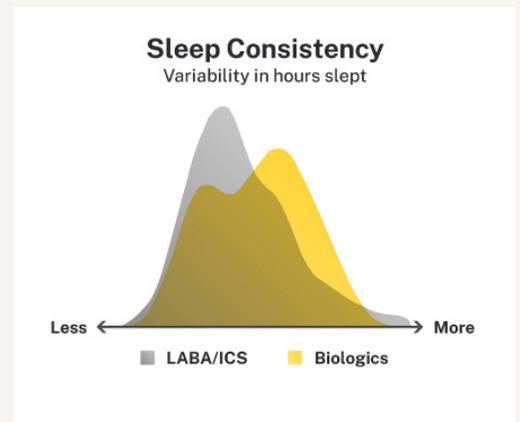


## Case Study: Asthma

# PGHD delivers a roadmap to optimal treatment

Person-generated health data (PGHD) allows users to 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.



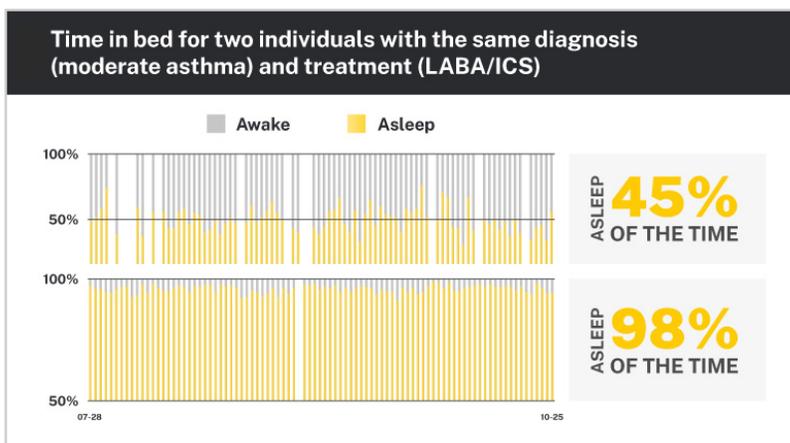
## SEGMENT & IDENTIFY

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

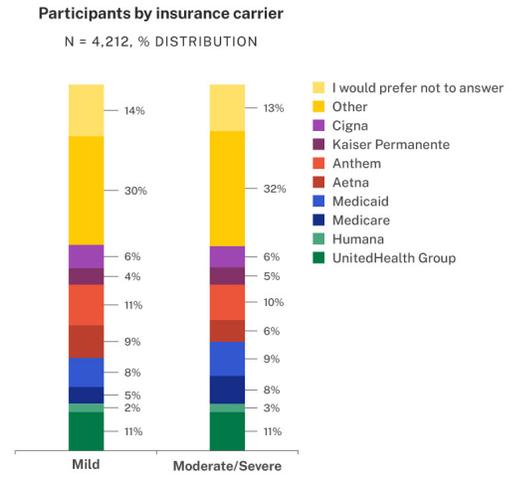
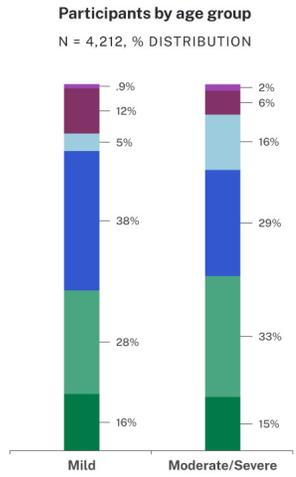
In under one week, Evidation was able to create and permission data from a cohort of over 14,000 asthma sufferers from our 4.2 million member community.

**Participating Cohort**

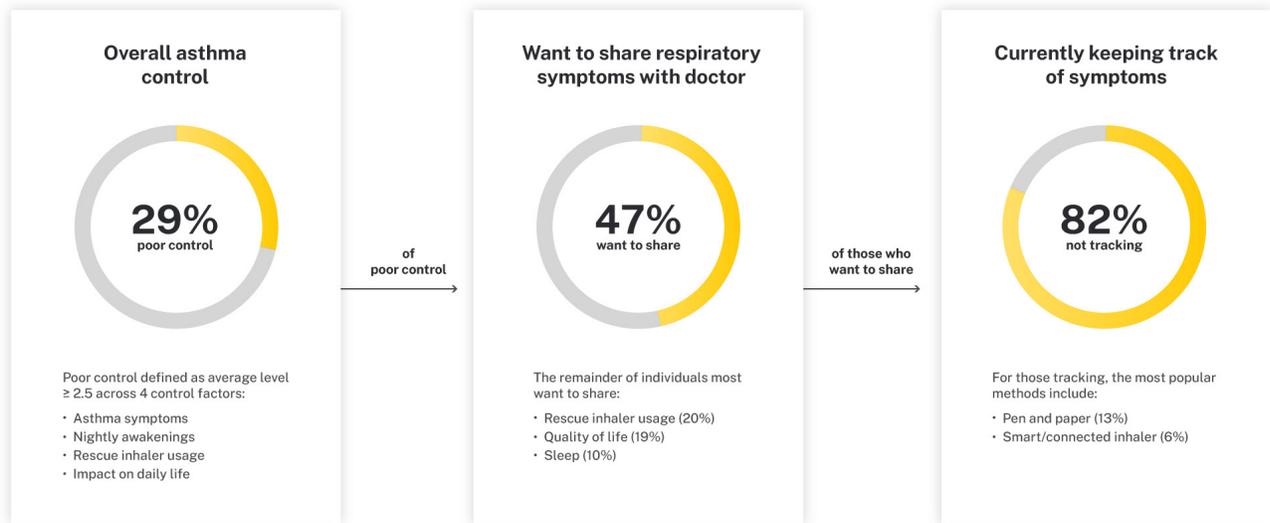
Category	Responses
Mild asthma	2,537
Moderate/severe asthma	1,705
<b>Total</b>	<b>4,242</b>

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

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.



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 one of the most diverse populations of engaged individuals who are interested in better health outcomes.

**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.