



## Accelerating Digital Therapeutics into the Hands of Patients

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September 16-18, 2020 | EDT Timezone

DTx East is a truly interactive experience. Working with industry leaders, attendees will be able to access **even more high quality learning and networking opportunities than usual**, all from the comfort of their own home.

Through a more personalized and flexible experience, attendees will be able to participate in **engaging live discussions**, actively or passively take part in **roundtables**, instantly **message fellow attendees**, join a variety of **networking sessions** and much more. Oh, and not to mention the rockstar speaker faculty and crucial topics on the agenda.

With the recent changes in healthcare, it is now more crucial than ever to **accelerate digital therapeutics into the hands of patients** with unmet medical needs.

**Conference Day 1, Wednesday September 16th, 2020**

## **Workshop 1 - The Business of Digital Therapeutics**

This virtual workshop will enable you to deep-dive into the various commercial opportunities for Digital Therapeutics through a mix of learning formats. Get hands-on, hear from experts, share your thoughts and learn from your fellow attendees, this workshop will ensure that you leave with a deeper understanding of the business of Digital Therapeutics.

### **Workshop Leaders:**

**Chris Wasden**, Head of HappifyDTx, **Happify Health**

**Mette Dyhrberg**, Founder & Chief Executive Officer, **Mymee**

**Pablo Pantaleoni**, Vice President & General Manager of Health, **Headspace**

### **Agenda**

9:00am Presentation: An Inside Look at the Business of Digital Therapeutics

- A brief overview of the various business models adopted by digital therapeutic companies
- Where can we see commercial success in the industry so far?
- When should digital therapeutics companies begin searching for reimbursement opportunities and who can offer them these opportunities?

9:30am Breakout Discussions

Splitting into smaller groups, you will discuss the intricacies of the business of digital therapeutics and hear views on how best to successfully run a business in the DTx industry. Make notes on the virtual platform for all members of the group to contribute to, on the following:

- What are the current business models being used within the industry and which are demonstrating the most success?

- How do some business models favour certain types of digital therapeutic over others?
- How can we learn from others successes and failures to ensure we are moving forward as an industry?
- Can pharma help provide effective and recurring reimbursement for digital therapeutics?
- What can we learn from other areas of digital health?

10:30am Break

11:00am Feedback Session

Representative(s) from each group will be invited onto the virtual “stage” to share the main points from their discussion to the whole group. Additional questions from moderators and other group members will be raised, via interactive polls, during this collaborative discussion. Summary thoughts will then be shared by the moderator(s) and all participants will leave with the below:

**Leave this workshop with:**

- A deeper understanding of the various business models demonstrated by digital therapeutic companies
- Up-to-date information on business models of varying successes in the current industry
- A clear understanding of current routes to market and their intricacies
- Robust knowledge on how the current commercial landscape impacts your work in this space
- Your questions answered by industry leaders and your peers

12:00pm **End of Workshop**

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**Conference Day 1, Wednesday September 16th, 2020**

## **Workshop 2 - The Regulatory Masterclass**

This virtual workshop will enable you to deep-dive into Digital Therapeutics / Digital Health regulation through a mix of learning formats. Get hands-on, hear from experts, share your thoughts and learn from your fellow attendees, this workshop will ensure that you leave with a deeper understanding of the regulatory landscape.

### **Workshop Leaders:**

**Scott Kellogg**, Senior Vice President, Regulatory Affairs, Quality Assurance, GMP & Clinical Operations, [Akili Interactive](#)

**Austin Speier**, Chief Strategy Officer, [Click Therapeutics](#)

### **Agenda**

2:00pm Presentation: An Introduction to DTx Regulation

- A look at the different levels of regulatory approval available for digital therapeutics
- Who can the digital therapeutics industry work with to begin and obtain regulatory approval?
- How can digital therapeutics companies best work with regulators for mutual success?

2:30pm Breakout Discussions

Splitting into smaller groups, you will discuss the intricacies of the regulatory process for digital therapeutics. Make notes on the virtual platform for all members of the group to contribute to, on the following:

- What are the different levels of regulatory approval for DTx and how are they defined?
- How can we best work with the FDA to speed up the regulatory process and ensure both entities are on the same page?
- How can we learn from others' successes and failures to ensure we are moving forward as an industry?

- What impact is the FDA Pre-Cert program having on digital therapeutics?
- Where should digital therapeutics be focusing clinically for FDA regulatory approval?

