Syntphony Connected Healthcare
Digital Health Builder

NTT DATA | syntphony

Digital Health Builder

Syntphony Digital Health Builder is a modular platform designed to support the development of digital health solutions, including software intended for regulated use.

Digital health solutions represent an innovative opportunity to support healthcare through technology. These tools can complement therapeutic strategies, particularly in areas such as chronic disease management, by offering structured digital interventions.

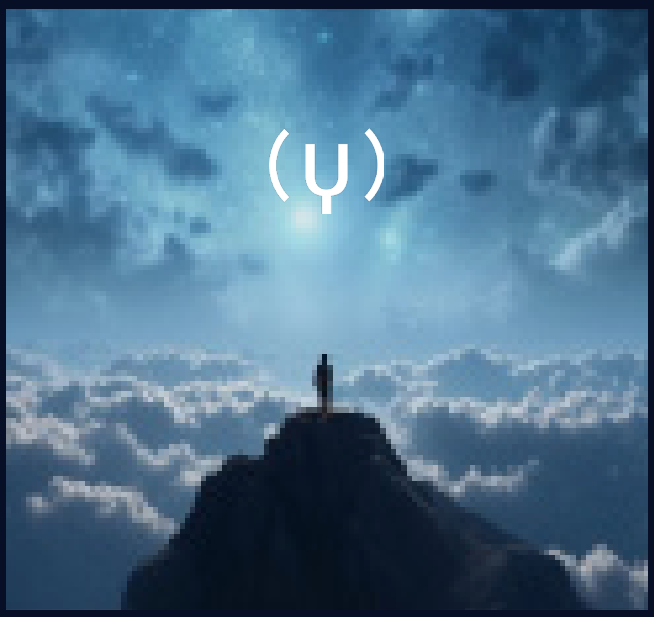
This brochure outlines the global and European landscape of regulated digital health applications, focusing on their potential value, target use cases and the main factors influencing their development and adoption.

Syntphony Digital Health Builder is a modular technology platform designed to support the development of such solutions by professional stakeholders. It is not intended for direct clinical use or for end users such as patients or healthcare professionals.

Healthcare, Life Sciences & Pharma

Why syntphony ?

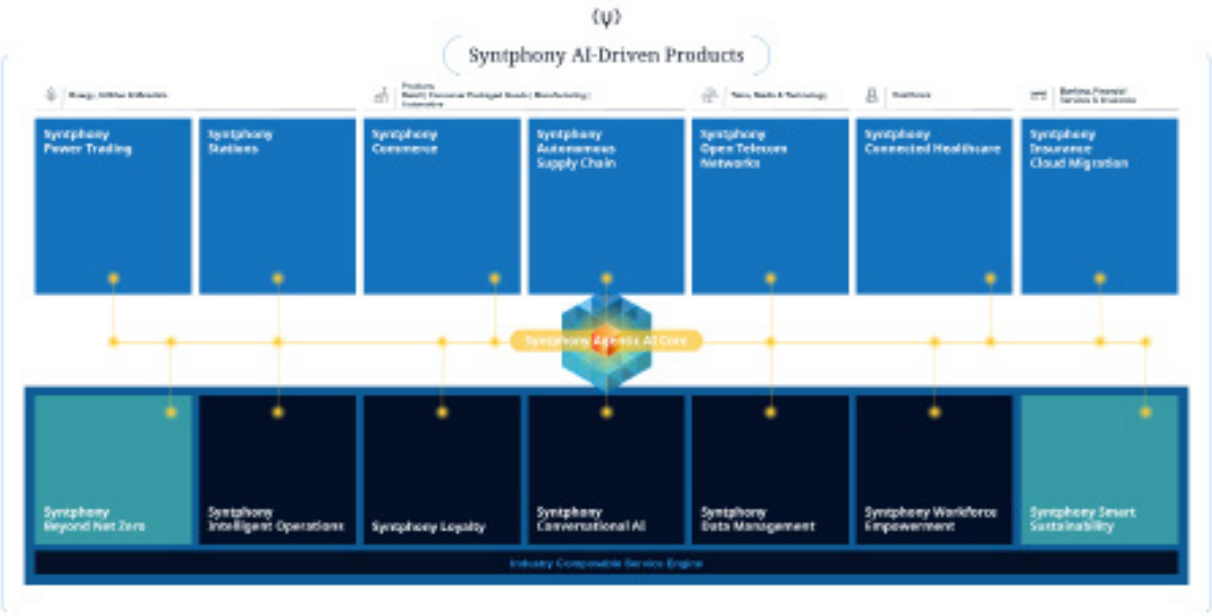
We develop products and solutions that are in tune with businesses



