CTA Health Division: 2024 Recap

In 2024, the Consumer Technology Association's (CTA) Health Division made significant strides in its mission to increase the use of technology-enabled value-based health care to reduce health care costs and drive better health outcomes. By collaborating with industry leaders, policymakers, and healthcare thought leaders, the CTA Health Division addressed key challenges and championed policies to drive growth in health technology. This document provides an overview of the division's activities and key accomplishments over the past year.

I. Policy

CTA engages in several activities to advance our digital health policy principles and priorities. In addition to our regular policy filings, legislative endorsements, and organizational sign-on letters, CTA staff regularly meets with policymakers and staff and invites them to participate in CTA events. Many of CTA's policy deliberations happen within our workgroups. This year, CTA launched a Health AI Policy Workgroup and broad industry efforts around the use of AI in health, including the Health AI Collaborative and the Health AI Planning Council.

Below are some highlights from our 2024 policy and advocacy activities:

a. February
- On February 22, CTA joined more than 200 organizations in sending a letter to Senate Majority Leader Schumer, Minority Leader McConnell, and Speaker Johnson, and House Minority Leader Jeffries calling on Congress to make permanent important telehealth flexibilities well in advance of the statutory deadline of December 31, 2024.
- On February 26, CTA submitted comments in response to the Federal Communications Commission's (FCC) Notice of Proposed Rulemaking on achieving 100% wireless handset model hearing aid compatibility (HAC). This comment letter addressed key considerations and recommendations aimed at enhancing wireless handset compatibility with hearing aids, emphasizing the importance of accessible technology for individuals with hearing loss. CTA expressed support for efforts to improve HAC standards and highlighted its commitment to collaborating with stakeholders for effective implementation and consumer benefits.

b. April
- On April 1, CTA joined more than 200 organizations in sending a letter to Anne Milgram, Administrator of the US DEA to request that DEA expedite the release of a revised proposed rule to permit and regulate the prescribing of controlled substances through telehealth.
- On April 9, CTA joined more than 30 organizations in sending a letter of support for the PREVENT DIABETES Act (H.R. 7856/S.4094), to Representatives DeGette (D-CO) and Bilirakis (R-FL), and Senators Scott (R-SC) and Warner (D-VA).

c. May
  - On May 6, CTA sent a letter in response to Representative Ami Bera, MD's request for information on the state of AI in health care.

d. June
  - On June 25, CTA joined more than a dozen organizations in sending a letter sent to Chair Rodgers and Ranking Member Pallone in support of the Telehealth Modernization Act (HR 7623) & PREVENT DIABETES Act (HR 7856).

e. July
  - On July 19, along with fellow national digital health associations, CTA signed a letter to Congressional leadership urging swift action to pass legislation extending current Medicare telehealth policies.

f. August
  - On August 30, CTA filed comments in response to the CY 2025 Medicare Physician Fee Schedule proposed rule. Comments focused on provisions related to telehealth, remote patient monitoring, and digital mental health treatment.

g. September
  - On September 5, CTA submitted comments on the 2025 Medicare OPPS and Medicare ASC proposed rule, showing support for new digital mental health treatment codes proposed in the Fee Schedule, while urging CMS to propose APC group assignments for them.
  - On September 17, CTA sent a letter to Members of House Committee on Energy & Commerce in support of the *Telehealth Modernization Act* (H.R. 7623) and *PREVENT DIABETES Act* (H.R. 7856).

II. Events

CTA's Health Division plays a pivotal role as a convener, bringing together divers stakeholders from across the health and technology sectors. Throughout the year, we organize and host impactful events that explore the intersection of health, technology, and policy. CTA Health Division events are curated for industry leaders, policymakers, and health care stakeholders to foster dialogue on emerging trends, challenges, and opportunities in digital health.

