



Door Vonk Founder & CCO

What have been the key industry advancements that are driving forward the development of digital therapeutics?

In our view there are three key reasons. First of all, the changing definition of healthcare's objective: rather than focusing on what should be done and how often, we now focus on the best possible health outcomes as defined by patients. Secondly, the growing recognition on the importance that people's own behavior is a key factor to achieve many of these outcomes. And thirdly, the massive new opportunities that smart mobile devices can bring to accomplish this.

How are digital therapeutics improving the lives of patients with cancer?

Digital therapeutics are easily accessible to all patients worldwide, and are available immediately at any time, at any

place and with no waiting lists.

Many digital therapeutics lead to improvements in a patient's quality of life: a higher adherence of medication (i.e. quantity of life) and increased adherence to lifestyle programs. This can all be done at a fraction of the cost compared to most traditional treatment options.

What are the adoption challenges facing digital therapeutics?

The healthcare ecosystem is complex, with many players having different perspectives and incentives. As with all ecosystem innovations, all of the key players should adopt a new innovation for it to be able to reach critical mass. This can be done in two ways: either new (relatively simple) ecosystems with their associated payment models need to be created (these are generally direct to consumer models), or, digital therapeutics need to be adopted and reimbursed within the current health ecosystem. The second model has most potential benefits but also the most challenges, especially with regards to doctor's acceptance and payer's willingness to fund.

Where are the other key challenges facing digital therapeutics moving forward?

Getting people using digital therapeutics as a 'normal' way of health care (i.e. a shift in mindset). This also applies to healthcare professionals, who are the most important influencers of patients. In addition, the enormous amount of apps widely available, and the huge differences in the value being delivered. This leads patients and doctors to question the value of new digital therapeutic solutions. Establishing common standards on the quality scores will be crucial to gain more of an impact.

What are you most looking forward to at DTx Europe?

I'd like to connect with others who also believe in the value that digital therapeutics can bring. I'm looking forward to sharing and learning from the successes and challenges of this industry, and seek inspiration to broaden horizons.

Door will be sharing more of her perspectives at DTx Europe 2019. She is presenting at 12:25P.M on the 20th June plus the closing panel discussion at 1:45PM: "Industry Goals, Market Predictions and Take Home Messages".