

DTx Expert Perspective



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Industry Expert Interview



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What conversations need to happen now for the DTx industry to move forward?

We need to talk about how best to transition these technologies from the research lab into clinical care. We have decades of research proving the efficacy of DTx and now it's a matter of advancing the science of DTx and educating providers about how to incorporate DTx into their practice. Commercializing DTx is an important part of the conversation while also ensuring that we are collectively bringing awareness to the efficacy of DTx as a therapeutic modality. I see big pharma getting very serious about this technology and space.

Where are we seeing progress across the industry?

We're hitting a sweet spot with DTx where technology has been

around long enough and researched enough to demonstrate its efficacy. Technology that was once experimental and cutting edge has become proven, and is moving towards becoming trusted, and adopted. It's an exciting time.

What does AppliedVR have in the works for 2020?

Currently, we're focusing on advancing the science of VR by expanding our footprint within hospitals generating real world evidence and through a variety of research initiatives. This includes developing products for very specific use cases, like anxiety and acute pain. We're in various stages of research and development for these special projects with an ultimate goal of developing a digital pharmacy of VR therapeutics.

Where do you see the DTx industry in 5 years' time?

One of the biggest challenges of working with digital therapeutics as it transition to full adoption in the marketplace is reinforcing the value of DTx over traditional solutions. Companies like AppliedVR will help not only improve patient experience and overall quality of life, but help alleviate major problems in the healthcare industry, like the

opioid crisis. Technologies that can address the unmet needs of today will have the upper hand in the coming years. We've seen a lot of progress, and look forward to seeing more widespread adoption of DTx in the future.

In your opinion, what's the most exciting piece of DTx industry news we have had in the past year?

Undoubtedly, the infrastructure that is being developed that will be integral to our capacity as an industry to scale. In particular, seeing key players like Highmark, UPMC, Intermountain, and BC of CA advance their thinking around digital, while major PBMs like CVS Caremark and ESI do the same offers our growing industry a preliminary signal of fundamental and necessary progress.

What are you looking forward to at DTx West 2020?

With the recent DTx-Pharma deals taking shape, and changes in the landscape, I'm excited to hear learnings from the frontlines of these alliances as well as from companies that are commercializing and scaling independently--Opportunities, challenges, and what's around the corner.