In addition to the events listed below, CTA staff spoke at events hosted by: APEC, Broadband Breakfast, the Food & Drug Administration, Consumer Health Products Association, Alliance for Health Policy, and Reuters.

a. January
  - Digital Health Summit at CES 2024
    - Health Industry Leaders Forum
    - Digital Health Mixer

b. February
- On February 1, CTA hosted a Congressional briefing to launch the formation of the Congressional Digital Health Caucus, co-chaired by Representatives Troy Balderson (R-OH) and Robin Kelly (D-IL). This Caucus aims to facilitate dialogue and collaboration among government, private sector, and healthcare experts to shape policies that integrate digital health technologies into the healthcare system. Since its launch, additional representatives have joined the Caucus, highlighting its growing support.

c. March
- On March 12, CTA hosted a Health AI Salon dinner in NYC on March 12th in NYC. The moderators were Dr. Stephen Klasko, Executive in Residence, General Catalyst (former President/CEO of Jefferson Health) and Dale Van Demark, Partner, McDermott Will & Emery. Attendees included executives and thought leaders from the New York City health and tech communities and members of the press (including reporters from Axios, Politico, and Modern Healthcare).

d. April
- On April 9 & 10, CTA sponsored and co-hosted an AI conference in partnership with Meharry Medical College. The conference was held on the campus of Meharry and focused on how tech innovation, including AI, will impact underrepresented communities. CTA members speaking at the conference included representatives from AWS and Siemens.
- On April 17, as part of CTA Tech Week, CTA hosted CES on the Hill. Health Division participants this year included Dexcom, BioIntelliSense, EssilorLuxottica, and EY.

e. May
- From April 30 to May 2, CTA hosted the HealthFuture Summit, bringing together the digital health community to explore technology's vital role in transforming healthcare for providers and patients. The event featured discussions on the impact of digital health solutions on workforce dynamics and government perspectives on AI in healthcare. Industry leaders convened in Chicago to delve into these critical topics. At the HealthFuture Summit in Chicago, the Health Board held an in-person meeting. Highlights included findings from the PHTI on digital diabetes management for adults with Type 2 Diabetes, CTA's involvement in the Digital Health Collaborative, AI policy updates from Maverick Health Policy, and strategic planning for the division board.
- On May 9, AdvaMed and CTA co-hosted hosted a Congressional Digital Health Caucus briefing on remote patient monitoring (RPM) in coordination with Caucus co-chairs Rep. Troy Balderson (R-OH) and Rep. Robin Kelly (D-IL).
- On May 14, CTA and ATA Action co-hosted a briefing entitled "The State of Telehealth: Sustaining Access Post-Pandemic." The briefing highlighting the urgent need for Congress to provide clarity for telehealth providers and patients after the COVID-19 public health emergency.

f. June

- On June 4, CTA hosted the Health AI+ Symposium at Harvard Medical School, where discussions focused on the impact of AI on providers, the evolving clinician-provider relationship, equity, and the role of startups in the AI ecosystem. The symposium also highlighted the significant effects of generative AI on the healthcare system, alongside the real challenges associated with its implementation in healthcare.
- On June 26, CTA co-hosted the Health Leadership Summit: Advancing Health Devices and Services in the Connected Home with the Connectivity Standards Alliance (CSA). The event featured discussions on key topics such as enabling remote care, addressing healthcare workforce shortages, and ensuring personal health data privacy, highlighting innovative solutions for the future of connected health.

g. September
- On September 9, CTA & Maverick Health Policy co-hosted the Venture Capital D.C. Policy Summit. The event provided an opportunity to explore the intersection of technology, healthcare, and investment, showcasing how CTA convenes innovators, investors, and policymakers from across the digital health ecosystem.
- On September 12, CTA's Health AI+ 2024 Conference brought together healthcare and tech leaders to explore AI's transformative potential in medicine. Industry experts discussed the evolving applications of AI, regulatory agency approaches, and how clinicians will adapt their practices to incorporate these innovations.
- On September 13, CTA and AdvaMed co-hosted a Health AI Listening Session with patient groups.
- On September 26, CTA co-hosted Digital Health Startup Day with the Congressional Digital Health Caucus. The day began with the Health Innovation Showcase in the Rayburn Foyer, where 17 digital health startups demoed their products for Congressional members, staff, and industry attendees. After the showcase, startup attendees were invited to a series of panels featuring staffers from the U.S. House of Representatives, U.S. Senate, and agencies such as the FDA, NIH, Department of Commerce, and VA.

