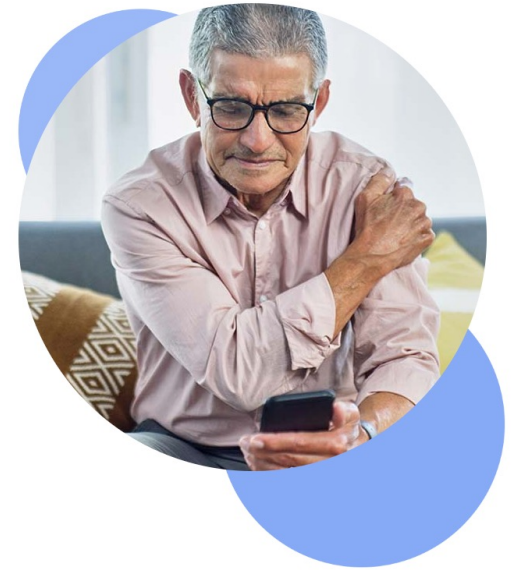


## CASE STUDY

### DIGITAL THERAPEUTICS EXPLORATION

Scoping the Digital Therapeutics opportunity in pain management & scanning for potential partners

CHRONIC PAIN  
GLOBAL SCOPE  
BUDGET £10 – 20K



### KEY DELIVERABLES



### CLIENT

A former colleague working in pain management

### KEY QUESTION

Shall we start looking closely at the digital therapeutics opportunity?

### OUR APPROACH

We interviewed external experts (with and without clinical experience), we scouted the world for innovations specific to the client's areas of focus – looking at apps, virtual reality, games and connected devices. We reviewed the potential and the drivers for growth for digital therapeutics (DTx), the main challenges, and the key players. We turned our materials into a series of training modules for internal stakeholders.

### ENTHUSIASTIC FOLLOW-UP

Think Next was retained to identify potential partners to build a DTx solution.

### SOUNDS INTERESTING?

If you're interested in this approach or if you think we could help, contact us: [curious@thinknext.uk](mailto:curious@thinknext.uk) or discover more of our work and values at [www.thinknext.uk](http://www.thinknext.uk)!