

## Revolutionising healthcare: Leveraging reimbursement models for uptake of digital health solutions

**mementor by ResMed**

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*15<sup>th</sup> November 2023*



# Company snapshot: mementor by ResMed



**Digital health start-up** founded in 2014 and **part of the ResMed family** since August 2022

- **Focus on Digital Therapeutics** in the area of **sleep** and comorbid indications
- First **reimbursed DiGA** for **insomnia / sleep: somnio** with **4.6** out of 5 **app store rating**
- Headquarter in Leipzig, Germany
- Around **70 employees** in Germany

Selected certifications:

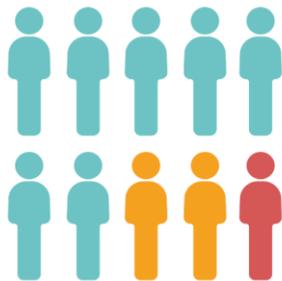
- **ISO 27001** for Information Security Management System
- **ISO 13485** for Quality Management System of medical devices



# The unmet need in insomnia treatment

## Standard of care before DiGA were introduced in Germany

### Insomnia: a common disease



#### Prevalence of insomnia

About **35%** of the adult population suffers from sleep problems and **7-10%** suffer from a clinically relevant insomnia

### Guideline recommendation

#### First line treatment

Cognitive Behavioral Therapy  
for Insomnia (CBT-I)

#### Second line / short-term treatment

Sleep medications

vs.

### Treatment reality



< **1%** of patients receive therapy with **CBT-I** via regular/primary care



~**60%** of patients receive **hypnotics/sedating antidepressants**

**CBT-I is first-line treatment (guidelines in e.g. EU, US, AUS), but is rarely used due to an expert / HCP bottleneck**



# Digital insomnia treatment on prescription

With our DiGA somnio, we have made effective insomnia treatment available on scale



## Randomized Controlled Trial Results (n=238)



**64%**  
Sign. improvement in  
insomnia symptoms



**29 min**  
Reduced sleep  
onset latency



**64 min**  
Reduced wake after  
sleep onset



**12 month**  
Stable effects

## Real-World Evidence Results (n=5000)

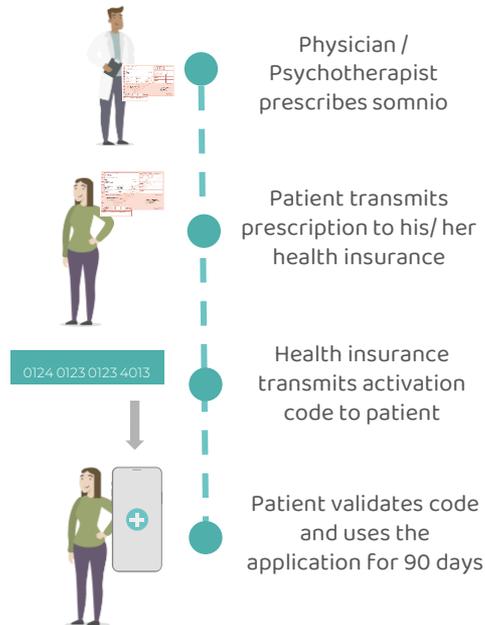
First Germany-wide RWE DiGA analysis

- **57%** of patients had clinically sign. **improvement in insomnia symptoms**

# Chances along the DiGA prescription pathway

While the acceptance of DiGAs steadily increases, the prescription pathway is still complex

## Prescription pathway



## Selected chances

In 2022, **34%** of physicians stated that they **already prescribed a DiGA...**

... which still leaves potential for DiGA awareness, education and usage

Compared to **~6min** for a traditional prescription handed in to the pharmacy, **DiGA prescriptions take around ~13 days...**

... which is complex and unfamiliar to patients with the risk to drop off

## One of our initiatives

### Educate HCPs and tailor CME events (on + offline)

- E.g. for psychotherapists, sleep labs, GPs, gynecologists
- F2F event in cologne with ~200 participants on trends and therapies for the treatment of sleep disorders



### Prescription support service for patients

- Scan and mail prescription to patient's health insurance
- Create somnio account with virtual waiting room until activation code arrives

#### Rezeptservice

Wenn du bereits ein Rezept von einem anderen Arzt hast, kannst du es über den Scanner des Somnio-Apparsats scannen und dein Rezept online einreichen. Wir helfen dir dabei, dein Rezept online einzureichen und dein Rezept zu aktivieren.

Bitte für eine vollständige Prüfung des QR-Codes des Somnio-Apparats sorgen, bevor du den QR-Code scannst.



**Memento**  
by *ResMed*

**THANK YOU**

