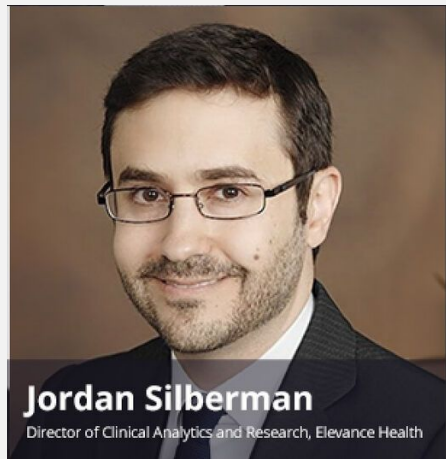


The Market Access Conundrum in Digital Health:

Balancing Rapid, Robust Validation with Integrated Evidence Plans





Integrated Evidence Plans for Digital Health Products

*Streamlining evidence for
commercial success to drive
broad acceptance of digital health
technologies (DHTs)*

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Project goals and objectives

Goal

To speed and streamline the path to broad adoption and commercial success for evidence-based DHPs and optimize health outcomes for the greatest number of patients.

Implementation will



Optimize the efficiency
with which developers can
**generate high-quality,
fit-for-purpose evidence**
that meets the needs of all
decision-makers



**Speed the broad
acceptance of**
high-quality DHTs and
their associated health,
healthcare, and health
economic benefits



**Deliver commercial
success** to DHT
developers and their
investors

New resources

Public resources from the project are anticipated in March 2025. Stay tuned