



kaia

**Konstantin Mehl**  
Co-founder & CEO

patients can do our App as long as they want which is very important, as the average chronic pain patients suffers 9 years from chronic pain. The offline multimodal therapy only takes 4 weeks, after that the patients are kind of left alone again.

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

Payers should appreciate more the value-based pricing method. We find it challenging that, on the one hand, payers are willing to pay high prices for medication from pharma companies which often only address the symptoms of chronic diseases.

On the other hand, some payers tell us that they only want to pay us what they paid other Apps until now. This is a rather difficult pricing approach, given that we can prove positive outcomes from various clinical outcome perspectives.

However, we see a change in the mind set happening, as more clinical evidence and patient adoption serve as proof points for the efficacy of digital therapies.

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

Digital therapies will be the go-to therapy for chronic disease patients for one simple reason: chronic disease patients need long-term solutions, and this is not taking medication, but having a daily, active therapy available through a digital interface.

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

I always find it best to challenge the mindset of big existing players in the healthcare landscape as this sparks great discussions and contributes to a faster adoption of digital therapies.

---

*Konstantin will be sharing more of his perspectives at DTx Europe 2019. Konstantin is presenting at 2PM on the 19<sup>th</sup> and joining a panel discussion at 3:50PM titled: "How are Different Business Models Impacting the Adoption and Scalability of Digital Therapeutics?".*

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

The main driver is the big need of patients to have a long-term treatment accessible to manage their chronic diseases.

### How are digital therapeutics improving back pain relief?

At Kaia we digitised the best-in-class treatment against chronic pain, called the multimodal therapy. So our App decreases back pain in the same way than our offline role-model therapy does: by personalized mind-body exercises.

The big difference of our App to our offline role-model therapy is that chronic pain