

# A Bibliometric Analysis to Estimate the Reach and Impact of the Peterson Health Technology Institute’s Digital Health Value Assessments

Grant, H<sup>1</sup>  
<sup>1</sup>Petauri Evidence, Bicester, UK

ISPOR poster acceptance code: MT20  
Abstract ID: 4413

## Introduction

Since its creation in 2023, the PHTI has published three reports assessing the value of DHTs, triggering new conversations about DHT evidence standards among payers and manufacturers.

The PHTI's robust reports, alongside other reports assessing the digital health landscape, have gained much attention across both social and public media channels, and the organization is a key player in facilitating important conversations about evidence standards and uptake of digital health solutions in the US.

Given the high and rising profile of the PHTI, and the growing importance of demonstrating clinical efficacy and value for money of innovative digital health solutions, quantifying the reach and impact of the PHTI's DHT value assessments and other research into the broader digital health landscape was of interest.

This will enable us to infer how the PHTI's publications are being perceived and utilized by key digital health stakeholders, including manufacturers, payers, and clinicians, and whether there has been a shift towards a more evidence-based and budget-impact driven digital health landscape as a result.

## Objectives

The objectives of our research were to:

1. Quantify how the reach of the PHTI has expanded since its inception
2. Explore the authors, channels, types of audiences that the PHTI's content is being communicated to, and sentiment of communications to infer how research is being perceived
3. Explore how the PHTI's reports are cited in the academic literature and contributing to the broader DHT evidence base

## Methods

A targeted search using Google and Google Scholar was conducted in December 2024 using 'Peterson Health Technology Institute' or 'PHTI' as search terms. Results were extracted into an Excel® spreadsheet.

Results referring to social media posts and self-mentions were removed. Social media posts were not included in this analysis as they do not consistently appear within Google searches. Google search results were analyzed quantitatively and qualitatively. Quantitative analysis involved tracking the number of results over time. Qualitative analysis involved categorizing and coding each result regarding the publication type, author, sentiment, audience, and location.

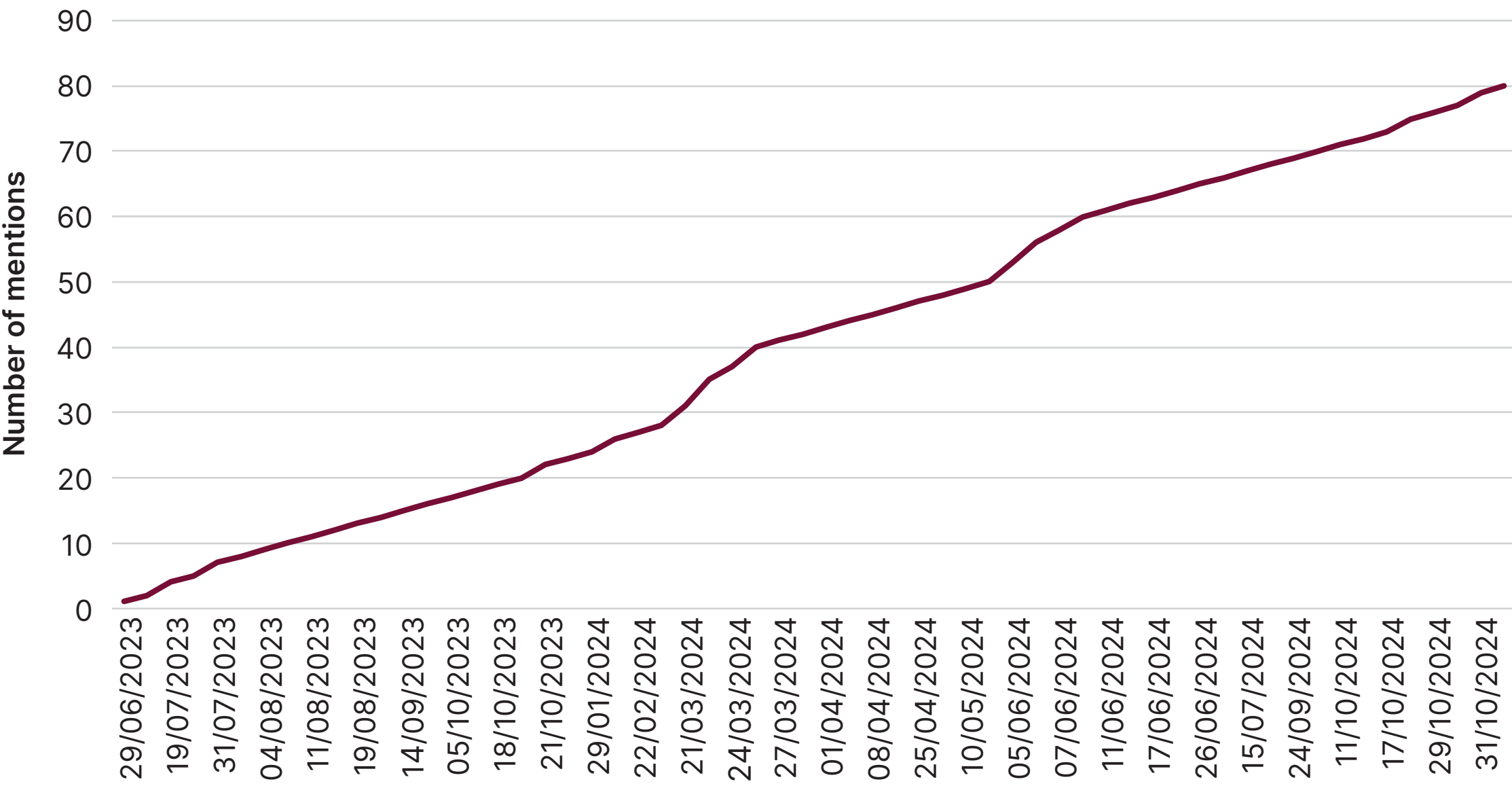
A similar approach was applied to the analysis of Google Scholar results. The journal name, category, nature, purpose of publication, and impact factor were extracted. Results were summarized and visualized in Excel.

