

# Wheel Horizon

**Category:**

Best Digital Health Solution

**Company Name:**

Wheel

**Number of employees:**

51-200

**Turnover and/or Funding:**

Wheel is a Series C company and has raised \$216 million in funding.

**Product/Solution Name:**

Wheel Horizon

**Corporate Name:**

Horizon

**Date of Approval:**

2024-06-12

**Indications:**

Horizon powers longitudinal, multi-condition journeys across the spectrum of preventive, acute, and chronic care, integrated with diagnostics, prescription, follow-up, and pharmacy coordination. Horizon supports, but is not limited to, the following:

- Chronic condition management (e.g., diabetes, obesity, hypertension)
- Women's health (e.g., menopause, contraception, UTI, vaginal dryness)
- Men's health (e.g., ED, premature ejaculation, hair loss)
- Dermatology (e.g., acne, rosacea, anti-aging)
- Sexual health & prevention (e.g., HIV PrEP, STI screening and treatment, discreet testing)
- Infectious diseases & urgent care (e.g., flu, COVID, sinus infections)

- Oncology support (e.g., symptom triage, patient navigation)
- Behavioral health (e.g., low-acuity anxiety and depression)

### **Therapeutic Areas:**

- Cardiometabolic
- Endocrinology
- Women's Health
- Men's Health
- Dermatology
- Sexual Health & HIV Prevention
- Mental & Behavioral Health
- Oncology Support
- Respiratory & Infectious Disease
- General Health & Urgent Care

### **General Information File Document upload:**

N/A

### **Background information and need for drug / device:**

The life sciences industry is undergoing a shift from a product-centric model to one that must encompass the full patient journey. The traditional commercialization model-fueled by field sales, static PSPs, and disconnected digital tactics can no longer keep pace with rising patient expectations, economic pressure, and regulatory complexity.

As the demand for fast, equitable, and evidence-based care grows, virtual care has emerged as a mission-critical channel, not only to launch therapies faster but to extend their value over time. Horizon was created in direct response to this need: a care enablement platform built for life sciences, enabling seamless, longitudinal patient engagement across therapeutic areas.

Today, brands lose 50% of patients by month two and up to 80% by month six. Patients often abandon treatment due to cost, access delays, or lack of clinical follow-up. For pharma, this leads to billions in lost revenue, weakened real-world evidence, and diminished trust. Horizon solves this by unifying the care experience from first click to refill, and beyond.

Whether through branded programs or enterprise-wide infrastructure, Horizon makes it possible to:

- Reach more patients, especially those without a usual source of care
- Accelerate time-to-treatment through turnkey intake, triage, and prescribing
- Maintain engagement through asynchronous check-ins, refills, education, and follow-up
- Capture insights into patient behavior, outcomes, and barriers to care

By integrating a 50-state clinician network, protocol-driven virtual care, and fulfillment workflows, Horizon turns isolated DTC/P efforts into cohesive, high-performing access programs. It supports everything from migraine and menopause to obesity and HIV prevention, helping brands deliver care that is fast, evidence-based, and enduring.

In an environment defined by launch compression, rising payer control, and mounting scrutiny on telehealth, Horizon offers a new model, one that enables life science companies to become not just medicine providers, but patient support partners.

## **Background File Document upload:**

N/A

## **History of the development of the solution/product:**

Horizon was developed in direct response to the rising demand from life science companies for compliant, scalable, and clinically robust virtual care infrastructure. Early concepts were shaped in collaboration with leading pharma commercialization teams who needed to move faster, engage patients longer, and prove value at every stage of the product lifecycle.

The platform's development began with a modular architecture, enabling brands to launch branded virtual care pathways in as little as 30 days. Unlike traditional telehealth tools, Horizon includes pre-configured clinical protocols, EHR-integrated prescribing, and automated adherence workflows. Over time, the system has evolved to support full enterprise rollouts across multiple brands, conditions, and business units.