3:30pm Break

4:00pm Feedback Session

Representative(s) from each group will be invited onto the virtual “stage” to share the main points from their discussion to the whole group. Additional questions from moderators and other group members, via interactive polls, will be raised during this collaborative discussion. Summary thoughts will then be shared by the moderator(s) and all participants will leave with the below:

**Leave this workshop with:**

- A clear understanding of how digital therapeutics can obtain regulatory approval
- What claims you can make for each level of regulation
- An understanding of current FDA clinical trial guidelines in the space
- What regulators want and need to see from digital therapeutics for successful regulatory approval
- Your questions answered by industry-leading experts and your peers

**5:00pm End of Workshop**

## Networking Available All Day

8:00am - 7:30pm - Day 2, Thursday, September 17th

8:30am - 1:00pm - Day 3, Friday, September 18th

As the main agenda progresses throughout the day, you will have the choice of listening in to / participating in the live content or spend more of your time networking with your peers.

Here is how you will be able to achieve this, outside of the networking sessions on the agenda

- **See who's in the room** - you will be able to message all live attendees and connect with those who respond.
- **Schedule 1-2-1 video calls** with your connections at any time that suits you.
- **Open Networking** - think of this as the event lobby where you can replicate those all-important "water-cooler" moments.

You will be able to hop seamlessly between networking and on-going agenda sessions at any point.

## On-Demand Content Available All Day

9:00am - 6:00pm - Day 2, Thursday, September 17th

9:00am - 1:00pm - Day 3, Friday, September 18th

DTx East is bursting at the seams with interactive, live content but there are also **pre-recorded sessions from more industry-leaders** that you can view at your leisure.

These recordings will be available throughout the day, ensuring that you don't miss any sessions that you want to view or take part in that are happening in real-time.

**See pages 26 for details.**

**Conference Day 2, Thursday, September 17th, 2020**

**8:00am Conference Platform Opens**

The conference platform opens before the agenda starts, giving you time to plug the presentations, panels and discussions into your agenda for the rest of the day. This also gives you plenty of time to get familiar with the platform.

Location: **Stage**

**9:00am Chair's Opening Remarks**

- How has the Digital Therapeutics industry progressed since DTx West 2020?
- What should we expect to have learned by the end of DTx East 2020?

**Matthew Tucker**, Executive Director, Strategy & Transformation, **Highmark Health**

**9:05am Presentation: Innovative Partnerships, Driving Patient Outcomes and Value**

- Why does digital/pharma/device partnerships make sense?
- Share with the audience vision/mission behind our partnership - Why working together is best for patients
- What were the opportunities/challenges we faced while scaling this partnership?
- What does success look like, what are the long term goals for this partnership?

**Chris Lento**, Head, Healthcare Partnerships, **Noom**

**Jennifer Hartman**, Director of Business Development, Life Sciences Partnerships, **Noom**

9:30am Wellness Break

Get-up and have a stretch before the next session begins.

### Location: **Sessions**

9:35am - 10:05am Panel Discussion & Interactive Q&A: **Digital Therapeutics in the Covid-19-Impacted Healthcare System**

In just a few months, huge disruption has occurred to healthcare systems across the world as a result of Covid-19. Digital therapeutics are uniquely positioned to deliver for patients with unmet medical needs where more traditional methods may now not be fit for purpose. Hear from industry leaders on how their organizations have adapted to new opportunities. Hear the experts' thoughts on:

- How has Covid-19 changed our belief in what digital therapeutics can do for patients?
- What opportunities have opened up due to the recent changes in healthcare systems?
- How have payers adapted their thoughts on digital therapeutics in this new age?
- How can we better work with patients to ensure their new behaviours are factored into our products?
- What more can we do as an industry to ensure digital therapeutics fill the gaps in healthcare where non-digital methods have previously fallen short?

**David Klein**, Chief Executive Officer, **Click Therapeutics**



**Liz Kwo**, Medical Director, Digital Health, **Anthem**  
**Eddie Martucci**, Chief Executive Officer, **Akili Interactive**  
**Chuck Gammal**, Partner, **Simon Kucher & Partners**  
**Peter Hames**, Chief Executive Officer, **Big Health**

10:05am - 10:25am **Optional Break**

Catch-up on emails, let the dog out, brew some more coffee... use this time to take care of regular day-to-day life.

Location: **Sessions**

10:05am - 10:25am **Open Q&A with Speakers**

This is your chance to pose your burning questions to the expert speakers from the previous panel.

