

Target patient value profile (TPVP) template for digital health technologies (DHTs)

What is a TPVP and why is it important?

The TPVP is a structured framework that defines the unique value a DHT delivers to specific patient populations. It outlines the patient's unmet needs, desired outcomes, and differentiation strategies to inform evidence planning and align cross-functional goals. TPVP ensures that all aspects of the DHT, from development to market integration, are patient-centered and value-driven.

Executive summary

The **[DHT Name]** is a **[Opportunity, Best-In-Class, First-In-Class]** product designed to address **[Patient Unmet Need]** for **[Target (sub)population(s) with Indication(s)]**. Its innovative mechanism of action, **[Scientific Rationale]**, aims to improve **[Outcomes and/or set a new standard of care]**. The project team targets **[Ways for Differentiation]** by generating and demonstrating **[Key Evidence]** through a structured approach aligned with **[Functional Plans and Project Plans, addressing critical dependencies]**. Based on **[Decision Log and team decisions]**, the roadmap reflects the latest adaptations, with the current status being **[Status]**. The **[Lead Indication]** launch is projected for **[Timeline/Year]**.

Key considerations

- **Primary Purpose:** The **[DHT Name]** supports **[Diagnosis/Cure/Mitigation/Management/Treatment]** of **[Disease/Disorder/Therapeutic Area]**.
- **Clinical Application:** It is designed for **[Specific clinical capabilities, such as diagnosing, managing, or treating conditions]** and tailored for **[Specific target age or user requirements]**.
- **Limitations:** This product is **not intended** for **[Inapplicable clinical use cases, limitations of technology, or alternative diagnoses]**.
- **Interoperability:** The product functions alongside **[Other Technology Components or Devices]** to deliver comprehensive care.