

techUK Position Statement: Digital Therapeutics (DTx)

Executive Summary

Digital Therapeutics (DTx) — software-based interventions that prevent, manage or treat medical conditions — offer a significant opportunity to transform NHS care pathways, improve patient outcomes and support the Government's ambitions on prevention, productivity and getting people back into work. Following an industry roundtable convened by techUK in June 2026, this statement sets out industry's shared position on how DTx should be regulated, commissioned and funded so that this potential can be realised, and forms the basis for techUK's ongoing engagement with Ministers, DHSC and NHS England.

Our Position

DTx are treatments, not wellness products, and should ultimately achieve parity with medicines: in regulatory approval, evidence standards, commissioning and reimbursement. Products that are not suitable for NICE assessment sit outside the scope of DTx and should be considered separately, as wellness offers.

Patients should be able to access safe, proven DTx as early as possible, including upstream of formal clinical contact where appropriately safety-netted - capturing people who are otherwise self-managing conditions or who are not currently part of the health and care system.

Patients should have real choice, supported by suppliers having multiple routes to market. As with medicines, the goal is a marketplace of treatments within each condition area, so that clinicians and patients can choose the DTx that best suits them as more products clear the evidence bar over time.

Why This Matters

This work sits within a fast-moving policy environment, including the NHS 10 Year Health Plan, the development of HealthStore, new MHRA/NICE standards for digital mental health technologies, and the extension of QALY thresholds to health technology. It also connects to condition-specific priorities across Government: the Mental Health Strategy for England, due to be published later in 2026; the Cardiovascular Disease Modern Service Framework, published in July 2026; and the renewed Women's Health Strategy for England, published in April 2026. Taken together, these reflect the breadth of the opportunity for DTx to support prevention, earlier diagnosis and better outcomes across MSK, mental health, respiratory, cardiovascular and women's health - as well as the wider ambition to help people stay healthy and in work.

techUK's Principles for DTx Adoption

- **Pathways, not point solutions.** Commissioning, standards and investment frameworks should be designed around whole care pathways and patient journeys - spanning MSK, mental health, respiratory and women's health, among others - not individual products in isolation.

- **Evidence-led, product-by-product commissioning.** DTx should be commissioned as each product demonstrates the evidence to support reimbursement, in the same way as medicines, rather than waiting for a market of comparable products to emerge first. Real World Evidence should be embedded throughout the commissioning cycle, not treated as a one-off gate.
- **Nationally procured, locally configured.** National procurement should apply where the evidence supports it, with ICBs/ICSs as the natural commissioning body for local implementation - reflecting local variation in pathways, infrastructure and population need, and mirroring how medicines guidance already operates.
- **A predictable route to reimbursement.** Industry is not seeking a 'pot of gold' - only fair value and a predictable, funded reimbursement mechanism at the end of the evidence-generation journey, comparable to the certainty that underpins investment in medicines and medtech.
- **Pace matters as much as design.** The mechanisms intended to build market confidence must move from multi-year horizons to near-term delivery. A well-designed pathway is only useful if the infrastructure underpinning it exists in time to matter.

techUK's Policy Asks

techUK is calling on Government to:

Ask 1: Deliver a funded, predictable reimbursement pathway for DTx, with parity with medicines.

Follow through on the NHS 10 Year Health Plan by attaching funding and reimbursement to the building blocks already in place - the Early Value Assessment (EVA) process, NICE standards, NICE's new National HealthTech Access Programme (NHAP) and HealthStore - so that clearing the evidence bar reliably leads to adoption and payment, product-by-product, as happens with medicines. By 'predictable', we mean clear, published timelines and criteria from evidence generation through to a reimbursement decision, so companies can plan investment with the same confidence they would for a medicine. This also means widening the routes available: EVA is not open to every DTx - eligibility is currently limited to conditions NICE has prioritised as areas of high unmet need - so wider mechanisms such as NHAP need to apply consistently to DTx too.

Ask 2: Ensure patient choice, through multiple market access routes for suppliers.

Rather than a single national gateway, DTx suppliers should be able to reach the NHS via the route that fits their evidence and stage of development - including a streamlined, self-certified route for initial access and local Real World Evidence generation, alongside NICE's Technology Appraisals/NHAP and EVA guidance (where applicable) for national reimbursement. As with medicines, the aim is a marketplace of treatments within each condition area, giving clinicians and patients meaningful choice as multiple products clear the evidence bar over time.

Ask 3: Enable safe, patient-centred access to DTx earlier in the care pathway.

Support appropriately safety-netted routes into DTx that do not always require formal entry into the NHS system - for example via NHS App AI-enabled triage linking through to

HealthStore - while ensuring DTx remain genuinely embedded within, not parallel to, NHS care pathways.

About This Statement

This position statement draws on an industry roundtable convened by techUK in June 2026 with senior representatives from digital therapeutics providers, and forms part of techUK's wider Neighbourhood Health programme. It will inform techUK's engagement with DHSC, NHS England and Parliament, and will be kept under review as the policy landscape — including the 10 Year Health Plan, HealthStore and NICE's evolving approach — develops.

Get Involved

techUK members working in digital therapeutics and adjacent health technology are welcome to contribute to this ongoing work. To get involved, or for more information, please contact the techUK Health & Social Care programme team.