Syntphony is the composable platform of digital products and solutions from NTT DATA, designed to help global organizations align business strategy with technology and support scalable transformation initiatives.

Created for enterprises that require flexibility, modularity, and integration, Syntphony offers a portfolio of configurable, enterprise-grade digital products developed by NTT DATA's global talent network.

By combining consulting expertise, proprietary technologies and industry knowledge, the Syntphony ecosystem is intended to facilitate integration and streamline development processes across multiple domains.

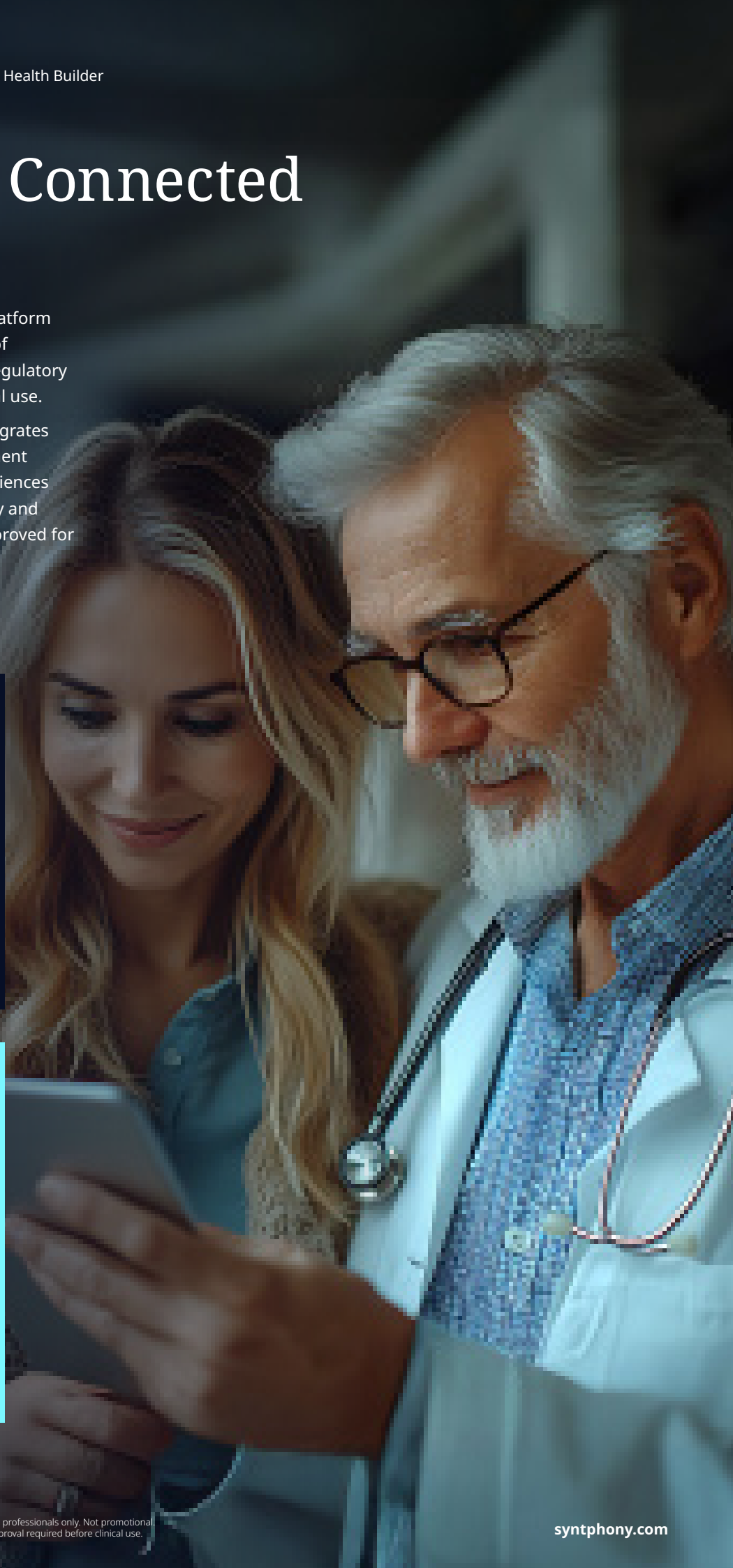


Professional use only; not promotional.
Features require validation and regulatory approval.

Syntphony Connected Healthcare

We offer a composable digital health platform designed to support the development of regulated solutions. Certification and regulatory approval are required before any clinical use.

Our interoperable, secure platform integrates virtual care and digital health development capabilities with the healthcare & life sciences ecosystem, aiming to improve efficiency and user experience once validated and approved for clinical use.



Virtual Care

Supports integration of secure, omnichannel payment capabilities for virtual care solutions, ensuring compliance with applicable regulatory and security standards.

Digital Health Builder

We simplify digital health development by providing composable technology and services that help sponsors create user-focused digital therapeutics in alignment with regulatory requirements, reducing complexity and risks during the development process.

For healthcare professionals only. Not promotional.
Regulatory approval required before clinical use.

From concept to market: a path full of barriers

Regulated digital health solutions are showing robust growth across both global and European markets, with strong momentum even in highly validated segments such as Digital Therapeutics (DTx).

The DTx market is expected to register **double-digit CAGR between 2023 and 2028 worldwide**, with Europe following the same growth trajectory. The top three therapeutic areas by market volume are diabetes, cardiovascular diseases and central nervous system diseases. Globally, the US leads by market volume, while China drives growth. In Europe, Germany stands out as the leader in both growth and volume. The global digital health market is projected to reach $197.9 billion in 2025 and grow to $258.3 billion by 2029 (CAGR 6.88%), while the global digital therapeutics market is forecast to expand from **$6.8 billion in 2025 to $10.1 billion in 2029 (CAGR 10.2%).***

