

Thinking Outside the (Pill) Box: Prescription Digital Therapeutics for MDD

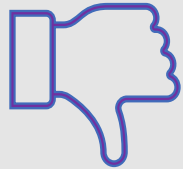


Supported by an independent educational grant
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Module 2

Apply strategies for patient education and optimal selection and integration of D.Tx in the management of MDD





Barriers

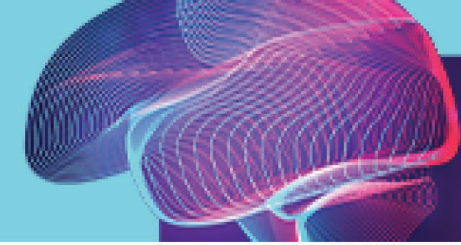
HCPs and patients may:

- Lack awareness of and knowledge about DTx
- Fear that DTx will create more work and responsibility for themselves
- Fear that DTx will replace HCP-provided care
- Experience technology challenges
- Have data privacy and security concerns
- Have concerns about reimbursement/payment
- Worry that the technology is unreliable
- Be uncomfortable with or uninterested in using technology
- Feel that DTx deliver impersonal care



Benefits

- May directly impact patients' clinical outcomes
- May improve access to mental health care
- May expand HCPs' ability to provide safe and effective treatment by:
 - Extending their ability to care for patients
 - Closing gaps in care between appointments
- May help optimize HCP-patient engagement
- May help address stigma by providing discreet care



Self-Pay

Employee Health Programs

Product Reimbursement

Health & Dedicated DH Funding

Clinical Service Model

Medical Device Model

Outsourced Service Model

Consumer pays for PDT out-of-pocket

PDT offered to eligible employees by an employer

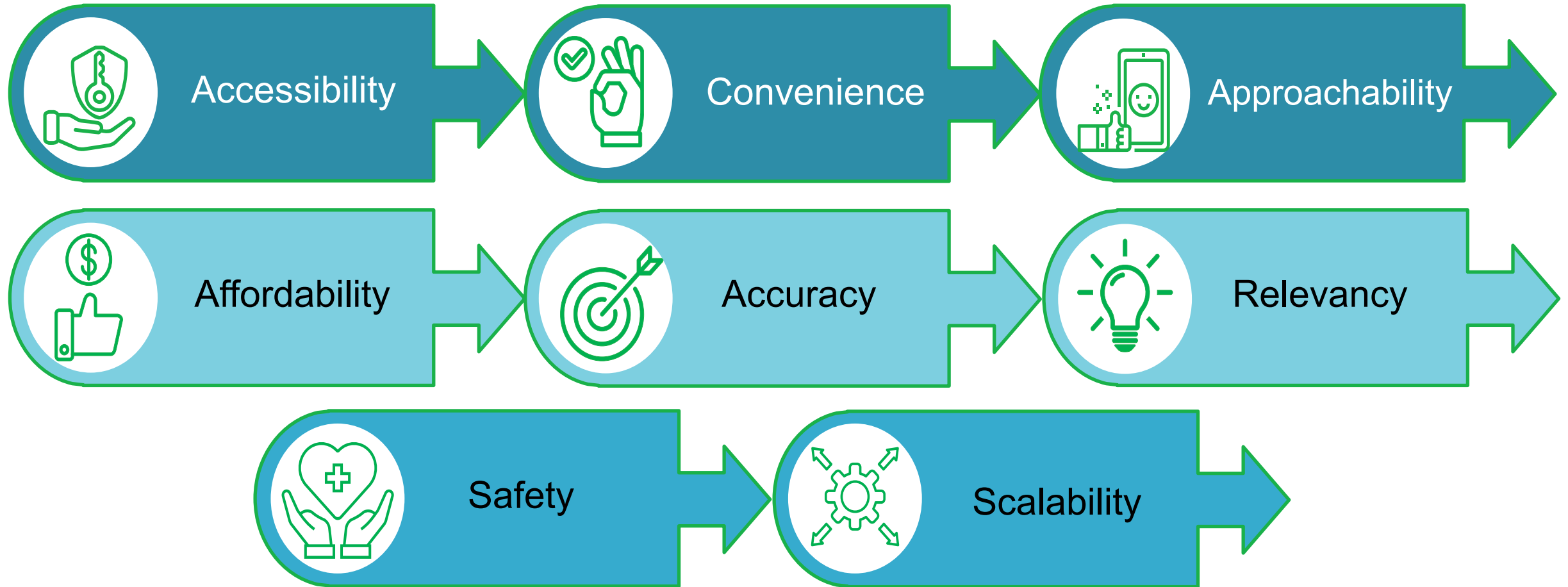
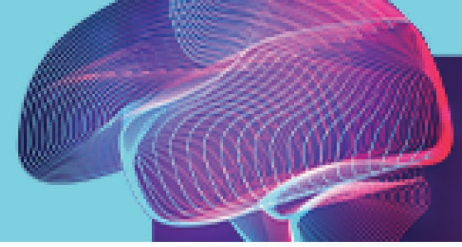
Coverage through the medical or pharmacy benefit and billed for like a device or drug