h. October
- On October 16, the Health Division Board will be meeting at CTA Headquarters for the annual Strategic Planning Retreat. The agenda will cover a range of topics including market research insights, updates on digital health standards, and a review of key takeaways and highlights from CES 2024/Digital Health Summit. Discussions will also explore the division's 2025 goals and strategies, emerging technologies, potential partnerships, and media opportunities in the digital health sector.

III. Notable Press

CTA's Communications & Marketing Department supports the Health Division's activities and identifies opportunities to highlight CTA and CTA members' work to advance digital health.

a. January
- January 10: HealthLeaders, *CES on AI Policy: Will Healthcare Execs and The Feds Work Together?*
- January 10: Law360, *FDA 'Can't Do This Alone,' Wants Health Vetting AI in Healthcare*
- January 12: Health Exec, *CES speakers talk about AI in health, need for trust*
- January 26: Politico Pulse, *New Digital Health Caucus*
- January 31: Inside Health Policy, *New Bipartisan Digital Health Caucus' First Focus Is AI*

b. February
- February 1: *Representatives Robin Kelly and Troy Balderson Announce the Congressional Digital Health Caucus*
- February 1: Axios, *Digital health caucus launches with focus on AI*
- February 7: CTA press release, *CTA and ACC Collaborate to Tackle Cardiovascular Disease with Technology*
- February 20: STAT News, *As regulators play catch up with AI, tech startups say uncertainty is slowing them down*
- February 27: Modern Healthcare, *What the healthcare sectors wants from AI legislation*

c. March
- March 13: Inside Health Policy, *CTA Convenes Stakeholders to Help Policymakers Leverage Existing Agencies' Health AI Oversight*
- March 15: TechTarget (formerly mHealthIntelligence), *Bipartisan lawmakers present bill to solidify telehealth flexibilities*

d. April
- April 3: Healthcare IT News, *Stakeholders push DEA to solidify virtual prescribing flexibilities*
- April 3, 2024: Inside Telehealth, *With The First Quarter Gone, Lobbyists Press DEA On Telehealth Rule*
- April 23: STAT, *CES Organizer gathers speed in health tech*

e. May
- May 3: Policy and Medicine, *Stakeholders Urge DEA to Take Action to Extend Telemedicine Prescribing Flexibilities*
- May 15: Politico Pulse, *Health care groups: Regulate AI, but not too much*
- May 15: Becker's Health IT, *Healthcare advocates push for balanced AI regulation*
- May 31: Inside Health Policy, *Lawmakers Urge CMS To Cover Digital Therapeutics Under Existing Categories*

f. June
- June 5: STAT, *As Washington mulls new AI rules, startup leaders want a seat at the table*

g. July
   • July 4: Broadband Breakfast, *Healthcare Leaders Call for Privacy Legislation*
   • July 5: Communications Daily, *Experts See Greater Investment in Broadband and Devices Helping Improve Health Outcomes*
   • July 8: Real Clear Markets, *Tech May Be the Solution to More and Better Sleep* (op-ed from Kinsey Fabrizio)
   • July 31: MedTech Dive, *Patient shares a day in the life with diabetes at FDA's first Home Health Hub meeting*
h. August
   • August 1: Inside Washington Publishers, *Privacy, Telehealth, AI Regs Needed to Expand Home Health*
   • August 8: Fortune, *Home medical devices pose risks for Medicare beneficiaries and their caregivers*
i. September
   • September 12: Modern Healthcare, *What California's AI Bill Means for Healthcare*
   • September 16: Inside Health Policy, *Digital Health Stakeholders Call For Medicare, Medicaid RPM Policy Reforms*
   • September 26: TechNation, *AAMI, CTA to Collaborate on AI Standards*

