



EVERSANA™



Mike Ryan, EVP
Europe & Asia Pacific

“Ask the Expert” About Digital Therapeutics

Q1:

Why did EVERSANA decide to apply their expertise to digital therapeutics?

A:

We recognized the opportunity to set a commercialization standard in the digital therapeutics market that meets customer need, works with regulators and payors, and defines how we bring these products to a global market. Advancements in digital medicine will take us into a new frontier, but only if the infrastructure exists to dispense and measure these therapies. This nascent industry needs a commercial model that not only is valuable to payors, providers and patients, but that is also innovative and nimble. Our integrated commercial platform provides the solutions payors demand to successfully launch a product: from HEOR and market access, to pricing to regulatory expertise. It is the perfect combination—the industry needs to commercialize these digital products, and our mission is to advance healthcare.

Q2:

What challenges are you expecting when commercializing digital therapeutics?

A:

The industry is challenged with establishing what the commercialization cycle looks like for digital products, addressing privacy and data security

concerns, and then standardizing a reimbursement infrastructure that includes deciding who pays for the product and how they pay. Whether in the U.S. or EU, payors are challenged with supporting the real time benefits for digital therapies vs. pharma. This is a big hurdle to commercialization and the industry is realizing that in order for patients to benefit from the potential of these products, change is needed. As a catalyst for change, we are working with a number of organizations, like the National Council for Prescription Drug Programs (NCPDP), to standardize reimbursement and coding for digital therapeutics.

Q3:

Congrats on your partnership with Cognoa! What is the vision for this relationship?

A:

It is our vision to advance the commercialization standard for prescription digital medicines: how they will be ordered, dispensed, and covered by insurance and payors. By developing digital medicine solutions, Cognoa is working to solve a critical unmet need in behavioral healthcare by enabling earlier interventions and more personalized, accessible care. As EVERSANA's CEO Jim Lang stated when the partnership was announced, “It’s our privilege to ensure that Cognoa’s prescription digital medicines are available to every physician, so that any child can get access earlier when those innovations have the greatest impact.”

Cognoa has received Breakthrough Device designation from the U.S. Food and Drug Administration (FDA) for the first digital diagnostic and first digital therapeutic device for autism, the company's first area of therapeutic focus. These devices utilize Cognoa's AI-powered digital medicine platform, designed to support earlier identification and treatment of pediatric behavioral health conditions.

EVERSANA will develop and manage a go-to-market strategy that ensures comprehensive market access; deploys a highly trained sales and clinical field force to reach and educate providers; and effectively supports the patient journey through prescription and intake, benefits verification, distribution, and adherence through personalized Hub and specialty pharmacy services. Our extensive payor contracts will support the routine ordering and reimbursement of prescription digital medicines.

By leveraging existing healthcare infrastructures utilized by pharmaceutical companies and medical device manufacturers, EVERSANA will ease adoption by physicians, payors and patients at the commercial launch of Cognoa's prescription digital medicines.



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Q4:

How do you expect the learnings from this partnership to impact the rest of the digital therapeutics industry?

A:

These therapies are so promising, let's help patients get access faster by solving challenges, for example like reimbursement coding in the U.S. We are paving the way for faster commercialization because, as the industry grows, so does the demand for innovative product commercialization and pricing models. By sharing best practices as a single commercialization partner who can engage all stakeholders, we hopefully are solving industry challenges - regulatory, clinical evidence, market access, distribution, specialty pharmacy - and because of our solutions, help other companies get these therapies to patients faster. Cognoa's CEO Brent Vaughan stated, "EVERSANA is helping us - as an industry - to unleash the potential of digital medicine."

Q5:

What are you most looking forward to at DTx Berlin?

A:

Commercializing digital therapies is no longer a brilliant idea on a piece of paper. It's no longer a local phenomenon—it's global and it holds the promise to materially change the way diseases are managed. It is critical that the industry comes together to collaborate and solve the challenges that prevent these therapies from reaching patients. EVERSANA is invested in better understanding the challenges the global DTx community shares, and in working to provide the solutions to move forward successfully. We are looking forward to meeting the innovators in this space that share the same patient-centric, value-driven vision of healthcare as we do.