

## ABSTRACT

Over the past decade, digital health innovation has experienced impressive growth. The COVID-19 pandemic has further accelerated this trend, as all of the stakeholders of the healthcare sector became increasingly aware of the benefits digital health solutions can provide to them. This research examines the stakeholder perception of a conceptual medication delivery platform solution, as well as the impacts and effects on the stakeholder groups that are expected to arise from it. Furthermore, conclusions regarding stakeholder wants and needs are drawn and benefits and down sides of the platform are discussed.

To answer the research question of this thesis, a mixed-methods approach consisting of a consumer survey and expert interviews is used. Subsequently, the findings are discussed and refined through discoveries from the literature. Five relevant stakeholder groups are identified - consumers, doctors, pharmacies, the pharmaceutical industry, and social insurances. Subsequently, stakeholder perspectives are reflected and thus, overlaps and differences in stakeholder perception are discussed. The results show a variance in stakeholder needs regarding digital health innovation. Furthermore, stakeholder perceptions regarding the proposed platform solution were generally positive, as added value exists for all of the stakeholder groups. However, concerns regarding data privacy, social risk, and cost of the platform remain. Overall, the need for a more effective allocation of the healthcare system's resources through the use of digital health innovation became evident throughout this research.