



Health Division: 2025 Recap

2025 Highlights



The Digital Health Summit at CES® 2025 brought together global thought leaders pioneering the future of health.



CTA launched Health Technology Partnership Program to allow more organizations to formally participate in CTA.



CTA Health Division Board Member Companies met with leadership of the Dept. of Health & Human Services.



CTA hosted its 3rd annual Health AI+ Symposium, bringing together industry and government leaders.



CTA launched a new Health AI page on CTA.tech to highlight our leadership in health AI.



CTA hosted its 3rd annual Digital Health Startup Day, co-hosted by the Congressional Digital Health Caucus and GOP Doctors Caucus.



THE FUTURE OF HEALTH PANEL AT CES® 2025

CES® 2025

The Digital Health Summit at CES is the global gathering for health visionaries. CES 2025 brought together more than 12,000 digital health industry attendees, more than 1,600 media attendees interested in health – from 105 countries, territories and regions. The Digital Health Mixer at CES was the largest ever – with more than 800 industry leaders, innovators, and investors in attendance.

Additional CES 2025 highlights:

- Digital Health Conference Session Highlights
 - [Spotlight Panel: The Future of Health: Views from the Top](#)
 - [Health AI in 2030](#)
 - [Advancing Women's Health: Innovations, Challenges, and Solutions](#)
- Digital Health Mixer
 - With over 800 industry leaders, innovators, and investors in attendance, the Digital Health Mixer was the premier networking event of CES 2025 for the health tech community.
- Media Focus
 - Health Leaders, [CES 2025 Takes a Look at the 'Future of Health'](#).
 - CNET, [Health Tech Inventions at CES 2025 Could Transform the Future of Personal Wellness.](#)
 - Healthcare Brew, [Healthcare leaders reflect on CES 2025.](#)
 - Health Leaders, [Will Consumers Force Healthcare Leaders to Embrace Innovation?](#)
 - Health Leaders, [The Next 4 Years Will Be Interesting for Digital Health Policy.](#)
- What They're Saying
 - [Amy Heymans](#), [Former] Chief Design Officer at UnitedHealth Group:
 - "I found the Digital Health track of CES 2025 to be both informative and inspirational. I spent most of my time consuming digital health track content, visiting digital health booths to learn as much as I could about the latest in digital health innovation."
 - [Dr. Jesse Ehrenfeld](#), [Past] President of the American Medical Association:
 - "CES is not just about huge TVs, flying cars, and AI-powered robots! It's now the largest digital health meeting in the world!"
 - [Stephen Klasko](#), Executive In Residence, General Catalyst:
 - "Wait, how did a consumer show become the go-to destination for health innovation? It shouldn't be a surprise - people don't want to be treated like patients, they want to thrive and be happy without healthcare getting in the way. That's my key takeaway from [the Digital Health Summit]."

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 working groups. As part of CTA's policy engagement, we help manage the Congressional Digital Health Caucus.



CONGRESSIONAL DIGITAL HEALTH CAUCUS BRIEFING

Below are some highlights from our 2025 policy and advocacy activities:

- **Laying the Groundwork:** With a new Congress and Administration, CTA led letters outlining our digital health policy priorities:
 - [Letter to Congressional leadership](#) outlining CTA's digital health priorities for the 119th Congress.
 - [Filed comments](#) on the HHS Health Tech Ecosystem RFI.
 - Sent a [letter](#) to the Ways & Means Health Subcommittee ahead of their hearing *Health at Your Fingertips: Harnessing the Power of Digital Health Data* outlining CTA's digital health priorities.
 - Following up our written communication, CTA staff met with CMS Administrator Dr. Oz, FDA Commissioner Dr. Makary, Medicare Director Chris Klomp, Assistant Secretary for Technology Policy/National Coordinator for Health IT Dr. Thomas Keane, and Deputy Director of the White House Domestic Policy Council Dr. Heidi Overton.
- **Telehealth Coverage for High-Deductible Health Plans:** CTA joined 300+ organizations in sending a [letter](#) to Congressional leadership urging action to establish first-dollar telehealth coverage for those on high-deductible health plans and endorsed the **Telehealth Expansion Act of 2025** (H.R. 1650/S. 763) and joined with other leading digital health associations to send a letter to [Congressional leadership in support of Sec. 71306 of the Senate amendment to H.R. 1](#), which allows for permanent extension of safe harbor for absence of deductible for telehealth services for HSA-eligible high-deductible health plans and urge inclusion in the final bill.
 - **POLICY WIN!** This policy was included in H.R. 1 as passed and signed into law – [CTA's statement of support](#).
- **Medicare Telehealth:** Preserving the statutory Medicare telehealth flexibilities is a top CTA priority. CTA continues to advocate for a permanent solution instead of short-term extensions.
 - In August, CTA co-led a [letter](#) of more than 350 stakeholders in sending a letter to Congressional leadership urging extension of Medicare telehealth flexibilities ahead of the September 30th expiration.
- **Health Data Privacy:** CTA filed [comments](#) in response to the proposed HIPAA Security Rule to Strengthen the Cybersecurity of Electronic Protected Health Information.
 - CTA's Vice President of Digital Health, Rene Quashie served as an expert witness at the "[Securing the Future of Health Care: Enhancing Cybersecurity and Protecting Americans' Privacy](#)" Senate Health, Education, Labor & Pensions Committee hearing. [Testimony](#).
- **Prescribing of Controlled Substances:** CTA filed [comments](#) on the DEA Special Registrations for Telemedicine and Limited State Telemedicine Registrations proposed rule, highlighting how the proposed rule would create unnecessary barriers and do little to address diversion. CTA also joined more than 150 organizations in [sending a letter](#) to Attorney General Pam Bondi requesting her leadership in maintaining access to telehealth.