Managing regulated digital health initiatives requires coordination across several domains, such as clinical validation, regulatory alignment and technological integration. This cross-functional approach presents challenges, especially for executives navigating the complexities of the life sciences ecosystem.

Moreover, beyond development, those solutions necessitate ongoing maintenance, cybersecurity updates and adherence to regulatory standards.

The market for regulated digital health solutions is expanding, supported by increased awareness of their evidence-based role in supporting chronic condition management and improving care pathways. While growth prospects remain promising, addressing the associated complexities of development and adoption is essential. By navigating these challenges, stakeholders can advance the impact of digital health technologies — always subject to appropriate validation and regulatory approval before any clinical use.

*1. Statista. (2025). Digital Health - Worldwide | Statista Market Forecast. Statista Market Insights. Retrieved from *https://www.statista.com/outlook/dmo/digital-health/wellness-apps/worldwide*

2. Statista. (2025). Digital Therapeutics - Worldwide | Statista Market Forecast. Statista Market Insights. Retrieved from *https://www.statista.com/outlook/hmo/digital-health/digital-treatment-care/digital-therapeutics/worldwidecare/digital-therapeutics/worldwide*

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Syntphony Digital Health Builder is designed to support companies in the development of regulated digital health solutions in a structured and efficient way

Syntphony Digital Health Builder supports the creation of customizable digital health solutions for different target users, conditions and settings. Our offering is based on the promise of reducing both risk and effort in development, supported by a range of services designed to facilitate every stage of the process. By opting for Syntphony Digital Health Builder, **companies gain not only a reliable framework but also a strategic partner** that helps them navigate the complex world of regulation and certification in the healthcare field.

Syntphony Digital Health Builder is a modular technology platform that provides foundational components to support the development of digital health applications, including those that may be intended for regulated contexts.

This innovative solution offers sponsor companies a modular and adaptable infrastructure that supports **the creation of solutions aligned with regulatory standards.** These can be tailored with specific content for diverse user groups, professionals and non-professionals, helping reduce the time and costs typically associated with the development of regulated digital health software.

