



## **Digital Therapeutics Alliance, Health Advances Announce Partnership to Accelerate Adoption of Digital Therapeutics**

*Partnership will help map market pathways, with a particular focus on reimbursement models to pave the way for DTx commercialization on a wider scale*

ARLINGTON, VA — January 18th, 2022 - Today, the Digital Therapeutics Alliance (DTA), a global non-profit trade association of industry leaders and stakeholders with the mission of broadening the understanding, adoption, and integration of digital therapeutics into healthcare, announced a partnership with Health Advances ([www.healthadvances.com](http://www.healthadvances.com)), a strategy consulting firm that helps clients realize growth opportunities worldwide for life sciences, technology, and digital health.

For DTx products to have the reach and impact they could have on patient lives, DTA is leading efforts to establish clear and scalable pathways for reimbursement to support the wider integration of these products into the larger healthcare ecosystem. As a Resource Partner, Health Advances will support this work by mapping reimbursement pathways for DTx products to help members inform their strategic approach to pursue reimbursement and market access models that best fit their products.

The partnership is part of DTA's Resource Partner Program, an initiative to accelerate the development and post-launch success of clinically evaluated DTx by building a best-in-class network of commercialization and product development service providers. DTA Resource Partners are rigorously screened and vetted in order to collaborate with members of the Alliance. DTA's Resource Partner Program is supporting the burgeoning industry at a critical stage as DTA member organizations complete clinical trials, receive regulatory clearance, and enter new markets.

DTA membership has grown more than 75% since the beginning of last year and represents an increasingly diverse coalition of digital therapeutics companies, medical device companies, non-profits, research organizations and pharmaceutical manufacturers invested in advancing the adoption of digital therapeutic products.

"Our partnership with Health Advances was driven by growing demand among our members for support in identifying scalable paths to commercialization," said Andy Molnar, Chief Executive Officer of the Digital Therapeutics Alliance. "As a leader in the DTx commercialization space, Health Advances will provide in-depth support for DTA members to help them optimize the path to develop and commercialize products that improve outcomes for patients and the healthcare system."

Health Advances will leverage its deep expertise in product development, evidence generation, global market access strategy, and commercial growth strategy for a broad range of digital health solutions including digital therapeutics to help DTA members navigate and thrive in this rapidly evolving ecosystem.

"In our 30 years of partnership with leading innovators in biopharma, medical devices, diagnostics, and digital health, we know the critical success factors in market access and explosive growth for this rapidly changing sector," said Jeffrey Abraham, co-leader of the Health Advances Digital Health practice. "Success in scaling digital therapeutics requires a broad and deep understanding of

regulatory, reimbursement, technical, and commercial factors, which our teams bring from a singular focus on healthcare, deep knowledge assets, and a pragmatic approach to achieve successful growth for our clients.”

For more information on the DTA or details regarding the Resource Partners Program please visit [dtxalliance.org](http://dtxalliance.org).

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#### **About DTA:**

The Digital Therapeutics Alliance (DTA) is a global non-profit trade association of industry leaders and stakeholders with the mission of broadening the understanding, adoption, and integration of digital therapeutics into healthcare. DTA works to enable expanded access to high quality, evidence-based digital therapeutics for patients, clinicians, and payors in order to improve clinical and health economic outcomes. To learn more, please visit: [www.dtxalliance.org](http://www.dtxalliance.org) or follow us on [LinkedIn](#) and [Twitter](#).

#### **About Health Advances:**

Health Advances is a strategy consulting firm that helps clients realize growth opportunities worldwide for healthcare technologies, products, and services. Operating at the intersection of science, technology and business, our consultants work with senior executives and investors on their highest-stakes strategic decisions. The firm’s deep understanding of the healthcare ecosystem, with practices in biopharmaceuticals, medical devices, diagnostics, health IT and digital health equips Health Advances to identify pragmatic, innovative strategies, and business models. These same skills help executives set their M&A objectives and rigorously evaluate transactions. The firm employs over 170 full-time professionals headquartered outside Boston, with global offices in San Francisco, Hong Kong, and Zug, Switzerland.