

8th Annual

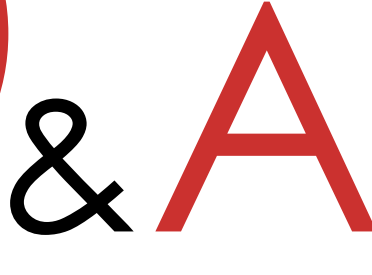


DTx
WEST

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The Pivotal Moment for Digital Therapeutics
Next-Generation Digital Healthcare



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What is your take on the recent physician code announcements?

The recent CMS decision to reimburse for Digital Therapeutics (DTx) is a transformative development for the industry. By establishing physician fee schedule codes for digital health services, CMS is providing a much-needed framework to support broader adoption and financial sustainability for DTx solutions. This shift underscores the growing recognition of the clinical value DTx brings to patient care, particularly in chronic disease management and behavioral health. However, the implementation will require close collaboration among stakeholders to ensure practical integration into care pathways and equitable access.

How do Digital Therapeutics companies need to evolve in response to what the industry has experienced so far?

DTx companies must adopt evidence-based medicine as a core standard, demonstrating clinical efficacy through rigorous trials and real-world evidence. Additionally, patient-centered care should guide the development process from the outset, ensuring that solutions are co-designed with input from both patients and clinicians to address their unmet needs. These approaches will not only improve the quality and usability of DTx but also strengthen support from key stakeholders, including healthcare providers and patients, who are critical to adoption and integration. Focusing on these priorities, while aligning with regulatory and ethical standards, will position DTx companies for long-term success and trust within the healthcare ecosystem.

What emerging opportunities are there for Digital Therapeutics to explore?

Emerging opportunities for DTx span both technological advancements and pressing social and environmental challenges. On the technological front, breakthroughs in AI, digital biomarkers, and sensing technologies offer transformative possibilities for real-time monitoring and precision care. These tools enable more personalized interventions, improving patient outcomes while reducing unnecessary costs. Socially, the aging population and rising chronic disease burden underscore the need for scalable solutions that support long-term care and disease management. Additionally, the growing global mental health crisis presents an opportunity for DTx to bridge care gaps, particularly in underserved communities. Addressing these challenges through personalized, cost-effective approaches can position DTx as a cornerstone of modern healthcare systems.

What's your prediction for how the Digital Therapeutics industry will evolve over the next 2-3 years?

In the next 2-3 years, DTx will increasingly establish itself as an independent therapy for populations who may not be able to take traditional medications, such as pregnant women, children, or older adults with multiple health issues. This unique role will make DTx a valuable tool in conditions like insomnia, where it can provide non-pharmacological alternatives. Additionally, DTx will complement traditional treatments for chronic conditions, helping to alle-

viate symptoms, improve medication adherence, and manage side effects. By integrating with existing therapies, DTx can offer a more holistic and personalized approach to care. Furthermore, its scalability will make it a vital resource in low-health-resource settings, expanding access to screening, prevention, and chronic disease management globally.

What's one piece of guidance you'd like to share with the industry?

Focus on the patient. While innovation is important, ensuring that solutions are patient-centered, accessible, and backed by rigorous clinical evidence will define the success of the DTx industry. Also, fostering trust among healthcare providers and demonstrating the tangible value of DTx in improving health outcomes will be essential for sustainable growth.

What are you looking forward to most at DTx West 2025?

I'm particularly excited about the opportunity to connect with fellow leaders in the DTx field and exchange ideas on the latest advancements and challenges in the industry. I'm also eager to share updated knowledge regarding study designs for DTx, including innovative approaches to clinical evidence generation and real-world validation. Additionally, I look forward to discussions around leveraging regulatory and reimbursement changes to drive innovation, expand access, and further integrate DTx into routine care, making these transformative therapies more accessible to diverse patient populations.

Juhee will be featuring as a panelist on Day 1 for the keynote discussion:
The Digital Therapeutics & The Digital Healthcare Revolution

To learn more and register for DTx West, visit the website
DTxGlobalSummit.com/West