One of the key challenges in digital health is identifying relevant user needs and defining the appropriate functional scope of a solution. Thanks to deep NTT DATA solution design expertise and the vertical knowledge of our network of partners (including clinical), Syntphony Digital Health Builder supports sponsors in this process by **providing tools and services that facilitate early-stage scoping and sustainability assessment.** This approach promotes alignment with operational priorities in healthcare settings, helping reduce the risks and delays typically encountered during digital solution development.

During the development phase, **Syntphony Digital Health Builder provides an end-to-end orchestrator that allows sponsor companies to maintain clear oversight of project progress through a structured Project Management Office (PMO) framework.** This structured approach not only streamlines project management but also facilitates collaboration with clinical partners who can demonstrate the efficacy of the software once validated.

Additionally, thanks to its specific expertise in developing regulated digital health solutions, NTT DATA supports sponsor companies in navigating the regulatory framework by offering **dedicated services and expertise to ensure that documentation and certification requirements are addressed** appropriately throughout the process.

After the development phase, Syntphony Digital Health Builder services continue to support sponsor companies by facilitating the long-term management of digital solution assets. This includes providing operational tools and professional services designed to help maintain efficiency, alignment with evolving project requirements, and adaptability across different user needs and settings. By offering end-to-end capabilities, Syntphony enables sponsor companies to oversee the full lifecycle of their digital health initiatives, subject to regulatory approval before any clinical use.

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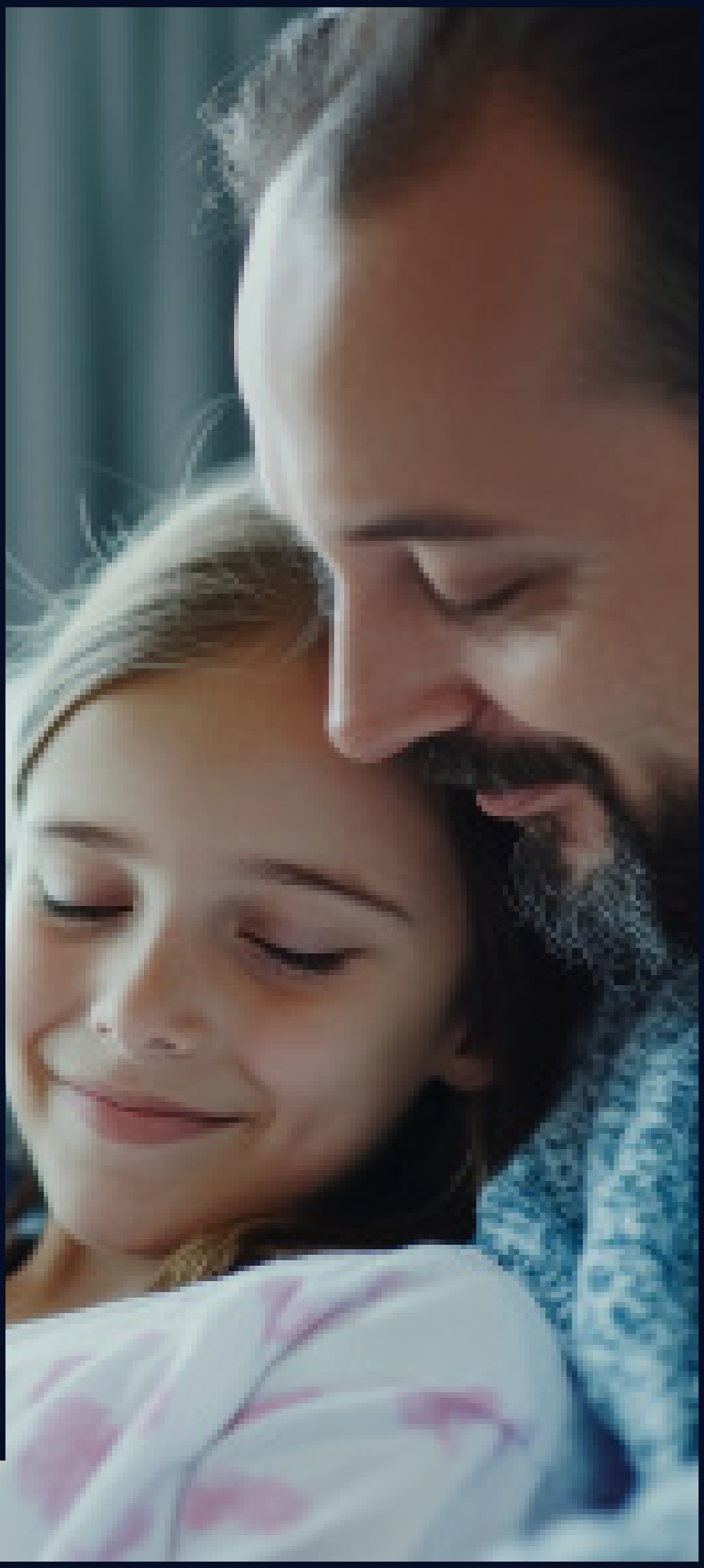
Modular architecture, global vision