- **Artificial Intelligence:** 2025 continues CTA's leadership in health AI policy advocacy on several fronts.
 - [Filed comments](#) on the FDA's proposed guidance documents "Artificial Intelligence Enabled Device Software Functions: Lifecycle Management and Marketing Submission Recommendations" and "Considerations for the Use of Artificial Intelligence to Support Regulatory Decision-Making for Drug and Biological Products."
 - [Filed comments](#) in response to NIH Request for Information on their first ever institute-wide AI strategy.
 - [Sent a letter](#) to the House Energy & Commerce Health Subcommittee ahead of their hearing entitled Examining Opportunities to *Advance American Health Care through the Use of Artificial Intelligence Technologies*.
 - [Sent a letter](#) to FDA leadership outlining CTA member feedback to identify both challenges and recommendations for the thoughtful oversight of genAI.
- **Medicare Physician Fee Schedule:** CMS continued their focus on advancing digital health in this year's Medicare Physician Fee Schedule, including policies around prescription digital therapeutics and requests for information on reimbursement for Software as a Service (SaaS)/Software as a Medical Device (SaMD). Find CTA's comments on the proposed rule [here](#).

Events

CTA's Health Division plays a pivotal role as an industry convener, bringing together diverse stakeholders from across the health and technology sectors, including federal government officials. 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: Harvard T.H. Chan School of Public Health, Digital Medicine Society, Maverick Health Policy, Greater Houston Partnership, the MATCH Coalition, Georgetown University, Council of Medical Specialty Societies, Cedars Sinai, Colorado Capital Conference, Cornell University – Sloan, and Microsoft.



RESMED EXHIBIT AT CES ON THE HILL

- **AI Policy and Innovation Roundtable:** CTA and the National Committee for Quality Assurance (NCQA) convened a group of payer and technology vendor representatives to discuss health plans' experience with health AI tools.
- **Health AI Liability Forum:** CTA and King & Spalding co-hosted a half-day event to explore the legal and regulatory challenges surrounding the deployment of AI technologies in healthcare, with a focus on liability, patient safety, and compliance.
- **CES on the Hill:** CES on the Hill took place at the CTA Innovation House as a part of CTA Tech Week. Participating CTA health member companies included: Transcarent, Resmed, and EssilorLuxottica.
- **Advancing Rural Health Through Digital Solutions:** CTA and the Congressional Digital Health Caucus co-hosted a briefing on Capitol Hill to discuss the promise of digital health in rural America.

- **The AI-Powered Workforce: Shaping the Future of Care:** CTA and Google co-hosted this event, which explored the transformative potential of large language AI models in healthcare, focusing on empowering medical professionals for the future of care and the importance of upskilling and retraining. Opening remarks were provided by the Deputy Secretary of Labor, Keith Sonderling.

- **HealthFuture Summit:** CTA, in partnership with the Digital Medicine Society, hosted this event at the Verizon Innovation Lab in Boston, MA that brought together the digital health community to examine technology's critical role in transforming healthcare for both providers and patients.



