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It was great to be part of this excellent IEP project team. I had previous experience of adapting an existing pharma IEP model to a digital medicine solution. This was quite easily achieved by adopting a cross-functional approach with early identification of key stakeholders and timelines. This helped us address evidence needs optimally. These are only some of the learnings that have helped guide the development of resources which will now be available for other teams. In my view it is essential to have a clear plan for evidence generation in the development of digital health solutions.