Syntphony Digital Health Builder stands out for its modular architecture and standardized components, which are designed to support the efficient creation of digital solutions, including those that aim regulatory compliance for the specific use in health environments.

Developed in alignment with regulated health solution requirements, Syntphony Digital Health Builder helps **accelerate project timelines in a structured and standardized approach.** This framework, supported by detailed prebuilt documentation and procedures, helps streamline the development process and preparation for regulatory submission of digital health solutions.

The integration of **pre-configured** features, based on research into over 100 regulated digital health solutions listed in national registries across France, the UK and Germany, promotes alignment with sector best practices and broadly observed requirements in health innovation contexts.

Moreover, the modular nature of Syntphony Digital Health Builder's software architecture allows sponsors to **rapidly configure their solutions by leveraging these pre-built components.** This significantly minimizes the need for custom development efforts, enabling companies to focus on tailoring their offerings to specific therapeutic targets. By combining a robust framework with customizable features derived from comprehensive market analysis, **Syntphony Digital Health Builder provides tools to support the development of effective and innovative digital health solutions, subject to validation and regulatory approval before any clinical use.**



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Built to last

Adaptability to sponsor needs

Syntphony Digital Health Builder is designed to support various types of projects, whether launching a new product, industrializing a research-stage concept or executing predefined requirements, ensuring alignment with regulatory expectations and meeting the specific needs of each sponsor.

Structured development process

Unusually for this market, NTT DATA offers a structured and scalable development process, aligned with best practices from large-scale software engineering. This helps sponsors navigate the complexities of bringing a regulated digital health solution to life, subject to validation and regulatory approval before any clinical use.

Full-cycle solution development

The product offers comprehensive support throughout the entire development lifecycle, from ideation and evaluation to design, development, clinical validation and regulatory documentation. This results in solutions prepared for regulatory submission and compliance — not for direct clinical use until approved.

Precision execution

For sponsors who have already defined their requirements, Syntphony executes with precision, translating their vision into a fully operational solution aligned with regulatory standards and subject to validation before clinical deployment.

Industrialization of proof of concepts

Syntphony Digital Health Builder can transform existing software proof of concepts into robust, scalable solutions designed for regulated environments, ensuring alignment with applicable standards and regulatory pathways.

Comprehensive documentation

Syntphony Digital Health Builder is designed for use in regulated digital health development and comes with structured documentation that supports and simplifies the drafting of materials for derivative solutions — streamlining an otherwise complex and resource-intensive task.

Market-driven features

The integration of pre-built features derived from extensive market research ensures that the solutions are relevant and tailored to current healthcare trends and regulatory expectations.

Reduced development time and costs

By leveraging pre-built components and a modular architecture, sponsors can minimize custom development efforts, leading to faster project timelines and reduced costs — while maintaining compliance requirements.

Scalability

The modular design allows for easy scaling of solutions, accommodating future growth and additional features as needed, subject to regulatory approval before clinical use.

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From complexity to clarity: structured and agile development

In-depth project assessment

Comprehensive analysis of project context, user targets and settings, and business feasibility to ensure realistic alignment between health solution design and expected operational value.

