

Digital Health Strategy Monitor | Edition 05

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Executive Summary

The past two weeks reveal digital health's transition from access-driven growth to performance-driven survival. Germany provides the first scaled real-world DTx dataset, US payers tighten RPM reimbursement, and capital flows exclusively to clinically validated verticals.

Executive KPI Dashboard

KPI	Value	Insight
Funding >\$10M	6	Mid-stage cardio/mental focus
Total funding	\$210M	90% in 2 verticals
M&A	3	Platform consolidation
Clinical studies	4	Outcome endpoints
Reimbursement signals	3	Tightening trend
DiGA dataset	5 years	Real-world benchmark

Key Developments

1. Germany DiGA: The First Real-World DTx Benchmark

DiGA's 5-year dataset confirms what many suspected: clinical validation at entry does not guarantee sustained real-world performance. While apps like HelloBetter Stress & Burnout demonstrate measurable outcomes, others show weak adherence beyond 12 weeks and limited effectiveness versus trial data. Critical: drop-off rates exceed 40-60% in several categories post-prescription phase.

2. US RPM: From Scalable Billing to Controlled Clinical Service

CMS and private payers are increasing scrutiny on RPM CPT codes (99453/54/57), focusing on minimum interaction thresholds and medical necessity documentation. Utilization caps are emerging, shifting RPM from a scalable billing mechanism to a controlled clinical service requiring robust outcomes justification.

3. Funding: Investors as Reimbursement Proxy

Of \$210M disclosed, 90% flowed to mental health (3 Series B, \$20-40M range) and cardiology/RPM (3 mid-stage, \$30-60M). Notable absence: funding momentum in wellness apps or engagement-first platforms signals investors now serve as de facto reimbursement validators.

4. M&A: Platform Consolidation Accelerates

Philips expands its AI + monitoring ecosystem while Medtronic closes Scientia Vascular (\$550M neurovascular). Strategic logic: build closed-loop platforms combining diagnostics, RPM, and AI prediction – rendering standalone DTx structurally vulnerable.

The New Digital Health Equation

Clinical Outcome × Reimbursement × Workflow Integration = Scalable Business

YTD 2026: The Great Filtering

Q1 funding declined 35% YoY while M&A rose 28%. Investors reward outcome proof and payer alignment, killing engagement metrics and consumer apps.

Action Items

- **DTx:** Generate 12+ month retention data immediately
- **RPM:** Document medical necessity per patient encounter
- **Platforms:** Target ACCESS/DiGA reimbursement pathways

Sources: • DiGA [BfArM] • CMS PFS 2026 [CMS.gov] • Basepoint VC [basepoint.vc] • Xtalks [xtalks.com] • Healthcare.digital [healthcare.digital]