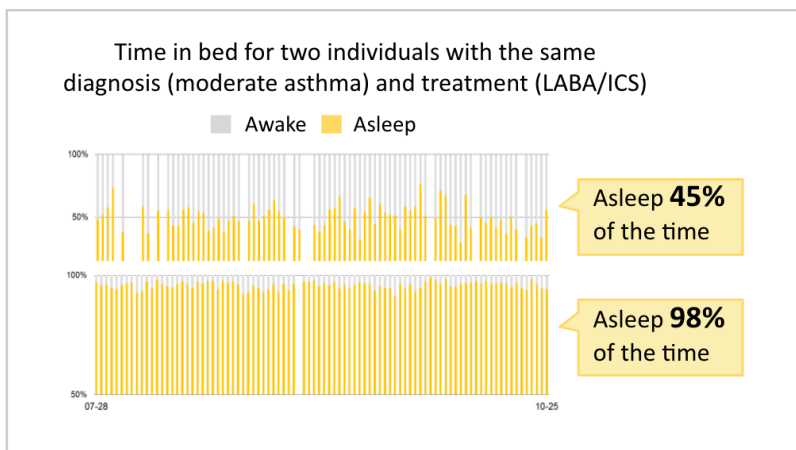
Within one week, Evidation was able to quickly recruit over 14,000 individuals with asthma from its 4.2 million member base via its dedicated app. By tracking and recording person-generated health data (PGHD), Evidation was able to identify and describe target patients based on real world behaviors and disease impact.

Results

Evidation's research demonstrated **distinct differences in symptom control** that were not captured by traditional real world evidence.

We identified **real world behaviors and disease impact measures** that split based on condition severity and treatment choice.

While 47% of the 1705 asthma sufferers surveyed wanted to share their respiratory symptoms with their healthcare providers, the vast majority (82%) do not currently keep track of them.



SEGMENT & IDENTIFY

The group was able to objectively segment and identify patients by symptom control



EARLY IDENTIFICATION

By identifying specific patient behaviors sooner, patients can be put on the right treatment faster



AGILE RESULTS

Actionable insights and information were provided in under 12 weeks

In under one week, Evidation was able to create and permission data from a cohort of over 14,000 asthma sufferers from our 4.2 million member community.

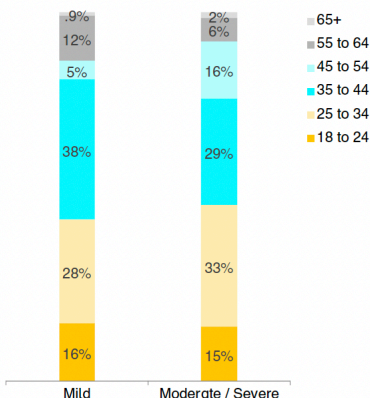
Participating cohort

Category	Responses
Mild asthma	2,537
Moderate/severe asthma	1,705
Total	4,242

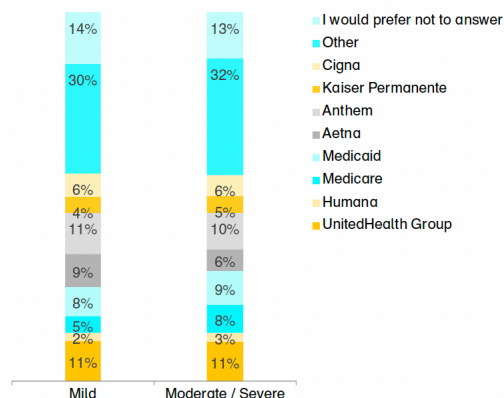
The cohort was built through Evidation's consumer app. The consent and questionnaire were available for <1week.

A total of 14,067 consents and complete responses were gathered. 4,424 are included in this analysis (all those with persistent asthma; others had intermittent asthma and were not the focus of this work.) Not intended to be representative.

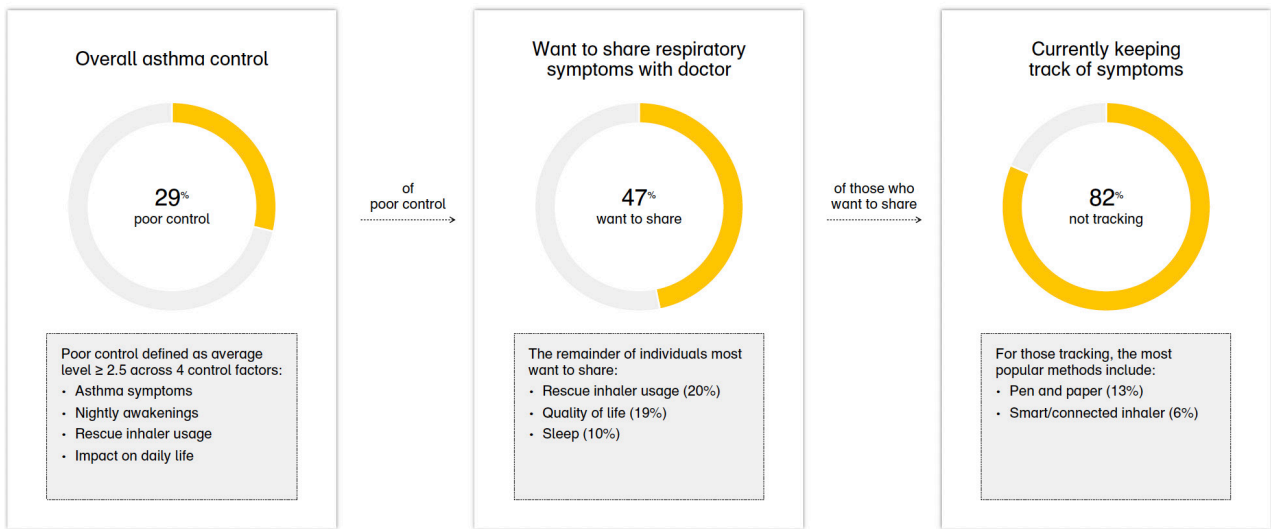
Participants by age group
N = 4,242, % DISTRIBUTION



Participants by insurance carrier
N = 4,242, % DISTRIBUTION



Person-generated health data (PGHD) provides deep, actionable insights that can help get individuals on the right treatment in a timely fashion.



Evidation works across a broad spectrum of therapeutic areas delivering a diverse population of engaged individuals who are interested in better health outcomes. Contact us today to learn more about how we can partner with you.

Evidation’s mission is to empower everyone to participate in better health outcomes.

We measure health in everyday life and enable anyone to participate in ground-breaking research and health programs. Built on a foundation of user privacy and control over permissioned data, Evidation’s platform is trusted by millions of individuals—generating data with unprecedented speed, scale, and rigor.