## Results

### Mentions over time

Between June 2023 and December 2024, the PHTI was mentioned 80 times across relevant Google search results (Figure 1), demonstrating the rising profile of the organization in a relatively short amount of time.

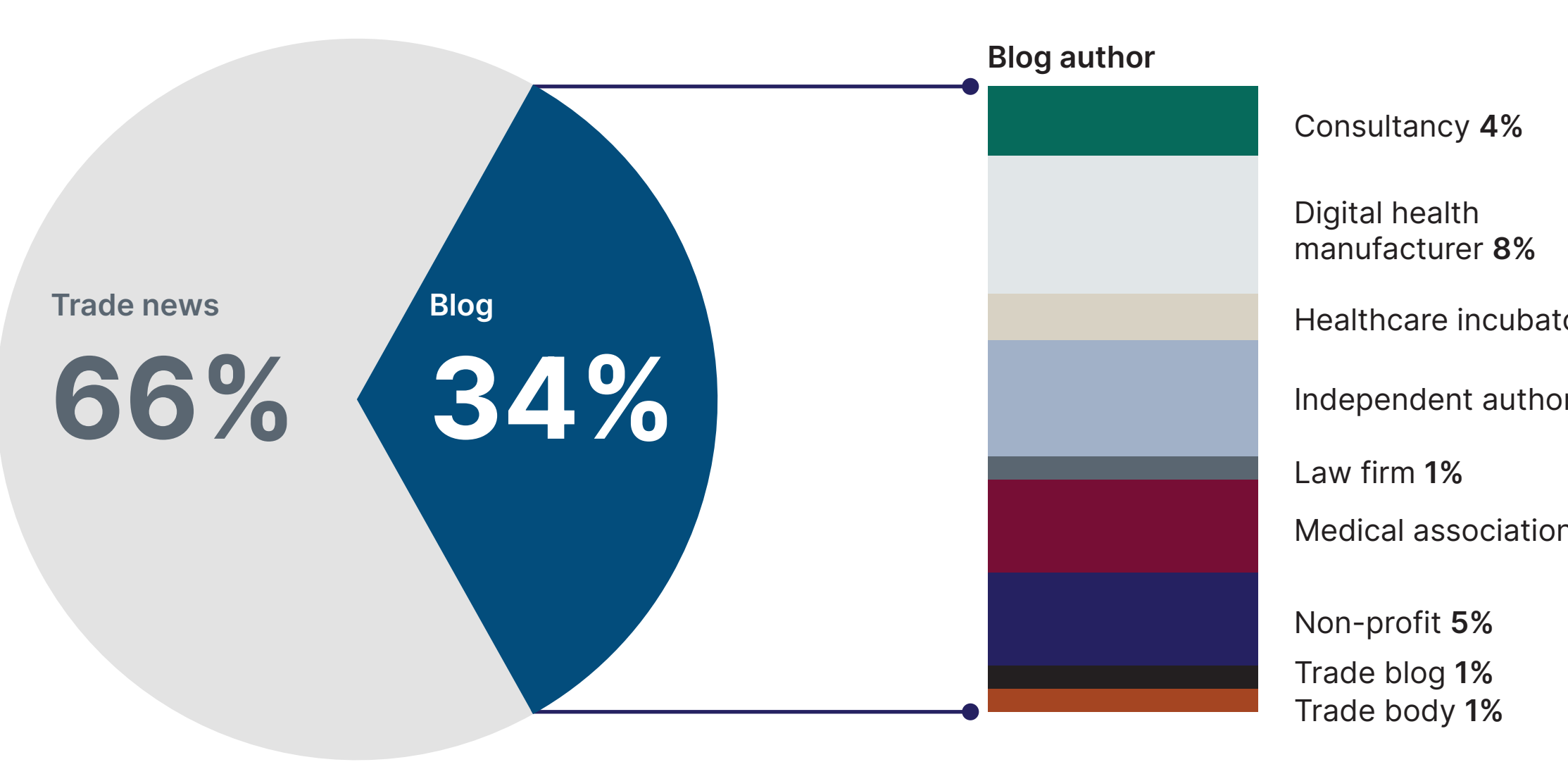
Figure 1: Cumulative number of unique mentions across all Google search results between June 2023 and December 2024



### Content authors and channels

The PHTI's reports were shared through two key channels: trade news publications (66%), specializing in digital health, healthcare IT, and the healthcare market; and blogs (34%) authored by digital health manufacturers, independent KOLs in digital health, healthcare consultancies, medical associations, and non-profit organizations (Figure 2). The breadth of communications channels and types of authors represents the wide range of stakeholders being influenced by the PHTI's initiatives.

