The ATA's Policy Principles for Prescription Drug Use-Related Software (PDURS)

As digital health technologies continue to evolve, Prescription Drug Use-Related Software (PDURS) has emerged as a transformative force in modern healthcare. These tools represent a new frontier in personalized medicine, clinical decision support, and patient engagement. The American Telemedicine Association (ATA) and ATA Action support a policy environment that fosters innovation, ensures patient safety, and promotes equitable access to high-quality care through the use of PDURS. Our guiding policy principles ensure that software-based solutions are integrated responsibly, effectively, and with patient-centered care at the core.

1. Make Medicine Personal

We are committed to advancing patient-centered care through PDURS that enable more personalized, holistic, and effective treatments. Key priorities include:

- **Ensuring Patient Choice, Access, and Satisfaction**: Patients should have the ability to choose treatments that meet their individual needs, values, and preferences, supported by intuitive and effective digital tools.
- **Unlocking Whole-Person Care**: Software tools should address physical, behavioral, and social health determinants through optimized data integration and broader mechanisms of action.
- **Data Optimization and Integration**: PDURS must be designed to incorporate diverse data sources to better inform individualized care pathways and drive proactive intervention.

2. Empower and Activate Stakeholders

We believe PDURS should strengthen the entire care ecosystem, enabling more collaborative and informed healthcare delivery. This includes:

- **Improving Decision-Making and Monitoring**: By integrating real-time data, PDURS empowers clinicians to make evidence-informed decisions and improve care delivery.
- **Supporting Patient Choice and Autonomy**: PDURS should empower patients to make informed decisions about their care, promoting autonomy and enabling meaningful participation in treatment planning.
- **Supporting Healthcare Organizations**: Software tools should align with healthcare organizations' strategic goals, improve workflow efficiency, and contribute to value-based care outcomes.
- **Extending Provider Reach**: These technologies can expand the capabilities of healthcare professionals by enabling timely interventions and expanding reach across geographies.

3. Improve Clinical Outcomes

We support innovations that are rooted in evidence and designed to enhance safety, efficacy, and overall clinical effectiveness. PDURS should:

- **Promote Quality, Safety, and Tolerability**: Tools must be rigorously evaluated to ensure they meet high clinical standards.
- **Drive Better Health Outcomes**: These tools should improve chronic disease management, reduce adverse drug events, and optimize treatment plans.
- **Support Preventative Care**: By identifying risks earlier and supporting behavioral health interventions, PDURS can help reduce unnecessary hospitalizations and emergency care.
- **Support Trial Execution:** By capturing real world outcomes, supporting adherence tracking and enabling digital endpoints, PDURS tools can support decentralized or hybrid clinical trial models.

4. Increase the Value of Care Delivered

PDURS should drive value by improving outcomes and reducing inefficiencies across the healthcare system:

- **Unlocking additional value:** By optimizing care delivery and better identification of high-need populations.
- **Ensuring Appropriate Access**: Equitable access to these technologies must be prioritized, especially in underserved communities.
- **Reducing Preventable Events**: Tools should proactively reduce complications, hospitalizations, and treatment failures through earlier detection and intervention.

5. Establish a New Category of Healthcare Innovation

PDURS represents a paradigm shift in how care is delivered and optimized. We must position the U.S. as a leader in this emerging category:

- **Support Scientific and Technological Discovery**: Regulatory and policy frameworks must facilitate the development of novel digital therapeutics and software-driven interventions.
- **Complement therapeutics:** PDURS should be recognized as a potential complement to therapeutics, enabling models aligned with regulatory and patient centered goals.
- **Align with National AI Strategies**: PDURS innovation should be coordinated with broader artificial intelligence and digital health strategies to ensure safety, transparency, and accountability.
- **Drive Global Leadership**: Through smart regulation and industry collaboration, the U.S. can lead globally in advancing PDURS and exporting high-quality health innovation.

6. Commitment to Holistic, Preventive, and Lifestyle-Based Care

PDURS must also support broader goals of public health and lifestyle medicine:

- **Integrate Lifestyle Medicine and Preventive Care**: Encourage the use of software that supports behavioral change, nutrition, physical activity, and other lifestyle modifications.
- S**upport unmet mental health needs across conditions**: PDURS tools can help identify, monitor, and address mental health symptoms that are often unrecognized in chronic disease cancer, and aging populations. These tools may expand access to evidence-based interventions in settings where behavioral health resources are limited.
- Support improved therapy management and personalization of treatments
- **Enable Holistic Care Models**: Promote the use of PDURS to deliver care across the healthcare continuum aligned to national priorities.

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