



DTxCC

Digital Therapeutics Commercialization Consultants



Market Research



Market Access



Business Model

**Strategy Development
Backed by Research**

About Digital Therapeutics Commercialization Consultants (DTxCC):

Boutique consultancy focused solely on Digital Therapeutics commercialization

Consultants with real-world digital therapeutic commercialization expertise specializing in:

- **Strategy development**
- **Market research**
 - Payer
 - HCP
 - Patient
- **Market access**
- **Business model**

Our Payer Advisory Council provides actionable insight

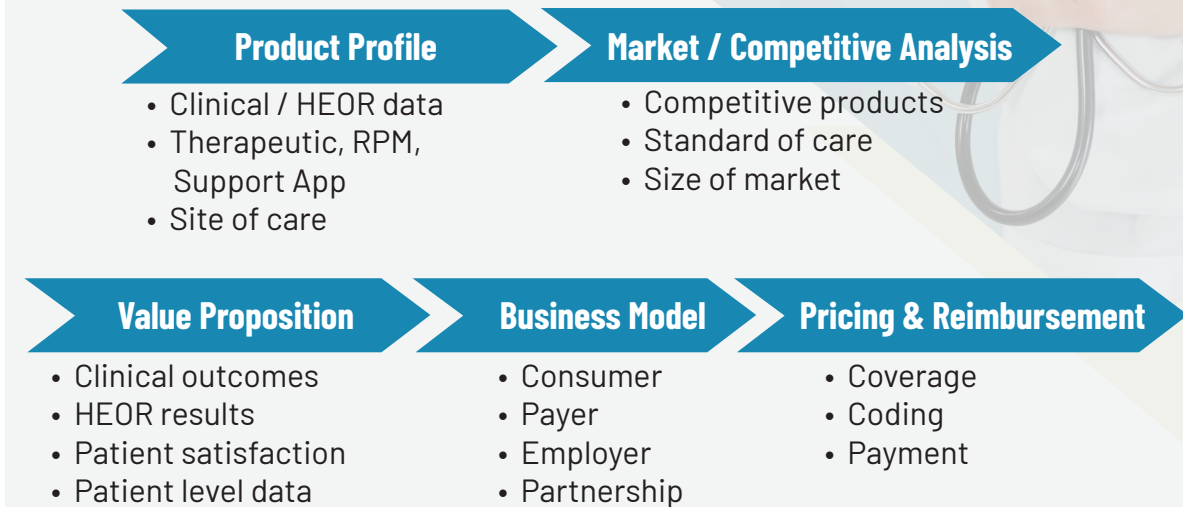
- Custom qualitative research
 - One-one-one Telephone / web-meeting interviews
- Advisory board meetings
 - Virtual and live face-to-face meetings

Council members include:

- Managed Care Medical and Pharmacy Directors
- National and Regional MCOs
- Pharmacy Benefits Management companies
- Integrated delivery networks

DTxCC has a defined process of analysis and research to generate optimal commercialization strategies

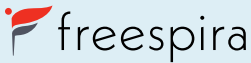
Review, Analyze, Research



Our Clients



Testimonials:



I hired Rick/DTxCC to conduct a payer Advisory Board project to determine the best opportunity for reimbursement for our digital therapeutic (Freespira). The insights gained from the research and Rick's analysis and knowledge of the payer environment allowed us to make important decisions about our reimbursement strategy. Since then, I have referred other Digital Therapeutic companies to Rick and he has conducted market opportunity assessments, helped define reimbursement opportunities, detailed business models, conducted payer and HCP market research, and designed go-to-market strategies and Business plans. I highly recommend Rick/DTxCC for any digital therapeutic commercialization needs you may have.

**– Debra Reisenthel, Founding CEO
(Freespira, Inc.)**



DTxCC has first-hand knowledge of the DTx reimbursement landscape and access to payer organization thought leaders. The DTxCC team provided us with valuable insights and strategic recommendations.

**– VP Market Access, Reimbursement & Government Affairs
(Pear Therapeutics)**



The DTxCC research and guidance provided us with a strong set of Digital Therapeutic and pharma partnership approaches that proved valuable in our company's engagement and monetization strategies.

– Head of Happify DTx



I have been involved with other managed care ad-board and many scientific and commercial ad-boards; this is probably the most useful ad board I've ever attended.

– Chief Commercial Officer, Theranica Bio-Electronics

To learn more about DTxCC, contact:

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