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The value of labeling in digital health for reimbursement

Presented by:
Dr Robin van Kessel

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Digital health uptake and reimbursement

- Digital health solutions as a **broad spectrum** of healthcare innovations
  - > From phone consultations to digital therapeutics
  - > Heterogeneity cannot be addressed by silver bullet approach

- Implementing digital health solutions is a **complex process**
  - > Pricing, reimbursement and financing
  - > Formal regulatory framework capable of assessing quality

- Pricing digital health solutions in Europe **mostly through discussions** between national or regional committees and manufacturers
  - > **Notable absence** of value-based assessment mechanisms

Labels in digital health

- Digital health terminology is in flux and **constantly evolving**
  - > No guarantee the same terminology is used across countries
  - > Makes HTA processes exponentially more complicated

- Labels provide a **standardized format** to present information
  - > Allows consistent and transferable discussions on value
  - > Critical component in developing robust HTA frameworks fit to assess digital health solutions

Importance of labeling

- Labels as important **simplification tool** to communicate value or safety of digital health solutions
  - > Potential lack of digital health expertise in HTA bodies
  - > Hesitance among general population to use digital health after high-profile data leaks
    - > NHS England, *Nederlandse Zorgauthoriteit* [Dutch Healthcare Authority]

- Labels **enable informed decision-making** by all stakeholders
  - > May even diminish gap between people with high and low digital (health) literacy
  - > Requires intuitive label design

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Importance of labeling for reimbursement

- High-quality labels can:
  - > **Reduce ambiguity** of terminology and provide consistent glossary across HTA frameworks
  - > **Communicate key characteristics** of digital health solutions to a broad audience
    - > Different health and digital literacy skills
    - > Different willingness to engage with digital health
  - > **Enable informed decision-making** across stakeholders

> In short, high-quality labels can **address several high-profile barriers** in the implementation and reimbursement process of digital health