Target health users analysis

Detailed analysis of use cases, usage scenarios, user conditions and contextual factors to tailor functionalities to real-world project needs.

Market fit and sustainability evaluation

Assessment of market viability, including ROI analysis, potential reimbursement models and alignment with regulatory expectations.

User engagement and advocacy strategies

Structured approaches to involve professional and non-professional end-users in their settings, ensuring that initiatives are grounded in contextual insights and strategically designed for adoption and impact.

Selection and configuration of pre-built modules

Customization of pre-configured software modules for mapping core functionalities to the specific logic and objectives of the digital solution.

System architecture optimization

Ensuring cloud deployment, scalability and security compliance for a future-proof technical foundation.

UX/UI testing

Conducting usability testing sessions with professional and non-professional users to ensure intuitive interactions, cross-generations usability and align with expected standards of quality and safety.

Agile methodologies and microservices development

Utilizing Agile practices to reduce time-to-market while ensuring a flexible and scalable solution.

Validation planning

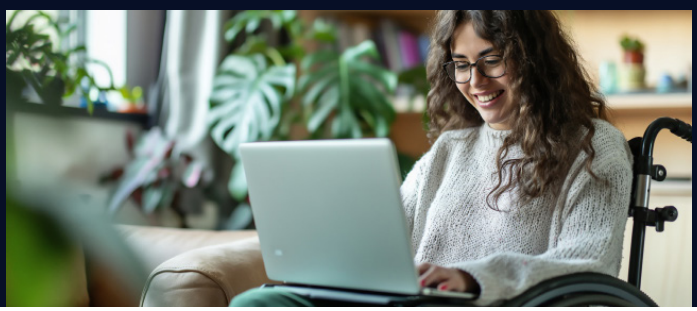
As part of its services offering, NTT DATA will support sponsors in defining and performing appropriate validation pathways, leveraging the deep expertise of its clinical and regulatory partners to structure tailored strategies.

Regulatory documentation and compliance audits

Supporting alignment with notified body expectations for certification thorough documentation and audits.

Seamless market deployment

Support for a smooth transition from development to market deployment once regulatory clearance is achieved.



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Building a scalable, compliant digital health intelligence layer

The current digital health operating model relies on static, document-based interactions, limiting scalability, consistency and user engagement. The introduction of agentic AI capabilities establishes an expert agent designed to answer user questions by leveraging official patient-facing materials used in clinical trials, explicitly uploaded to the platform, transforming **Syntphony Digital Health Builder** into a dynamic, conversational and compliant platform.

Expert knowledge agent

The AI agent leverages approved clinical trial documentation (e.g., patient information sheets, informed consent forms) via Retrieval-Augmented Generation (RAG) to deliver contextual, accurate and traceable answers.

Active safety & governance agent

Continuous monitoring of prompts and outputs to detect risks (PII, hallucinations, non-compliance), ensuring regulatory alignment and safe AI usage.

Conversational identity & compliance

Standardized tone of voice and behavior with strict adherence to approved content, ensuring consistency and auditability.

Configurable and scalable framework

Modular architecture enabling future integration of new expert agents and an orchestrator agent.

From static and document-driven interactions to an intelligent, orchestrated, and scalable AI ecosystem

From static knowledge access to conversational intelligence

The AI agent transforms document repositories into interactive, user-centric knowledge systems with real-time contextual responses.

From passive compliance to active risk management

Safety and governance agents proactively enforce regulatory constraints, monitor interactions and mitigate risks dynamically on technical teams.

From linear growth to modular scalability

The platform supports future expansion by adding new expert agents and domains without rearchitecting the system.

From informational support to strategic decision enablement

Real-time, compliant and traceable insights empower stakeholders with reliable information while maintaining strict non-clinical positioning.

Sytnphony Digital Health Builder enables NTT DATA to deliver secure, scalable and intelligent digital health solutions. By combining orchestration, specialized expertise and active safety controls, it enhances operational efficiency, accelerates innovation and positions clients at the forefront of compliant AI adoption in regulated environments.

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About NTT DATA

NTT DATA - a part of NTT Group - is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries.