

# 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