

# Identifying Your Role in Driving Regulatory Strategy for Digital Health Products

PRIMARY AUDIENCE

SECONDARY AUDIENCE



## Decision-makers

**Help to decide or make decision(s)**

Individuals, teams, and/or organizations that are primarily responsible for proposing or permitting decisions about their digital health products and/or portfolios

*Direct influence*



## Infomers

**Help influence or inform the decision(s)**

Individuals, teams, and/or organizations that directly or indirectly inform and/or influence the digital health regulatory decisions but are not final decision-makers

*Direct influence*



## Implementers

**Help to execute the decision(s) into action**

Individuals, teams, and/or organizations that execute and implement the regulatory decisions to develop products, educate stakeholders, etc.

*Indirect influence*

