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Measuring Patient Experience to Improve Clinical Trials

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Temperature: from subjective experience to objective measure

The properties measured by our instruments usually begin as subjective judgments. Temperature is a good example. People were aware of variations in temperature long before there were any objective measurements of temperature. Judgments of temperature are imperfectly correlated among different persons, or even the same person at different times, depending on the humidity, the person's activity level and age, surrounding air currents, and so on. The idea that anything as subtle and complex as all the manifestations of changes in temperature could be measured and quantified on a single numerical scale was scoffed at as impossible, even by the leading philosophers of the sixteenth century.

The first thermometer invented by Galileo in 1592 did not go far in dispelling the notion that temperature was inherently unmeasurable, because the earliest thermometers, for about their first hundred years, were so imperfect as to make it possible for those who wished to do so to argue that no one could ever succeed in measuring temperature. Temperature was then confounded with all the subtleties of subjective judgment, which easily seem incompatible with a single numerical scale of measurement. How could the height of a column of mercury in a glass tube possibly reflect the rich varieties of temperature—damp cold, dank cold, frosty cold, crisp cold, humid heat, searing heat, scalding heat, dry heat, feverish heat, prickly heat, and so on?

TrialMark: measurement platform to improve patient experience in trials

TrialMark Goals



Build and test a common, universally applied measure for patient experience in trials



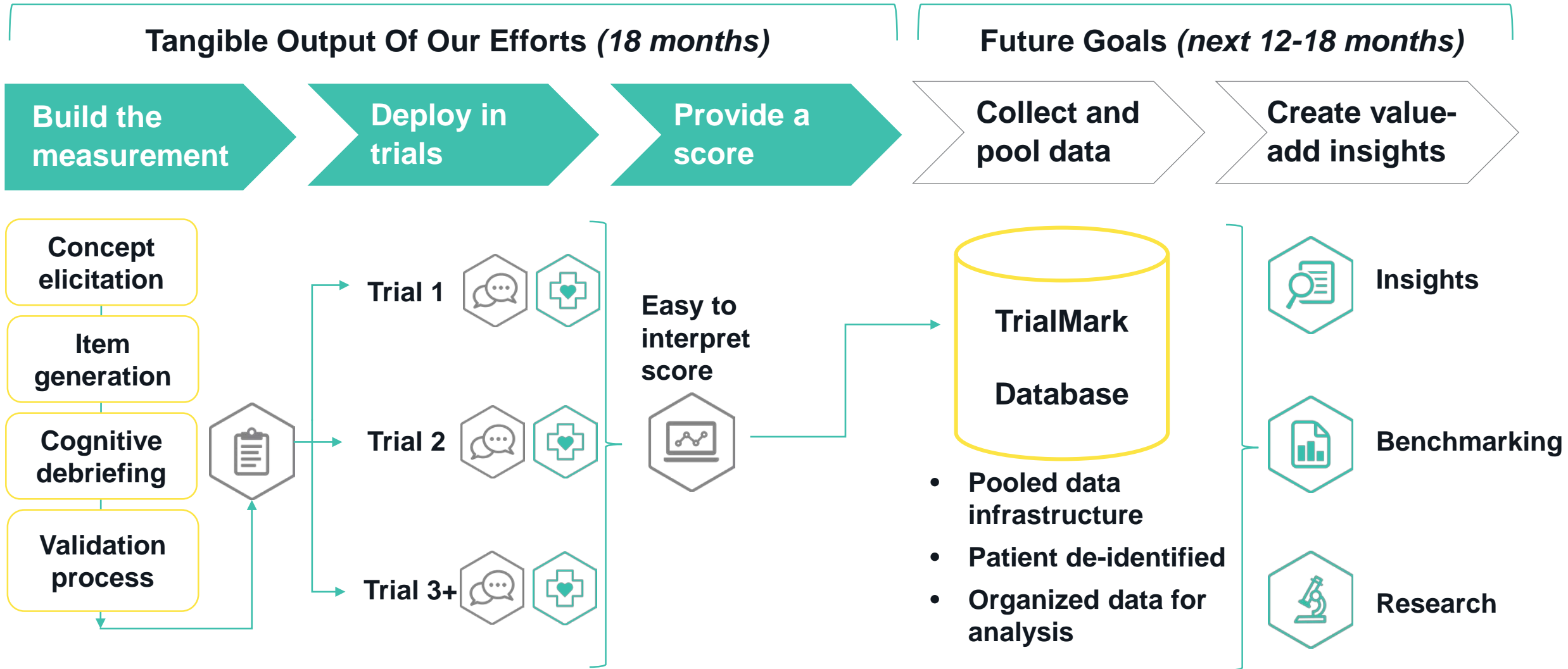
Create infrastructure to deploy measure in clinical trials and collect the de-identified results into one database



Develop analytics and tools that can help companies improve patient experience in trials

"If you can not measure it, you can not improve it." - *Lord Kelvin 1824-1907*

Measurement is rarely easy in the clinical trial space...



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