CTA DIGITAL HEALTH POLICY ROUNDTABLE

- **Digital Health Policy Roundtable:** Hosted Rep. David Schweikert (R-AZ) and Rep. Buddy Carter (R-GA) at the CTA Innovation House for a digital health policy discussion with CTA member companies.
- **Innovations in Maternal Health:** CTA and the Congressional Digital Health Committee co-hosted a Congressional briefing on digital health innovations that are transforming and improving maternal health.
- **HHS Roundtable:** CTA Health Division members met with the U.S. Department of Health and Human Services and Centers for Medicaid and Medicare Services leadership to discuss emerging health technology, its impact on chronic diseases and how CTA members can support the administration's effort to advance digital health.
- **Health Technology and New Administration:** CTA and the Health Innovation Alliance co-hosted an educational briefing to discuss health technology priorities of the new administration.
- **Health Investor Policy & Law Summit:** CTA, Maverick Health Policy, and Orrick co-hosted an event featuring discussions on how policy and legal developments are impacting digital health investment.
- **Health AI+:** CTA, in partnership with Johns Hopkins University and Rock Health, hosted the third annual Health AI+ Summit, convening leaders across health and technology to explore patient empowerment and real-world application of AI in care.
- **GOP Doc Caucus Health AI Briefing:** CTA's Kerri Haresign joined Dr. Ami Bhatt, Chief Innovation Officer, American College of Cardiology and Mitch Mitchell, Chief Growth Officer, Government Sector, Hippocratic AI to brief the GOP Doc Caucus on CTA's newest health AI standard and research, current use cases of AI in health, and future possibilities.
- **Digital Health Startup Day:** CTA, the Congressional Digital Health Caucus, and GOP Doc Caucus co-hosted a full-day event that highlighted the innovations of 12 cutting-edge digital health startup member companies, provided policy education, and networking.
- **Evolving Access: Navigating the Future of Consumer Health Products:** CTA hosted an in-depth one-day event focused on the shifting landscape of consumer healthcare.

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.

January

- January 4: The Hill, [How tech breakthroughs changed health in 2024.](#)

February

- February 7: Fierce [Healthcare, Healthcare lobbying 2025: Here are the top policy issues for hospitals, payers, docs and tech.](#)
- February 24: Politico, [Tech groups eye AI standards.](#)
- February 24: Healthcare IT News: [DEA's draft special telehealth reg rule should be tossed, healthcare orgs say.](#)

March

- March 19: Inside Health Policy, [Health Groups Urge Trump Admin To Enact Risk-Based AI Regs, Diverge On Specifics.](#)

April

- April 4: Modern Healthcare, [Why AI legislation has stalled at the state level.](#)

June

- June 4: Healthcare Innovation, [Collaborative Offers Resources to Scale Hospital-at-Home Programs.](#)
- June 5: Yahoo!Finance, [CHcc launches open-source resources for hospital-at-home programmes.](#)
- June 5: Becker's Health IT, [6 health systems partner to scale hospital at home.](#)
- June 24: Fierce Healthcare, [Industry leaders speak out on health tech policies, CMS' digital health priorities.](#)
- June 30: HIT Consultant, [Navigating the New HIPAA Security Rule: A Guide for Healthcare Leaders.](#)
- June 30: Inside Health Policy, [Senate Reconciliation Text Includes Permanent Telehealth HSA Coverage.](#)

July

- July 9: MedPage Today, [Tensions Flare Between Senators at Health Cybersecurity Hearing.](#)
- July 9: Politico Pro, [Health privacy takes center stage on the Hill.](#)
- July 10: Healthcare Innovation, [Senate Holds Hearing on Cybersecurity.](#)
- July 10: Fierce Healthcare, [Senate HELP debates cybersecurity, data privacy policy in hearing as Medicaid cuts loom.](#)
- July 10: STAT+, Health Tech Newsletter
- July 18: Inside Health Policy, [PFS Chronic Disease RFI, Questions Signal Admin's Deep Support For Digital Health.](#)
- July 22: Home Health Care News, [Health Care Organizations Unite To Advance Hospital-at-Home Programs With Implementation Framework.](#)
- July 23: HIT Consultant, [Vivalink and CHCC Create National Hospital-at-Home Blueprint.](#)
- July 24: mHealth Times, [Vivalink and U.S. Health Leaders Release National Hospital-at-Home Blueprint Ahead of Medicare Waiver Deadline.](#)
- July 30: Fierce Healthcare, [White House and CMS to launch Health Tech Ecosystem Initiative to expand use of digital health with a focus on consumers.](#)

August

- August 29: Inside Health Policy, [Trump Plan For FDA-Facilitated AI Development Evokes Mixed Reactions, Questions.](#)

September

- September 10: Politico, [A new standard for health care AI.](#)
- September 11: STAT+, [Health Tech Newsletter](#)

