



## Paul A. Campbell

Co-founder & Chief Product Officer

### What excites you the most about digital therapeutics?

There are many stakeholders in healthcare, but one that's been neglected or under-engaged is the individual. Meaning, in order for all of us to best serve the individual, we need to listen to their needs, and fit our solutions or treatment into their lives, where it's easily accessible. History teaches us that one of the major themes of technology scaling is the movement to decentralize and push the power and tools to the edge of the network e.g. connectivity, PCs, mobile. I believe digital therapeutics is on the right side of history, following this trend by pushing the power and accessibility of proven tools to the edge, directly into the hands of individuals.

### What opportunities do digital therapeutics offer to chronic health conditions?

Wow, we are just scratching the surface with how these evidence-based tools can engage, educate and empower individuals to achieve better health and quality of life, at lower cost. At Canary Health, we're investing in capabilities to tailor experiences in real-time based on personality, emotional state, and other markers. To facilitate reaching more of those in need, we also see the importance and value of integrating our digital therapeutic into the care delivery infrastructure of our clients and partners.

### What is the number one lesson Canary Health has learned when commercializing their product?

Test, test, test. We are designing and marketing a chronic disease self-management program to a population with a median age of 55. The psychographics of this older population have unique wants and needs when it comes to technology and managing their chronic

condition. Through rigorous testing and empathy mapping, we continue to learn how to better connect and engage with our participants.

### 2019 is set to be the biggest year yet for the digital therapeutics landscape. How do you think this year will play out for the industry?

I agree, I think this year we will see growing mainstream acceptance and commercial adoption of digital therapeutics. We may also see some market consolidation through M&A activity, as leading digital therapeutic companies look to achieve scale to take advantage of this growing acceptance.

### What are you most looking forward to at the DTx West Summit?

I've heard great feedback on the value of this conference from my co-founder, Adam Kaufman, and others who've attended DTx in the past. This will be my first time at the conference so I'm excited for the whole experience. I am eager to meet, learn, and share with colleagues working to advance this space.