

# Pioneer's Perspective



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Founder & CEO

## **The Digital Therapeutics industry is attracting more attention now than ever before - why is this?**

I think because there are valid proof points that digital therapeutics and digital medicine can improve health outcomes and costs. I think a lot of the industry was viewing it at arm's-length and in some cases were even dismissive, or skeptical of the innovations.

## **What opportunities do these technologies offer?**

These technologies offer the ability to deliver healthcare at scale, and in a much more convenient way for both patients and providers. Everyone involved is time constrained and is asked to do more with less. The other wonderful thing about these technologies is that they can be implemented very quickly.

## **How should the healthcare system adapt to this emerging industry?**

Be thoughtful about your use cases. Start implementing in a way that your organization can quickly take full advantage of the solutions that are offered. Think about ways that implementation can happen that doesn't require a full blown integration.

And think about what is the right level of clinical validation that is required.

## **In your opinion, how are key stakeholders viewing the clinical validation models being produced?**

This is an area right now where there is a lot of confusion. We find ourselves in the position of having to level-set what is considered appropriate evidence. As my lead clinician would say, if someone gives you a full RCT on a digital health intervention at this stage, you should be suspect. National agencies including NIH, NSF, HHS, have indicated that an RCT framework is not appropriate for digital health interventions because of the rapid iteration cycles. And in reality by the time the evidence comes out, we may not be using that technology platform anymore.

## **Where do you see this industry in five years time?**

I think you're going to see a lot more interventions that have an evidence-base. You'll see a range of applications that providers will prescribe. And it may be sooner than five years as we're already seeing that in our own business.

## **What conversations need to happen now, for the Digital Therapeutics & Digital Medicine industry to move forward?**

To accelerate innovation, I think we have to have a healthy discussion

and agreement around new models of public/private partnerships that provide the appropriate level of evidence to drive innovation forward. Certain interventions will always require rigorous testing.

The industry as a whole has to also think about what they can do, to help innovators gather that evidence quickly. The traditional model of funding in the U.S. for medical research, was typically it conducted at a university and was financed through a government entity. Through this model, the research team had access to important facilities and resources, such as clinics and IRBs, from beginning-to-end required to conduct research. Now a lot of healthcare innovation is happening in startups and access to these resources can be difficult. Some of these technologies are still fairly risky for private investment to bridge the gap but are out scope of granting agencies. The proposed changes in reimbursement will also accelerate the adoption of new technologies.

## **What do you plan to take away from the DTxDM East Summit?**

I'm incredibly excited for the program. It's going to be great to listen to fellow innovators who are doing incredible work forging ahead in this new field. I'm looking forward to learning best practices and making connections with like-minded people who want to bring the future into present-day.