Figure 2: Main channels used to distribute the PHTI's reports

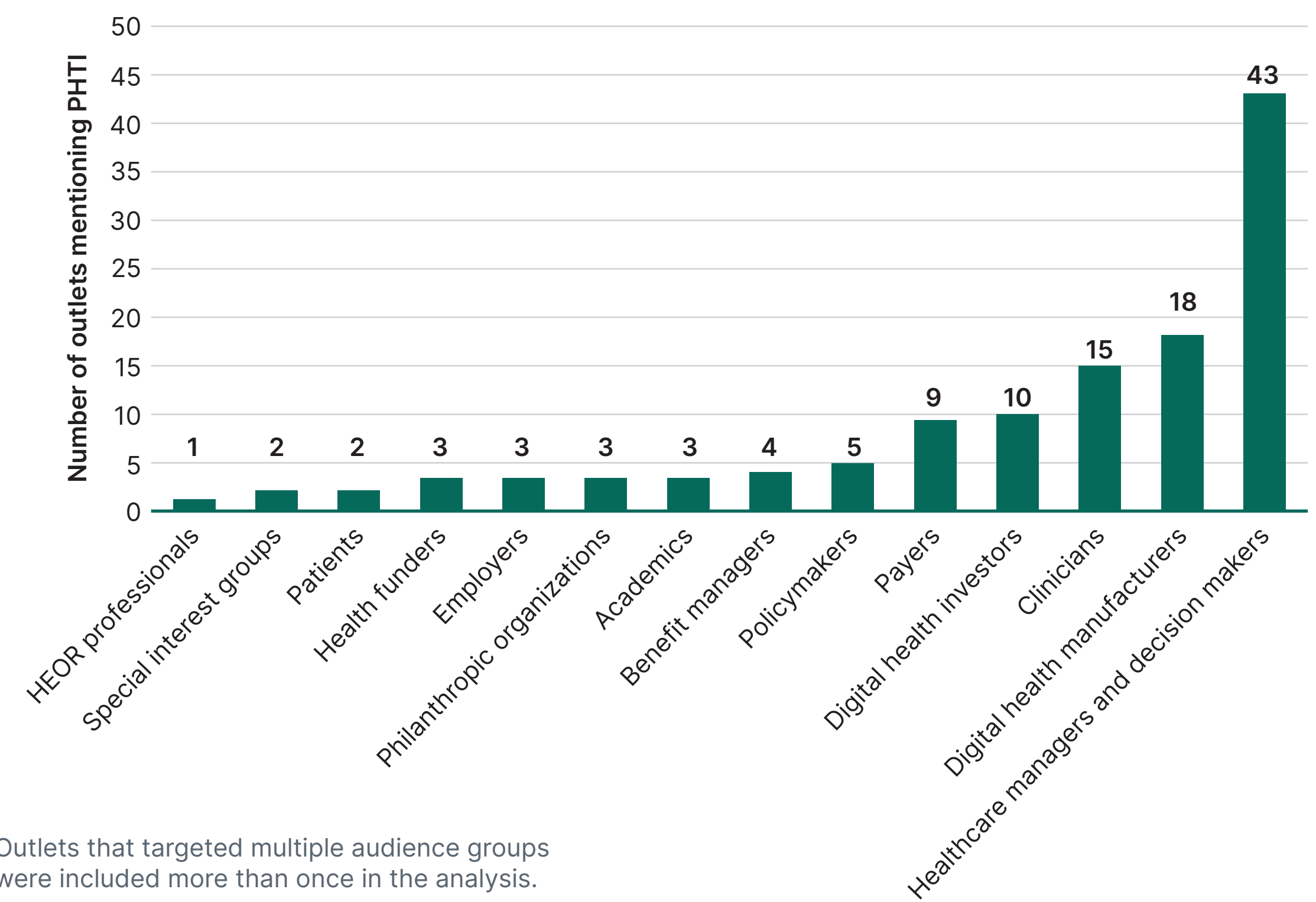


### Audiences

Most outlets reporting on the PHTI were US based (75% of mentions). 8.75% of outlets had a global scope, and 11.25% of outlets targeted the UK, with a few specific mentions in Brazil, India, and Italy, highlighting that the organization is gaining attention at the global level as well as in its key market of the US.

The main audience reached was healthcare managers and decision makers – but communications reached the full scale of DHT stakeholders, including payers, patients, academics, policymakers, investors, clinicians, and manufacturers (Figure 3).

Figure 3: Target audience of each blog or news outlet that reported on the PHTI



Outlets that targeted multiple audience groups were included more than once in the analysis.

### Sentiment analysis

Figure 4 shows the sentiment and tone of each piece of coverage of the PHTI's reports. As most authors reporting on the PHTI were news outlets, coverage was mostly neutral and informative in tone, purely reporting the facts.

The positive coverage expressed optimism about the PHTI's work and how an independent evaluation framework is a welcomed development. Authors perceived the PHTI's work as important, that the organization is raising the bar regarding evidence standards of DHTs, and are supporting payers' decisions to implement the most effective and impactful solutions. Authors also encouraged DHT manufacturers to read the full report to inform their business development strategies.

A more critical or nuanced perspective was reported by 3 and 10% of outlets, respectively. Critiques or commentary highlighted specific limitations of the methodology and scope employed by the PHTI to evaluate DHTs, suggesting that their reports may make DHT market access more challenging for manufacturers.

