

“ ”



**Terri Kim**

*Head of Strategy and  
Corporate Development*

Lunit

This initiative is an important step toward bringing rigor and structure to evidence generation for digital health tools. By providing a strategic framework, IEP is enabling internal stakeholders to align on immediate evidence needs while keeping long-term financial viability in mind. It ensures efficient resource use, prevents redundant investments, and maximizes impact. Such a well-structured approach to evidence generation builds trust, supports scalability, and ultimately drives better patient outcomes.

