

8th Annual



DTx
WEST

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The Pivotal Moment for Digital Therapeutics
Next-Generation Digital Healthcare



& A

Joseph Perekupka
CEO of Freespira, Inc.

Tell us a little bit about your most recent work at Freespira

At Freespira, we have proven our commercial model and have demonstrated consistent clinical and economic outcomes across all lines of business and geographies, including the VA, Medicaid, and commercial health plans. We are now focused on expanding our commercial footprint into new markets by leveraging the success we have had with our payor partners. Secondly, we will deepen our existing partnerships by expanding into new geographies or lines of business.

What is your take on the recent physician code announcements?

The new CMS physician fee schedule for Digital Mental Health Treatments (DMHTs) is a watershed moment for digital therapeutics. It represents a clear signal that CMS believes this is a place for DTx products in the treatment of mental health disorders. Furthermore, it will expand the ability to prescribe DMHTs to a broader base of healthcare professionals who are working with patients experiencing mental health issues, as opposed to just MDs. Most importantly, these devices will be part of a more robust treatment plan for patients, increasing the likelihood of better clinical outcomes.

How do Digital Therapeutics companies need to evolve in response to what the industry has experienced so far?

I believe the path forward is favorable for the sector. The past 18 months were challenging and characterized by instability, but there are clear signs we have achieved a plateau. The investor market appears to be thawing from its deep freeze and we are seeing some investment in the sector again.

What emerging opportunities are there for Digital Therapeutics to explore?

Right now, the new PDURS (Prescription Drug Use-Related Software) guidance is evolving and has real implications for many DTx companies in the sector. What is encouraging is the opportunity to strengthen pharmaceutical companies' commitment to using digital therapeutics in combination with their prescription medications to improve the patient experience.

What's one piece of guidance you'd like to share with the industry?

I believe the last 18 months, while tumultuous, will ultimately be viewed as a necessary transition period for the DTx sector. We are seeing a refocus on the fundamentals that build successful companies after experiencing a departure from the essentials in the era of easy money. My advice to those in our industry is to be prudent in your outlook for the organization and realistic about the challenges you will face. One thing I have learned is that raising money is an art form: too little creates growth constraints, but too much often leads you down a path of failure due to overspending, over-hiring, and premature scaling. The key is to focus on stages of commercialization and take a steady approach. Begin by proving your model works, then demonstrate the repeatability of your model. Once you have crossed those milestones, you can focus on accelerating growth and have confidence in the foundation you have built.

What are you looking forward to most at DTx West 2025?

I am excited to learn from other companies in the sector. I'm always eager to hear how our peers are adapting to the new market dynamics and what they see as real opportunities in 2025.

Joseph will lead a Fireside Chat on Day 2:
How Digital Therapeutics Saved My Life—Being a Patient

To learn more and register for DTx West, visit the website
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