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Jeff Gombala

*Digital Health Consultant
- An independent
member of The Stem*

Digital health has the power to transform the lives of those suffering from disease—guiding them from the onset of their condition to the right diagnosis, connecting them with appropriate care, ensuring access to life-changing therapies, and supporting them in the continuation of care. However, for digital health to truly succeed, we must address the evidence needs of all stakeholders—regulators, payors, clinicians, and, most importantly, patients and caregivers. By building the trust, efficacy, and value story for each of these groups, we can drive adoption, regulatory authorization, and reimbursement, ensuring that digital health solutions fulfill their promise across the healthcare ecosystem. The assets produced by the IEP project will equip digital health sponsors with the tools to efficiently and effectively generate the evidence needed to support this mission.

