

Top Digital Therapeutic Highlights of 2020

Dear Colleagues,

Digital Therapeutics are at a watershed moment. The impact of Covid-19 has greatly accelerated the interest in validated digital healthcare and digital therapeutics have the opportunity to make a genuine impact.

Even before Covid-19 took hold of healthcare, the digital therapeutics industry had already experienced some landmark moments in 2020. This has only accelerated due to the pandemic and the rest of this year is set to push these technologies and offerings further into the mainstream.

In order to celebrate the achievements so far this year, we have collected just some of the highlights of 2020 in the following pages for you.

Happy reading!

Jason



Jason Green
Head of the DTx Series





January started with a bang as Pear Therapeutics announced they had entered into agreements with multiple tech innovators to expand their Prescription Digital Therapeutics (PDT) pipeline.

Ranging from Vocal Biomarker technology to Virtual Reality, these deals present Pear with the opportunity to further their work in Alzheimer's Disease, autoimmune disorders, depression, gastrointestinal disorders, migraine and pain.

[View the announcement here.](#)



In January Virgin Pulse launched their Digital Therapeutics Offering by acquiring Diabetes-focused start-up Blue Mesa Health, best known for its diabetes prevention program, *Transform*.

This announcement marked Virgin Pulse's first digital therapeutic solution: *Virgin Pulse Transform*, and will be incorporated into their existing platform, leveraging Virgin Pulses daily engagement to promote diabetes prevention.

[Check Out the Press Release here.](#)

3 January: EVERSANA and Noom Announced Partnership



EVERSANA™



January saw more exciting DTx News as EVERSANA and Noom announced a strategic partnership to improve therapy adherence and patient engagement for complex therapies.

The partnership combined Noom's CBT-Based digital therapeutic platform with EVERSANA's fully integrated patient services model and will improve health outcomes for millions of patients suffering from chronic conditions and rare diseases worldwide.

[Check Out the Announcement here.](#)



February was a particularly exciting month for 2Morrow Inc., as they announced they had collaborated with Walmart to distribute two DTx programs aimed at Smoking and Vaping Cessation on Walmart.com.

Working with Walmart gives 2Morrow the opportunity to reach millions of additional people who want to quit their nicotine addiction.

[Read the Announcement here.](#)



Voluntis hit the headlines in March with another Pharma partnership, this time with Bristol Myers Squibb, to co-develop oncology Digital Therapeutics.

This collaboration aims to create and investigate DTx solutions that will support cancer patients by leveraging one of Voluntis' core platforms: Theraxium Oncology.

[Check out the Announcement.](#)

6 March: CVS Health Expanded Digital Health Platform



The good news continued rolling in March, when CVS Health announced they had added five new companies to its digital health platform for PBM clients, including Livongo, Hinge Health, Hello Heart, Torchlight and Whil.

With Big Health's Sleepio being the first product offered on this service back in June 2019, this announcement was another huge step forward for potential broader adoption and reimbursement of digital therapeutics.

[Read the Press Release here.](#)

FDA

In April, the FDA issued new guidance outlining its *“Enforcement Policy for Digital Health Devices For Treating Psychiatric Disorders During the Coronavirus Disease 2019 (COVID-19) Public Health Emergency”* within the document, The FDA has waived certain regulatory requirements, such as the need to submit a 510(k) premarket notification, only for the duration of the COVID-19 Pandemic.

This new guidance intends to “expand the availability of digital therapeutic devices” and will allow patients to receive mental health treatment, while reducing user and healthcare provider exposure during the COVID-19 Emergency.

[Read the updated guidance here.](#)



April saw DTx Startup Biofourmis acquire Gaido Health from Takeda Digital Ventures, in a strategic deal that expands their portfolio into the Oncology space.

Biofourmis' and Gaido Health's solutions combined will be able to keep cancer patients healthier in their homes following being discharged from hospital, which is especially timely given their treatments cause oncology patients to be immunocompromised and more susceptible to viruses, including COVID-19.

[Check out the Press Release here.](#)



NOVARTIS



AMBLYOTECH

In another piece of exciting DTx Acquisition news, last month Swiss pharma giant Novartis acquired DTx firm Amblyotech with their novel digital therapy for the treatment of amblyopia (also called lazy eye).

Novartis will now work with McGill University and France-based video game giant Ubisoft to accelerate development and enable faster uptake of this therapy.

[Read the announcement here.](#)



Off the back of the FDA's COVID-19 enforcement discretion guidance earlier in April, Akili announced its digital therapeutic treatment, Endeavor™ (AKL-T01) is now available for children with ADHD.

Endeavor™ is an action game video experience and a clinically proven digital treatment designed to improve attention function.

During a time of increased need, those who qualify can access the digital treatment at no cost.

[Read the announcement here.](#)

11 April: MedRhythms Launches Patient Advisory Board



Towards the end of April, MedRhythms announced the development of their Patient Advisory Board, the first of its kind in the industry.

The six individuals chosen are patients that are living with neurological diseases or diseases that impact walking. Living with the effects of Stroke, MS and Parkinson's Disease, this advisory board will bring the patient perspective into decisions that affect the company's products, goals and vision.

[Read more here.](#)

12 April: Pear Launched Pear-004 During COVID-19 Crisis



Closing out April's DTx news, Pear Therapeutics announced they were launching a limited distribution program for its product, Pear-004, for people living with Schizophrenia.

Unlike Pear's FDA-Authorized products, Pear-004 has not yet received market authorization from the FDA. However following the FDA's new COVID-19 Emergency Guidance, this will allow more patients to access the therapy at a critical time when patients need more remote care.

[Check out the Announcement.](#)



There was more exciting DTx Partnership news to kick-off May. HARMAN, a subsidiary of Samsung Electronics Co. Ltd, has entered into a multi-year, global partnership with Roche to develop a DTx for individuals living with Autism.

Roche will lead the clinical development, regulatory and commercial strategy while HARMAN will provide the enabling technology.

[Read the press release here.](#)

14 May: Orexo Acquired US Rights to GAIA's deprexis®

The logo for Orexo, featuring the word "orexo" in a lowercase, red, sans-serif font.The logo for GAIA, featuring a green stylized arc above the word "GAIA" in a blue, uppercase, sans-serif font.

More Pharma-focused DTx news in May - Orexo announced they had acquired exclusive US rights to commercialise GAIA AG's deprexis®, a proven digital therapy to help patients manage with their symptoms of depression.

With mental illnesses such as depression expected to rise as a result of the COVID-19 public health emergency, the need for digital therapies is unprecedented. The FDA's updated guidelines will allow Orexo to accelerate the launch of deprexis®, as well as the two digital therapies previously acquired from GAIA to help society address some of the negative consequences of the pandemic.

[Read the press release here.](#)

15 May: Big Health's Sleepio™ Yields 28% Lower Healthcare Costs



Big Health announced impressive health economic results from an evaluation of Sleepio™ - their digital sleep improvement program.

In a study conducted at a self-insured Fortune 500 company, in collaboration with IBM Watson Health, and health economic consultant Dr. Laurence Baker, it was found that the cohort of Sleepio users demonstrated 28% lower total healthcare costs as compared to the matched control group.

These compelling results demonstrate that evidence-based Digital Therapeutics can lower healthcare costs for users significantly.

[Read More here.](#)