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## FROM THE EDITOR

**M**obile Health initiatives, commonly captured under the abbreviated term “mHealth,” center around the use of connected devices as a means of patient contact with the medical-care system. These devices include the common smart phone and other consumer wireless products as well as customized patient monitoring devices. All have in common functionality that leverages one or more wireless electronic communications channels, such as SMS text, 3G/4G telecommunications, GPS, and Bluetooth.

In general, mHealth can be considered an alternative—or, preferably, a supplement—to traditional forms of patient engagement, including physician office visits, telephone reminders, and ground-based (“snail”) mail. The majority of innovations in this area relate to improving patient care and increasing efficiency in the provision of healthcare services. But mHealth also portends a revolution of sorts in the conduct of clinical research, particularly for the collection of real-world data.

Putting connected devices in the hands of patients—or tapping into their smart phones via so-called “bring your own device” (BYOD) approaches—represents an important advance in real-world research. It facilitates data capture from a broader swath of the patient population than could typically be enrolled into a registry-type prospective observational study, and it obviates the need for patients to come into clinics or study sites for assessments. Indeed, there are even initiatives to perform fully virtual studies in which there are no actual study sites.

mHealth also is completely simpatico with the concept of patient centricity, creating new challenges and opportunities for the measurement of study endpoints that matter to patients, and spawning new innovations in data capture. For example, while traditional PRO instrument instructions can be cumbersome to view on a smartphone screen, new technologies such as chat bots that guide the respondent through the questionnaire can be utilized.

This issue of *Value & Outcomes Spotlight* contains a feature article on the role of mHealth technologies in clinical research and, beyond that, a wide variety of articles of interest, including value assessment frameworks in oncology, estimands in health technology assessment, and health state utilities in cost-effectiveness analysis. Our ISPOR Central section reports progress on execution of our Society’s IT strategic plan, which has already resulted in a revamped website, as well as an overview of the upcoming ISPOR Europe 2018 meeting in Barcelona.

See you there!



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

