

“ ”



Arun Bhatia

*Commercial Strategy Lead,
Digital Health, Rx+
Business Accelerator*

Astellas Pharma

Having a well thought-through evidence roadmap that lays out what level of evidence is needed for whom, and why, is such an important and sometimes overlooked capability in the development of our digital health innovations. The exercise of going through a structured playbook has been immensely helpful to proactively and strategically identify key requirements, partnerships, and evidence generation models that can improve planning for product development and commercial teams.