IV. Standards

CTA is an ANSI-accredited standards development organization with more than 30 published digital health standards. CTA's Health Fitness & Wellness Committee (R11) develops standards, recommended practices, and related documentation for consumer health and fitness technology, including fixed, portable and wearable health and fitness devices. CTA's Artificial Intelligence Committee (R13) develops standards, recommended practices, and technical reports related to artificial intelligence technologies.

a. March
   • Best Practices for Consumer Cardiovascular Technology Solutions: Screening and Diagnosis (ANSI/CTA-2112)
b. June
   • Recommendations and Best Practices of Sleep Quality Determination in Consumer Sleep Monitoring Solutions (ANSI/CTA/NSF-2110)
c. July
   o Best Practices and Recommendations for Telehealth Solutions" (ANSI/CTA-2113)
d. September
   • Methodology of Measurements for Features In Sleep Tracking Consumer Technology Devices and Applications (ANSI/CTA/NSF-2052.2-A) (revised)

- CTA launched a new standards activity on women's health technologies. R11 WG17 Women's Health Technologies will develop standards, recommended practices, and technical reports related to women's health technology and advise other groups inside of R11 how best to ensure that women's health factors are include in design.
- On September 24, CTA and the Association for the Advancement of Medical Instrumentation (AAMI) announced a memorandum collaborating on the production of new industry standards related to the use of machine learning in healthcare products.

V. Thought Leadership

CTA's thought leadership on emerging trends and challenges in digital health seeks to drive the industry forward. This year, CTA drove many critical conversations around the use of AI in health care, including related issues like data privacy, reimbursement, and equity. CTA also continues to foster dialogue around the importance of women's health and the opportunity for digital health to address women's health challenges.

a. March
- On March 13, CTA published a "What is Health AI" brief, addressing the accelerated use of AI in healthcare. The brief emphasized the need for public policy to support the innovation and safe use of this technology to improve patient outcomes and create a more sustainable and accessible healthcare system. This brief was developed by the CTA-led Health AI Collaborative (formed in January 2024), which includes organizations such as AdvaMed, AHIP, the American College of Cardiology, the Alliance of Community Health Plans, the Blue Cross Blue Shield Association, the Coalition for Health AI, the Council of Medical Specialty Societies, the Digital Medicine Society, and Laura Adams, Senior Advisor at the National Academy of Medicine.
- CTA's Kristen Garrett joined with AARP's Patty David to publish Transforming Lives: The Impact of Digital Health Innovations for Older Women

b. April
- On April 29, CTA's René Quashie posted an interview on the topic of Health AI: The Present and The Future, featuring Laura Adams, Senior Advisor, National Academy of Medicine (NAM); Brian Anderson, MD, Chief Executive Officer, Coalition for Health AI (CHAI); and David Rhew, M.D., Global Chief Medical Officer, Microsoft.

c. June
- On June 12, CTA's René Quashie posted an interview on the topic of "Health Systems and Tech: Challenges and Opportunities" featuring Stephen Klasko, Executive in Residence, General Catalyst/formerly President & Chief Executive Officer, Thomas Jefferson University and Jefferson Health; Lee Schwamm, MD, Senior Vice President-Chief Digital Health Officer/Associate Dean, Digital Strategy and Innovation, Yale New Haven Health and Yale School of Medicine; and Sara Vaezy, Executive Vice President, Chief Strategy and Digital Officer, Providence.

d. September
- On September 9, CTA released an issue brief entitled "Reimbursing Health AI and Innovative Technologies", which was co-authored by Maverick Health Policy. This brief dives into the challenges developers face to get emerging technologies covered and reimbursed under the current systems, and how the potential for AI tools to improve patient outcomes and reduce costs will be realized if said tools are covered and reimbursed based on value.

e. October
- On October 1, CTA's René Quashie published the third post in his series of LinkedIn interviews, "What Do Reporters Think? Their Views on Health Innovation." René interviewed Mohana Ravindranath, Health Tech Correspondent, STAT; Aaron Weitzman, Health Tech Deals Reporter, Axios; and Eric Wicklund, Senior Editor for Innovation, HealthLeaders Media.