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FROM THE EDITOR

With the proliferation of wearables, sensors, and digital technologies, the potential to collect health data directly from patients has grown exponentially. The clinical trial community is addressing these new modes of data capture head on—the US Food & Drug Administration has issued recommendations and released the “MyStudies” app, and the Clinical Trials Transformation Initiative has published guidance on “decentralized” clinical trials and use of mobile technologies for data capture. Curiously, while connected devices naturally permit collection of data in the real world, the real-world research community has been slow to appreciate digital technologies as a source of real-world data on par with administrative claims or electronic health records.

This is unfortunate, as the real-world setting has long functioned as a laboratory for clinical trial innovation, as is playing out again with digital health technologies. Surveys suggest that life sciences companies—sensing opportunities to streamline their clinical development programs—are eager to adopt virtual approaches, but their enthusiasm is tempered by perceived risks associated with unproven technologies and lack of regulatory precedents. So, instead of innovating in their pivotal clinical trials, they are turning to non-interventional research, such as real-world registries, to test out novel digital technologies. It's also the case that virtual approaches can unleash the “power of the patient” by bringing the research process to patients rather than forcing patients to bring themselves to the research process. In short, there are many reasons why our Society should be embracing digital health technologies in real-world research.

This issue of *Value & Outcomes Spotlight* has a considerable amount of content devoted to the “digital healthcare ecosystem,” as it's called in our featured article, which describes reasons why industry has been slow to adapt, outlines concerns for patient privacy, and suggests the need to realign resources and skillsets. This is followed by an infographic page on sustainability and capacity building in the new digital age, contributed by the ISPOR Student Network, and an article on challenges associated with electronic recruitment and validation of patients in prospective outcomes research studies.

In addition to the digital-themed content, we include a variety of material of relevance to our Society. There are articles introducing real option valuation of medical technologies and an alternative approach to patient matching in oncology studies, prioritizing the line of treatment. Our ISPOR Central section features an overview of the 2024 update to the ISPOR strategic plan, provided by CEO and Executive Director Nancy Berg. There is also a report on health technology assessment and health policy specific to the Latin American region, based on a meeting that took place last fall at the ISPOR Latin America Conference in Bogotá, Colombia.

Happy reading!



David Thompson, PhD
Editor-in-Chief,
Value & Outcomes Spotlight

