Identifying Your Role in Driving Regulatory Strategy for Digital Health Products

**PRIMARY AUDIENCE**

**Decision-makers**

*Help to decide or make decision(s)*

Indirect influence

Direct influence

**Infomers**

*Help influence or inform the decision(s)*

Indirect influence

**Implementers**

*Help to execute the decision(s) into action*

Indirect influence

Primary Audience:
- Decision-makers: Individuals, teams, and/or organizations that are primarily responsible for proposing or permitting decisions about their digital health products and/or portfolios.
- Infomers: Individuals, teams, and/or organizations that directly or indirectly inform and/or influence the digital health regulatory decisions but are not final decision-makers.
- Implementers: Individuals, teams, and/or organizations that execute and implement the regulatory decisions to develop products, educate stakeholders, etc.

Secondary Audience:
- Decision-makers: Individuals, teams, and/or organizations that are primarily responsible for proposing or permitting decisions about their digital health products and/or portfolios.
- Infomers: Individuals, teams, and/or organizations that directly or indirectly inform and/or influence the digital health regulatory decisions but are not final decision-makers.
- Implementers: Individuals, teams, and/or organizations that execute and implement the regulatory decisions to develop products, educate stakeholders, etc.