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What impact do you expect Covid-19 to have on the adoption of digital therapeutics?

If there was ever a time that has demonstrated a need for high quality, individualized remote healthcare, it's during a global pandemic. It is clear that the world needs innovative solutions to treat people remotely.

Given the scope and approach of digital therapeutics, this industry is poised to have significant growth as a result, and I believe that these times will demonstrate the value that digital therapeutics can have to all stakeholders in the ecosystem, which will move the needle in terms of adoption and reimbursement.

How is Covid-19 impacting individuals with neurological conditions?

COVID-19 has certainly had significant impacts on those living with neurological conditions. First of all, these individuals with pre-existing conditions may be most at risk for contracting and having serious complications due to the virus.

Also, the healthcare system has seen a 40% reduction in the number of strokes being diagnosed during this time, not because they aren't occurring, but because people are not going to the hospital when they have symptoms, which is alarming.

Furthermore, millions of people are living in quarantine with ongoing deficits from their neurologic injuries and diseases, and they unfortunately can't quarantine from those deficits, they have to deal with them each day, but now there is less access to rehabilitation services like physical or occupational therapy to help them improve.

With the explosion of interest in telehealth, how can digital therapeutics fit into the new healthcare systems we are set to find ourselves in?

It's really been amazing to watch how quickly healthcare delivery has shifted over the past few months. I have had regular conversations about this with our medical partners and advisors who are physicians and neurologists. This pandemic has forced some of the walls to be torn down, out of necessity, in terms of

resistance to telehealth and remote healthcare from both providers and consumers. In the post-COVID world, I think that these walls will remain down and consumers will demand and drive the adoption of more and more remote healthcare options and digital therapeutics are positioned perfectly for that opportunity.

When it comes to adoption, what can digital therapeutics learn from other areas of digital health?

In looking at the digital health landscape that has been evolving over recent years, I think that digital therapeutics companies can learn from companies in these other areas lessons in workflow integration and patient adherence. These are two crucial elements of

adoption that are challenging for any healthcare company and we have a lot that we can learn from the successes and failures of others who have attempted before us.

How should digital therapeutics companies be working with patients to ensure that these products truly deliver for those with unmet medical needs?

I believe that patients and their perspectives should be integrated into nearly every aspect of a company's journey. The products we build are for patients, to improve their lives, they are the key stakeholder and their perspective is necessary. It's the patient's input that can best help us understand unmet needs and how to build products that address these needs and integrate into their lives. At MedRhythms, we created a Patient

Advisory Board for this reason, a milestone that we are very excited about and proud of.

What are you most looking forward to at DTx East 2020?

In addition to connecting with and learning from the other leaders in the industry, I am really looking forward to the patient panel. I have long hoped for this type of panel at a DTx conference and am excited to learn from the users first-hand. It's a perspective that is important for all DTx companies to keep top of mind.

You can hear more from Brian during his presentation " MedRhythms Digital Therapeutics Evidence Generation" on September 17 at DTx East.

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