Figure 4: The sentiment and tone of each piece of coverage of the PHTI's reports



### Academic literature

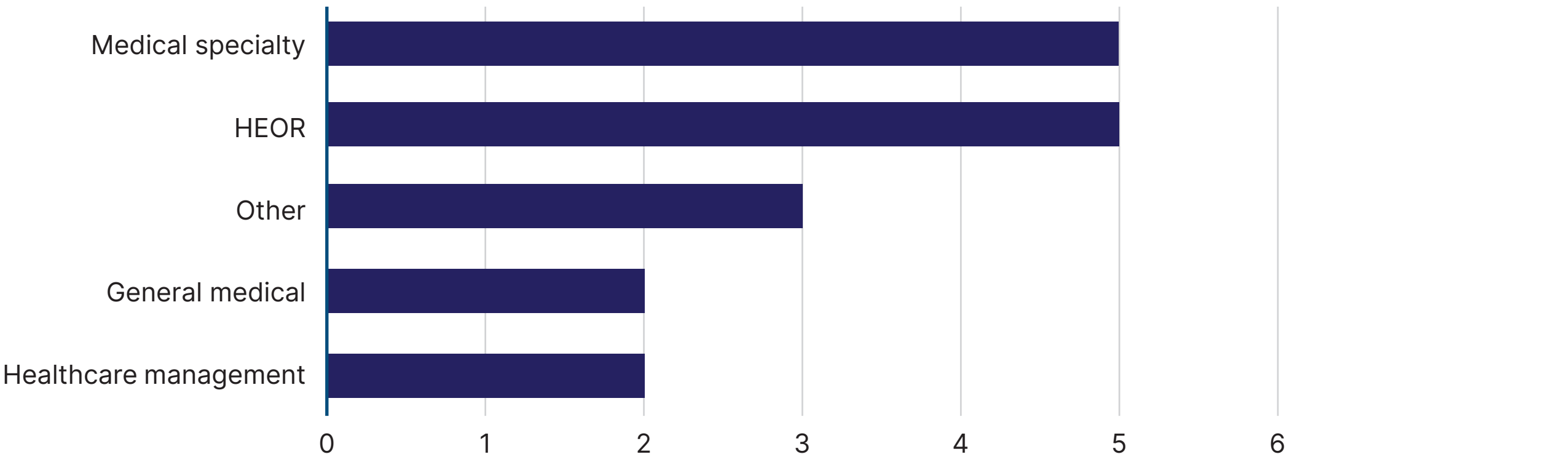
The PHTI was mentioned or cited 17 times in the academic literature between June 2023 and December 2024. The PHTI's reports were cited across a broad range of publication types, including conference posters, reviews, clinical studies, and commentaries.

The PHTI was also cited across a broad range of journal types (Figure 5), including high impact medical specialty journals such

as NPJ Digital Medicine, Canadian Journal of Cardiology, Nature Reviews Drug Discovery, and Journal of the American College of Cardiology. The PHTI was also cited in HEOR journals including Value in Health and Journal of Comparative Effectiveness Research. The average journal impact factor was 15.5, ranging up to 122.8 for Nature Reviews Drug Discovery.

This analysis highlights that not only are the PHTI's reports reaching key DHT stakeholders through public communications channels, but that the PHTI is seen as a methodological innovator, which is actively contributing to the broader academic conversation about DHTs. The PHTI is also being perceived alongside and compared/contrasted to global HTA bodies, as well as influencing the design of DHT clinical studies for new digital interventions and biomarkers in diabetes, highlighting that DHT manufacturers may be considering the PHTI's evidence standards in early studies of their interventions.

Figure 5: Number of times the PHTI was cited or mentioned in the academic literature, broken down by journal category/scope



## Conclusion

The PHTI's reports have obtained global reach and have been analyzed by both DHT purchasers and manufacturers through high-profile channels. Reports were amplified more through public communication channels than in academic literature. The high impact factor of journals citing the PHTI and breadth of coverage across the academic literature positions the PHTI as a key player and innovator within the DHT evidence generation and evaluation landscape. It is

unclear from this study as to how payers are using the PHTI's reports to systematically inform decisions about adopting DHTs, but the rising prominence of the organization and awareness of the PHTI among those involved in the DHT landscape highlights that decision makers and manufacturers are paying attention to the importance of investing in evidence generation and having robust clinical and economic evidence for innovative DHTs.



### Abbreviations

DHT, digital health technology	KOL, key opinion leader
HEOR, health economics and outcomes research	NPJ, Nature Partner Journals
HTA, health technology assessment	PHTI, Peterson Health Technology Institute
IT, information technology	