Key clinical capabilities include:

- An independent, 50-state clinician network trained in over 70 treatment areas
- A robust protocol library aligned with the latest guidelines
- Real-time triage tools, including AI-based intake logic
- Integration with labs, pharmacy, and hub services

To date, Horizon has powered more than 6.5 million virtual care visits across all 50 states, reflecting robust platform maturity and national reach. In 2024 alone, it supported 1.43 million visits, averaging over 4,000 per day. Women's health visit

volume surged 276% year over year, while chronic condition visits rose nearly 500%-clear indicators of rising demand, clinical relevance, and the scalable impact of Horizon's infrastructure. These trends demonstrate growing patient demand, clinical viability, and the role of virtual-first programs in shaping longitudinal engagement across high-need therapeutic areas.

The platform's evidence framework allows for near real-time reporting on:

- Prescription conversion and fill rates
- Patient-reported outcomes (PROs)
- Drop-off points and intervention triggers
- Geography-specific access and equity insights

Horizon is also built to enable value-based and outcomes-based contracting. Through partnerships with pharmacy benefit managers, pharmacy providers, and diagnostic labs, Wheel can surface cost, access, and treatment insights back to brand and medical teams in near real-time.

Importantly, Horizon is developed with compliance by design. All programs are governed by independent clinical leadership, with clear patient consent and brand-firewalled communication architecture. This makes it possible to scale programs while maintaining full adherence to FDA, FTC, and HIPAA standards - critical in today's regulatory climate.

As life sciences move toward personalized, real-world care enablement, Horizon offers a blueprint for clinical-grade, commercialization-ready virtual care.

## **Development File Document upload:**

N/A

## **Why this drug or device is innovative, the broad implications for future research, and/or how it will improve the human condition:**

Horizon is not just a digital tool. It is a reimagined model for commercializing therapies and delivering continuous care. While many solutions focus narrowly on telehealth visits or prescription fulfillment, Horizon redefines what it means to connect patients to care in the context of life sciences. It combines configurable clinical infrastructure, compliant care delivery, and brand specific engagement to transform every DTC program into a measurable care journey.

The innovation lies in its architecture: Horizon brings together a unified API layer, condition, specific protocol engine, 50-state clinical network, and integrated pharmacy/lab fulfillment, all while maintaining brand firewalls, clinical independence, and regulatory compliance. This enables pharma teams to build longitudinal care programs that launch quickly, scale nationally, and deliver real, world outcomes.

Unlike point solutions or static PSPs, Horizon provides a closed, loop system to:

- Launch branded virtual care experiences in weeks, not quarters
- Monitor and optimize patient behavior across the full treatment lifecycle
- Power outcomes tracking to support label expansion, indication stacking, and value, based contracting

This is especially important in a post-IRA world. Compressed launch timelines and heightened pricing scrutiny demand a new kind of infrastructure-one that maximizes early value and sustains performance throughout the lifecycle. Horizon helps life science companies achieve that through:

- Faster activation and broader reach, including populations historically excluded from care
- Persistent engagement through smart workflows like asynchronous follow, up and refill nudges
- Evidence generation that surfaces real, world access barriers, behavioral insights, and treatment efficacy

At a time when over 80 million Americans live with chronic disease, and many go untreated due to stigma, cost, or access challenges, Horizon delivers scalable, patient-centered care with national reach. It empowers pharma not just to distribute medication, but to deliver outcomes, building trust, demonstrating ROI, and improving the human condition across therapeutic areas.

The implications for research are equally powerful. With every interaction captured and de-identified, Horizon becomes a dynamic feedback loop. It provides life science partners with the data needed to inform future R&D, adapt to patient behavior, and demonstrate clinical and commercial value.

In this way, Horizon is not only a care delivery solution, it is a next-generation commercialization platform. It changes how therapies go to market, how patients experience care, and how success is defined in the future of life sciences.

Horizon is powering a new standard for digital health in pharma. With its scale, compliance, and clinical rigor, it represents the future of equitable, measurable, and patient-driven care.

## **Innovation File Document upload:**

N/A

## **Please provide appropriate references (PubMed, Abstract, Website):**

Pfizer for All expanded equitable access to COVID-19 and flu treatment via DTC channels, public health partnerships, and pharmacy coordination.

Rejoyn by Otsuka Precision Health is a prescription digital therapeutic for major depressive disorder, showcasing regulated software-based care pathways.

Sanofi Screening Central demonstrates how digital tools can streamline awareness, education, and screening for rare disease, aligning early detection with pharmaceutical intervention.

## **References File Document upload:**

N/A