Results

- Medication adherence platform, drug delivery device combination, and mobile self-care apps were identified as the top three most promising options for implementation (Figure 2).

- The majority of payers are at least somewhat familiar with the FDA approval process for prescription digital therapeutics (PDTs) (Figure 6).

- Most respondents (86%) noted that evidence demonstrating long-term efficacy and specific disease-state management were absolutely necessary to determine coverage for new PDTs (Figure 7).

- The results indicate that HCDMs may prioritize adherence management (21%), health-related quality of life (74%), and clinical effectiveness (81%) as important study types to prioritize for manufacturers.

- Survey results were descriptive in nature and based on a small sample size (N=50); however, they provide insight into payer perspectives on digital therapeutics.

- Although most respondents were at least somewhat familiar with the FDA approval process for PDTs, improving awareness of the approval process and evidence standards may improve payer receptivity to coverage of PDTs.

- Paper respondents prioritized head-to-head comparison studies, randomized controlled trials, and real-world evidence studies as critical pieces of evidence for new therapeutic areas.

- Evidence generation around comparative clinical effectiveness and long-term outcomes were valued highly by payers and may offer opportunities for market access and payer partnerships.

Limitations

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References


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