- September 11: WebProNews, [AI in Healthcare: Overcoming Black Box Challenges for Trustworthy Adoption](#).
- September 15: Fierce Healthcare, [Consumer Technology Association releases predictive health AI standard for developers](#).
- September 19: Inside Health Policy, [Industry Groups Rapidly Advance Health AI Initiatives Amid Federal Inaction](#).
- September 29: MedCity News, [What Healthcare Tech Has Leaders Most Energized Right Now?](#)

October

- October 9: TWICE, [CTA Launches New Health AI Standard](#).
- October 9: Politico, [The Digital Medicine Society launches AI playbook](#).
- October 20: Inside AI Policy, [CTA emphasizes standards work as unsung element in AI policy development](#).
- October 23: Fierce Healthcare, [AMA launches initiative in bid for AI policy leadership](#).

Research and 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.

- CTA's influence in health AI extends to our research and standards work, with 2025 seeing the publication of our **fifth** health AI standard, [Performance Verification and Validation for Predictive Health AI Solutions \(CTA-2135\)](#), a framework to help developers test accuracy, reliability, and effectiveness — ensuring AI-powered health tools are tested and ready to go to market.
 - In conjunction, CTA also released new research, [AI's Impact and Opportunity Among Healthcare Practitioners](#).
- CTA's continued leadership in sleep tracking standards:
 - [CTA/NSF-2052.3-A, Performance Criteria and Testing Protocols for Features in Sleep Tracking Consumer Technology Devices and Applications](#).
- With the launch of CTA's new [Accessibility and AgeTech Working Group](#), CTA's Ripple Technical Working Group launched a new project to explore use case and applications of AgeTech Solutions.
- CTA also continued important standards work related to physical activity and gait monitoring:
 - [CTA Reaffirms Intensity Metrics: Physical Activity Monitoring](#).
 - [CTA Publishes Physical Activity Monitoring for Human Gait Biomechanics](#).
- Don't stress! CTA has a standard for that!
 - [CTA Reaffirms Characteristics of Technologies for Monitoring Stress](#).
- CTA leads the charge in developing standards for over-the-counter and consumer-focused health devices, building off strong foundation from over-the-counter hearing aids standards.
 - [CTA Publishes Document for Consumer Pulse Ox Solutions](#).
 - [Characteristics and Requirements for iCGM for Consumer Use Cases](#).
- Speaking of over-the-counter hearing aids:
 - CTA [published](#) a revised *Wearable Sound Amplifier Performance Criteria* (ANSI/CTA-2051-B) standard to include updated technical performance metrics and associated target values for consumer products that provide wearable sound amplification and/or audio enhancement, like over-the-counter hearing aids.

- Heart health standards continued with the launch of a new working group to publish standards on Heart Rate Variability (HRV).
- CTA also released an [updated Guiding Principles and Transparency for Mobile Health Solutions \(CTA-2073-A\)](#).

Thought Leadership

CTA's thought leadership on emerging trends and challenges in digital health seeks to drive the industry forward. This year, CTA's René Quashie was recognized by Rock Health for his digital health thought leadership. CTA also drove many critical conversations around the use of AI in health care, the role of standards in advancing digital health, and women's health.

- Rock Health named René Quashie, CTA's VP, Digital Health, as a *Luminary* as part of their annual [Top 50 in Digital Health](#) honorees.
- CTA launched our new Health AI website, anchored by new reports and policy briefs:
 - [Using Health AI Tools: A Listening Session with Patient Advocacy Organizations](#).
 - [Issue Brief: Health AI and Bias](#).
- This year, CTA's Kerri Haresign started a new LinkedIn series to discuss 'awareness months' throughout the year and the connection to CTA standards, as well as new CTA standards released:
 - [Heart Health Month: The Role of Technology in Improving Outcomes](#)
 - [From Apps to AI: Technology's Impact on Our Mental Wellbeing](#)
 - [The Power and Opportunity of SleepTech®](#)
 - [Advancements in Women's Health Through Health Technology](#)
 - [It All Starts with a Step...](#)
 - [National AI Appreciation Day: Celebrating Progress and Paving the Way in Healthcare Innovation](#)
 - [Tech-Driven Nutrition](#)
 - [Breathing Easier: How Digital Health is Transforming Respiratory Care](#)
- René Quashie continued his LinkedIn interview series in 2025, publishing interesting discussions from varying industry viewpoints:
 - [Behind the Deals: What the Investment Community is Seeing in Health Tech](#)
 - [Digital Health: The Lawyer's View](#)
- Women's Health:
 - CTA hosted a virtual roundtable, "Driving Innovation for Women's Health Through Standardization," exploring how standardizing health technologies can improve outcomes in women's health.