



# Advancing the Commercialization and Adoption of Digital Therapeutics

*No other firm has more commercial strategy, execution, and operational experience in digital therapeutics than EVERSANA*

DTx products, commercial models, and customers have matured. Manufacturers and digital innovators are now poised to take advantage of multiple pathways through EVERSANA's commercialization ecosystem.

EVERSANA is leading the way with more commercial strategy and execution experience in DTx than any other organization, and is uniquely positioned to support the development, prelaunch planning, and scale-up of commercial launches to maximize the value of DTx products in unprecedented ways.

## Leadership in Digital Medicine

- **Partnerships:** Five end-to-end commercialization partnerships launching digital medicine products.
- **Breadth of Products:** Digital therapeutics, digital diagnostic aids, patient monitoring, digital biomarkers, clinical decision support, AI imaging software and wearables, across many therapeutic areas.
- **Thought Leadership:** Leaders who have built, secured regulatory milestones, funded, partnered, and launched a variety of digital health products via various commercial models.
- **Commercial Models:** Rich track record of working with DTx companies to develop commercial infrastructure and prioritize launch activities for various commercial models.

**60+** Digital Medicine Companies

**40+** DTx Companies

**100%**  
Of The Top 25 Bio-pharma Companies

**150+** Digital Medicine Projects

**40+** Regulatory Submissions

**5** Digital Medicine End-to-End Commercialization Partnerships

**20+** Countries Explored for DTx Launches



**REGULATORY:** Regulatory experts focused specifically on digital medicine, DTx, and SaMD strategy and submissions for FDA and EU.

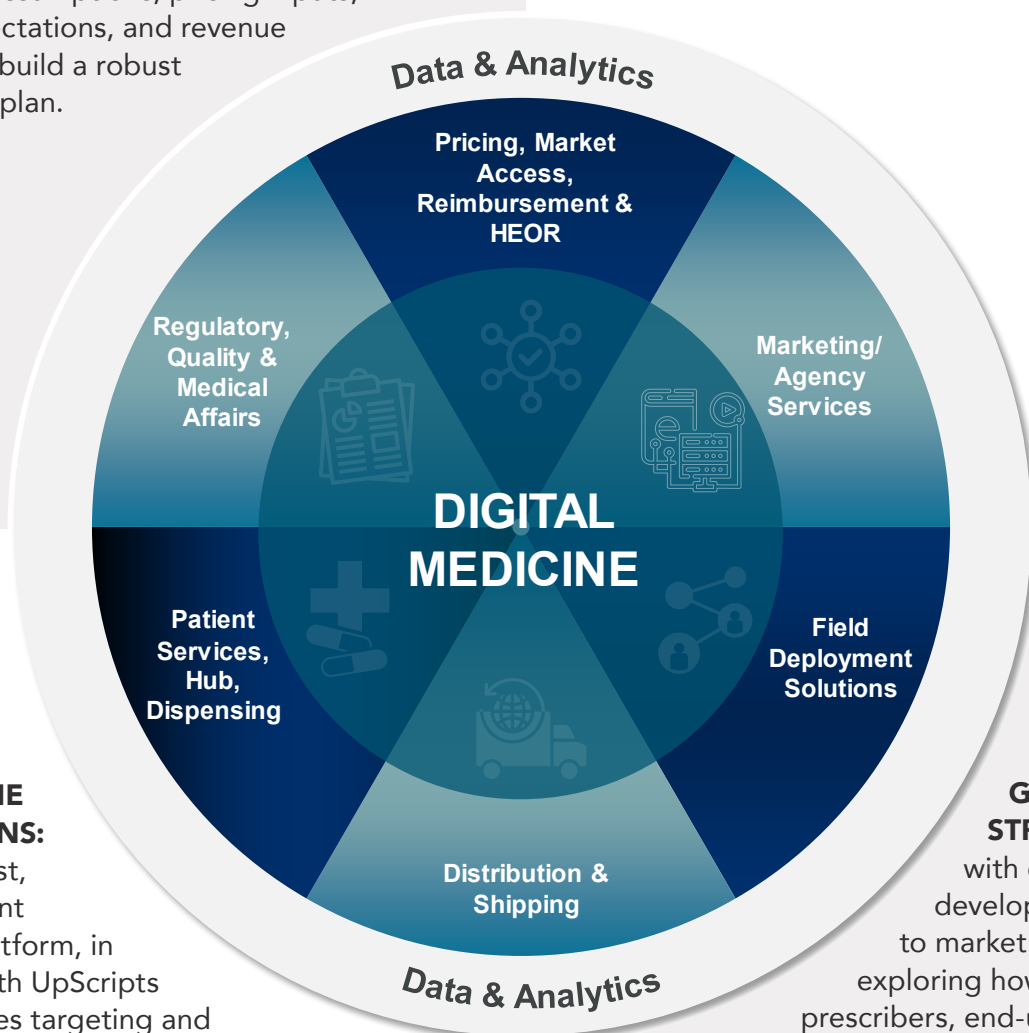
**QUALITY:** Software quality team helps to implement rightsized Quality Management Systems (QMS), establish strategies for verification and validation and prepare for regulatory audits and inspections.

**PRICING & MARKET ACCESS STRATEGY:**

Conduct primary qualitative and quantitative research with payers, providers, and patients to refine market assumptions, pricing inputs, coverage expectations, and revenue projections to build a robust market access plan.

**REIMBURSEMENT PATHWAYS:** Identify reimbursement coding opportunities, and navigate the systems in place with AMA, CMS, commercial insurance, employers, DiGA, and others to achieve optimal coverage and payment scenarios for innovative technologies.

**MARKETING:** Award-winning agency navigates unique patient journey analysis, brand positioning, value proposition, driven by omnichannel engagement strategies. It defines how innovative digital therapeutics are developed, delivered, and experienced.



**TELEMEDICINE PRESCRIPTIONS:**

An industry-first, direct-to-patient virtual care platform, in partnership with UpScripts Health, provides targeting and engagement, licensed online physician consultation and prescribing, benefits verification, fulfillment, and ongoing patient support for PDT prescriptions.

**DISPENSING AND CLAIM ADJUDICATION:**

EVERSANA is the only provider with the ability to dispense and fully adjudicate both pharmacy and medical benefits on a single platform, including claims for both SaMD and DME.

**GO-TO-MARKET STRATEGY:**

Work with clients to develop their pathway to market success by exploring how to position to prescribers, end-users, payers, and employers.

**DTx LAUNCH PLAYBOOK:** Build comprehensive launch strategies for DTx companies, including sequencing of all critical components including workstreams, functions, hires, and milestones for launch.

