Recommendations for Payers

1. Align as an industry to provide consistent guidance to pharma & their partners developing & deploying digital endpoints on topics.

2. Define pathways for pharma to engage with you early in their IEP development.

3. Align further with regulatory decision-makers wherever possible to streamline the evidence generation process for digital endpoints and the new drugs they are evaluating.

4. Consider the opportunity to encourage more personalized treatment regimes, for example by providing guidance on using digital endpoints to define treatable traits and benefits for individuals.

Recent progress & existing efforts to align payer & regulatory decision-making are extremely valuable & encouraging:

- In the EU, the HTA-EMA collaboration includes the development of a parallel consultation process.
- In the US, the Payor Communication Task Force aims to accelerate patient access to medical devices.

Full resource available [here](#).