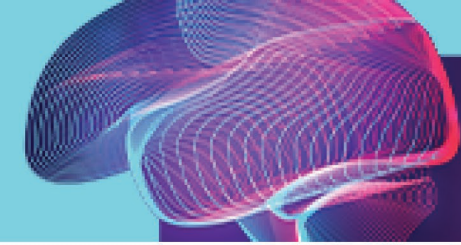
PDT contracts directly for coverage outside of established mechanisms or through novel digital health (DH) specific mechanisms

Company delivers clinical services, augmented by or as part of a PDF, and bills as a medical practice via the medical benefit

Sell or license PDT to clinicians, who use the technology for billable services and/or efficiency

Provider pays a third party to deliver tech-enabled services augmented by or as part of a PDT





Prescribing PDTs Can Cater to Patients' Preferences



Convenient care
that is available at
the time of need



Regular follow-up



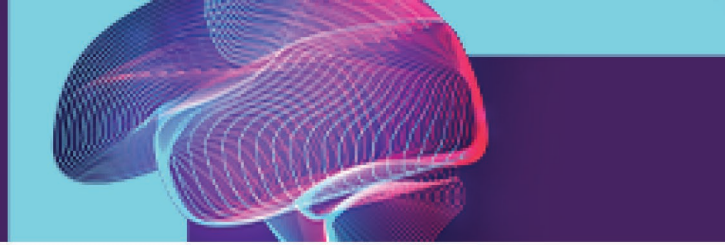
Care that is concordant
with their gender, culture,
ethnicity and language

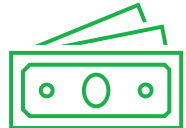










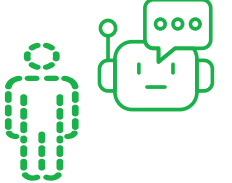


Digital treatment
options

**Restoring life engagement and function may be more important to patients
than simply reducing symptom burden**

What Are the Barriers to Effectively Using DTx in the Mental Health Space?



-  **Cost of technology compared to standard of care**
-  **Lack of clinician familiarity or training with the technology**
-  **Lack of patient access to smart devices, internet, and other technology**
-  **Lack of availability of technology to the appropriate patient population**
-  **Lack of clinician understanding in when and how DTx should be utilized**
-  **Lack of patient motivation to stay connected**
-  **Privacy and security concerns**
-  **Logistical difficulty in use of technology**
-  **Poor clinician attitudes toward the effectiveness of DTx**
-  **Lack of patient familiarity with the technology**
-  **Too much information for the clinician**
-  **Fear DTx will replace HCP care**

Practical Take-Aways

- ✓ **DTx can help address unmet needs** for MDD, including efficacy, tolerability and access, especially for patients with
 - ✓ Partial response
 - ✓ Side effects
 - ✓ Facing mental health professional shortages (~130 million patients)
- ✓ **PDTs are a subset of DTx** that have been **authorized as safe and effective by FDA** based on evidence from controlled, randomized clinical trials with publicly available data
- ✓ The **body of evidence** for the efficacy and safety of DTx **is growing** and mental health professionals should **consider embracing change** and **add these tools** to their **therapeutic armamentarium**

Questions?

