



Draft a Cohesive Implementation Plan to Limit Provider Burden:

Ensuring Digital Therapeutics (DTx) are easily accessible for patients without needing significant HCP effort to prescribe or monitor enables successful commercialization.

After establishing with HCPs in a data-driven manner that digital therapeutics (DTx) do have real value in patient care, the immediate follow-on step is to confirm that these DTx options can be made available to patients without extensive effort from physicians. Manufacturers have a responsibility to eliminate or reduce the added hurdles faced by already overworked physicians in prescribing DTx today.

The following steps indicate key actions that manufacturers might take to enable successful commercialization:

1. Aim to have DTx products integrated into electronic health records (EHRs) currently used or known by HCPs, therefore ensuring proficiency with previously accepted systems.
2. Provide HCPs instructive guidance through educated product representatives and informative product websites on how to approach prescribing digital therapeutics (DTx).
3. Guide HCPs on how to communicate to patients and caregivers on their role in enrolling in, paying for, and using the prescribed digital therapeutic.
4. Educate HCPs on efficient long-term monitoring of digital therapeutic treatment to enable effective understanding and management of patient outcomes.

While there are few established commercial success examples among digital therapeutics manufacturers, several companies have implemented a clear plan on one or multiple of the steps and are starting to gain traction in HCP and patient adoption.

For example, Akili Therapeutics has organized an effective “How to Prescribe” webpage for its ADHD digital therapeutic, EndeavorRx. The page first lists all the required details for the HCP to include in writing an EndeavorRx script, such as primary ICD-10 code, instructions for patient use, and number of refills. The prescription is then requested to be sent through the

HCP’s EHR to Phil pharmacy, a technology-enabled pharmacy specializing in digital treatments and managing all EndeavorRx prescriptions.

However, despite HCPs being able to seamlessly use their current EHR, the lack of pharmacy familiarity may still present challenges for HCPs and associated support staff in navigating potential access barriers. The webpage then outlines for the HCP the caregiver’s role in enrolling, paying, and activating EndeavorRx after the script’s confirmation by Phil pharmacy. Finally, the product prescribing page concludes with simple ways for the HCP to follow-up both during and after treatment to discuss progress and consider product refills. Although Akili is currently struggling to generate revenue as expected, this is likely due to a limited on-label patient population (8–12-year-old ADHD patients) rather than serious missteps in its approach to limit provider burden.

Akili is not alone in this approach. Limbic, another digital therapeutic manufacturer, has developed a similar HCP prescribing support page for its adolescent depression digital therapeutic, SparkRx. Limbic’s key addition to its webpage is the inclusion of a demo on how HCPs can offer SparkRx in their practice and use the “Limbic Provider Portal” to monitor patient clinical outcomes and program adherence.

With continued attention and refinement of these provider-support programs, manufacturers will continue to facilitate a gradual increase in HCP adoption of digital therapeutics.

Despite this, DTx commercial success is still distant given the inertia of prescription digital therapeutics to date. However, alternate pathways to broad commercial success are continually being explored by pharmaceutical and digital therapeutics manufacturers. For instance, Welldoc’s BlueStar is a digital application used for monitoring purposes and is utilized in active partnerships with Astellas and Roche therapeutics. Although a monitoring device and not a digital therapeutic, BlueStar may serve as an example of a non-traditional route to potential commercial success, given its dual marketing as both a prescription and non-prescription (entirely reducing the role of HCP) digital health solution for diabetes.

In closing, manufacturers have several routes to develop a more cohesive implementation plan to reduce provider burden, ensure ease of DTx prescribing, and build commercial success.

Reach out to Triangle Insights Group to learn more about our approach to commercialization strategy for digital therapeutics.