



brain+  
Care for your brain

## Kim Baden-Kristensen Co-Founder & CEO

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

There are numerous advancements taking place in parallel, which together are reaching a point of critical momentum. First, there is now a significant group of DTx companies that have progressed to the point where there is solid clinical evidence backing the efficacy of DTx treatments, and several of these companies also have many thousands of active clinician - and patient users, showing the value of DTx in live clinical use. This progress will not only inspire a wave of new DTx companies in the future, but also validates the feasibility and benefits of DTx as an effective digital delivery mechanism for health care (both in terms of health outcomes and economics). Other positive trends include concrete initiatives from regulators and payer to embrace DTx.

### How are digital therapeutics improving neurorehabilitation?

For neurorehabilitation to be effective, a high intensity and high precision challenge of the brain's neural networks is required. DTx, like the Brain+ platform, can deliver this very effectively, on a continuous basis, without the need for a clinician to constantly spend time on adapting a rehabilitation training regime. Another key point is reach. DTx enables us to reach a much wider audience of people with clinical unmet needs. People who are not being serviced today, because the health care system simply doesn't have the resources to offer the needed volume, depth and breadth of neurorehabilitation.

### What are the adoption challenges facing digital therapeutics?

I believe the biggest challenge is the mental readiness of clinicians and payers to embrace DTx. Other commonly cited "barriers", such as clinical evidence generation and regulatory requirements, although they are not yet streamlined to DTx,

are not more challenging than for a normal medical device or medicine. The outlook in mental readiness, however, is positive, and many clinician pioneers and early adopters are showing the way.

### Where do you see this industry in 5 years time?

DTx is going mainstream, and in 5 years time the majority of clinicians, payers and pharmacos will acknowledge the increasing importance of DTx in health care. More importantly the number of people benefitting from DTx will be growing exponentially.

### What are you most looking forward to at DTx Europe?

I am looking forward to giving good old Europe a big push forward in terms of DTx awareness and momentum, and to sharing ideas with our peers and the rest of the DTx ecosystem.

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*You can hear more from Kim when he speaks at DTx Europe 2019. He is presenting at 2:25 P.M on the 19<sup>th</sup> June and will join a panel discussion later that day: "How are Different Business Models Impacting the Adoption and Scalability of Digital Therapeutics?"*