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Congressman Vern Buchanan
Chairman
House Committee on Ways & Means
Subcommittee on Health
1139 Longworth House Office Building
Washington, DC 20515

Congressman Lloyd Doggett
Ranking Member
House Committee on Ways & Means
Subcommittee on Health
1129 Longworth House Office Building
Washington, DC 20515

Dear Chairman Buchanan and Ranking Member Doggett:

Thank you for your continued leadership on digital health. Consumer Technology Association (CTA) members are developing cutting-edge digital health tools to detect, prevent, manage, and combat chronic disease. Early detection and management are key to bending the health care cost curve, and technology is leading the way.

As North America's largest technology trade association, CTA is the tech sector. Our members are the world's leading innovators – from startups to global brands helping support more than 18 million American jobs. CTA owns and produces CES® – the most powerful tech event in the world. CTA is the trade association representing more than 1200 companies in the U.S. technology industry. Eighty percent of CTA companies are small businesses and startups; others are among the world's best-known brands. We provide members with policy advocacy, market research, technical education and standards development.

CTA's Health Division advances consumer-based, technology-enabled health solutions to improve health outcomes and reduce overall health care costs. The Division includes telehealth providers, personal health wearable companies, digital health technology companies, healthcare payers, health systems, and biopharmaceutical innovators. Our members use technology to improve nutrition, fitness, mental health, lifestyle management, care access, care coordination, and more – and they are poised to lead the next wave of American innovation with cutting-edge health technology.

With more than 70 committees, subcommittees and working groups and roughly 1100 participants, the CTA Technology and Standards program, touching all aspects of the consumer technology industry, maintains an unmatched reputation as a credible and flexible standards-making body accredited by the American National Standards Institute (ANSI). CTA has more than 30 completed [health technology standards](#) focusing on remote patient monitoring, mobile health, AI in health care, and over-the-counter hearing aids, digital therapeutics and mental health, among others. As Congress looks to find a smart balance between spurring innovation in health care and ensuring proven digital health tools are adopted and deployed consistently to improve access, lower costs and protect patient safety, CTA serves as a trusted resource.

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Importance of Digital Health

Current health care spending in the United States is unsustainable and does little to drive better outcomes. According to the National Health Expenditure Accounts (NHEA), U.S. health care spending reached 17.6% of GDP in 2023, reaching \$14,570 per person.¹ Driving this cost, in large part, is a lack of health care access. More than 77 million Americans live in a primary care health care professional shortage area and more than 122 million Americans live in a mental health professional shortage area.²

However, we have a huge opportunity if we embrace technology and innovation. With increasing ability to analyze massive amounts of data, we can soon know which medical treatments work for which people, depending upon the specific malady and the history of treating other people with the same malady and slicing the data by multiple factors including treatments tried, frequency and dosage, physical condition, diet, gender, race, DNA, blood type, age, and past medical history. Treatments with the highest likelihood of success for each American will then be prescribed and our loved ones will survive more often and heal quicker.

Technology and innovation not only can provide better individualized treatments, but also lifesaving quicker and easier diagnosis. With the miracle of sensing technology combined with AI, doctors can diagnose patient health remotely and assess more patients. Patients can avoid hospital stays and visits, be monitored after leaving the hospital and avoid unnecessary returns to the hospital. And patients will more easily know if they should go or return to the hospital. For example, artificial intelligence (AI)-led patient outreach and engagement is already being used by health care systems today at a fraction of the cost and time of traditional outreach methods. AI is also reducing time and costs for provider note taking and documentation. Further, prescription digital therapeutics are software-based treatments (often for mental or behavioral health conditions) that can be prescribed by a provider and completed by a patient at home, rather than visiting a provider office for every treatment.

Digital Health Policy Priorities

America's health care system faces many challenges – including provider shortages, clinician burnout, high costs, and low accessibility. CTA believes technology can help address many of these challenges – from artificial intelligence (AI) helping streamline provider notes so providers can spend more time on patient care to telehealth and remote monitoring increasing access, digital health tools hold great promise in building a health care system for the future. Congress should adopt smart, forward-looking policies that allow for a risk-based approach to the regulation of emerging technology in health care and embrace the coverage and reimbursement of these technologies.

In the 118th session, Congress took important steps advancing digital health. Legislative efforts such as the ***Telehealth Modernization Act***, ***PREVENT DIABETES Act***, and the ***Telehealth Expansion Act*** were critical steps toward expanding access to digital health. However, the failure to finalize these bills before the session's end created uncertainty for millions of patients and providers. We urge Congress to fuel momentum on improving American health care by:

1. **Extending key Medicare telehealth policies and the hospital at home waiver** beyond the September expiration.
2. **Authorizing virtual suppliers** to participate in the Medicare Diabetes Prevention Program.

¹ [National Health Expenditure Account Data](#). Centers for Medicare & Medicaid Services. December 2024.

² [Designated Health Professional Shortage Areas Statistics](#). Bureau of Health Workforce, Health Resources and Services Administration (HRSA), U.S. Department of Health & Human Services. March 2025.

3. **Reinstating the high-deductible health plan (HDHP) exemption for telehealth services**, which expired on December 31st, to ensure access to virtual care.

Beyond these immediate priorities, Congress can improve Americans' health and save taxpayers money by establishing a long-term framework for digital health innovation. Key policy areas for CTA members include:

1. **Artificial intelligence (AI)** policies that foster responsible innovation without stifling progress and appropriately reimburse health care providers for their use of AI.
2. **Health data privacy protections** that safeguard patient information held by non-HIPAA covered entities and promote consumer trust in digital health tools.
3. **Modern, value-based care models** that support strategic adoption of emerging health technologies.

In 2024, CTA helped launch the Congressional Digital Health Caucus, co-chaired by Representatives Troy Balderson (R-OH) and Robin Kelly (D-IL), with the goal of fostering dialogue and collaboration among government, the private sector, and health care experts to shape policies that integrate digital health technologies into the health care system. In the 119th session, the Caucus will continue to serve as a convener on issues of importance to the digital health industry and policymakers.

Conclusion

CTA appreciates the opportunity to submit testimony for the hearing "*Health at Your Fingertips: Harnessing the Power of Digital Health Data*." We look forward to continuing to work with you to advance digital health to empower patients, increase access to care, and lower healthcare costs.

Sincerely,

René Quashie
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Consumer Technology Association

Catherine Pugh
Director, Digital Health
Consumer Technology Association