**Actively or passively take part in this session.**

**David Klein**, Chief Executive Officer, **Click Therapeutics**  
**Liz Kwo**, Medical Director, Digital Health, **Anthem**  
**Eddie Martucci**, Chief Executive Officer, **Akili Interactive**  
**Chuck Gammal**, Partner, **Simon Kucher & Partners**  
**Peter Hames**, Chief Executive Officer, **Big Health**

Location: **Networking Area**

10:25am **Speed Networking**

In the purpose-built Networking area, get ready to expand your network through randomly assigned 1 on 1 quick-fire video meetings. You can choose who you want to “connect” with and then set-up 1-2-1 in-depth catch-up’s throughout the rest of the event.

This function also ensures that you don't meet the same person more than once, allowing you to meet as many fellow attendees as you desire.

Your future collaborators or partners could be just one click away!

DTx East Virtual will now split into two tracks.

Personalize your experience by hopping in and out of sessions and meetings seamlessly, view on-demand content, or spend time in the Networking area.

Location: **Stage**

Location: **Sessions**

11:05am Presentation: **Determining, Demonstrating and Communicating the Value of Digital Therapeutics Programs Using Real World Data**

- What are common real world data sources utilized by the life sciences industry today, and how are they used to measure the value of digital therapeutics programs?
- Review study designs that may be used to demonstrate and communicate digital therapeutic program effectiveness

**Rena Meadows**, Associate Principal, Real World Solutions **IQVIA**

11:05am Interactive Roundtable: **Unravelling Digital Therapeutics Regulation - What it Means for You**

This interactive, discussion-led session will enable you to deepen your understanding of Digital Therapeutics regulation. Share your insights, pose your questions to the group or simply listen in to the conversation, the choice is yours. Kickstarter discussions include:

- A discussion on what evidence is required for FDA approval and what payers and clinicians want to see
- What has been the impact of the FDA Pre-Cert program on

**Mitch DeKoven, MHSA**, Senior Principal – Health Economics/Outcomes Research, Real World Insights, [IQVIA](#)

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11:30am Wellness Break

Get-up and have a stretch before the next session begins.

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11:35am Presentation: **The Patient Perspective in Digital Therapeutics**

- What do patients really think of digital therapeutics?
- An insight into the process of a patient using digital therapeutics over traditional drugs
- Where can digital therapeutics improve to improve patient engagement, effectiveness and experience?

**Burt Rosen**, Former President, [Society for Participatory Medicine](#)  
**Jen Horonjeff**, Founder & Chief Executive Officer, [Savvy Cooperative](#)

12:00pm Wellness Break

Get-up and have a stretch before the next session begins.

digital therapeutics?

- Understanding where best to prioritise clinical efforts in relation to regulatory approval

**Actively or passively take part in this discussion.**

Moderator: **Acacia Parks**, Chief Science Officer, [Happify Health](#)  
**Marisa Cruz**, Chief Medical Officer, [Limbox](#)  
**Ravi Nunna**, Medial Advisor, [CureApp](#)

11:45am Wellness Break

Get-up and have a stretch before the next session begins.

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11:50am Interactive Roundtable: **Pharma-DTx Partnerships**

This interactive, discussion-led session will enable you to deepen your understanding of Pharma-DTx partnerships. Share your insight, pose your questions to the group or simply listen in to the conversation, the choice is yours. Kickstarter discussions include:

- What have we learnt from the recent partnership break-ups?
- How have Pharma's views on digital therapeutics changed over the last few months?
- Do digital therapeutics companies need to present their value differently compared to pre-Covid-19?

## Location: Sessions

12:05pm Panel Discussion: **Going Digital? - Digital Therapeutic Clinical Trials**

Clinical trials are notoriously expensive and drawn out. In the theme of going digital, DTX companies are beginning to turn to online clinical trials. Hear from the experts who are leading the charge. Hear the experts' thoughts on:

- What are the benefits of virtual clinical trials for digital therapeutics over traditional trials?
- Are the results we've seen from virtual clinical trials as good and robust as traditional trials?
- What do payers think of this new and novel approach for clinical data?
- What are the drawbacks of virtual clinical trials compared with traditional trials?
- How do regulators view virtual clinical trials for digital therapeutics?

**Malinda Peeples**, Senior Vice President, Clinical Services, Programs & Research, **Welldoc**

**Derek Richards**, Chief Scientific Officer, **SilverCloud Health**

**Shaheen Lakhan**, Head, Clinical / Neurology & Pain Management Consultant, **Fern Health / Cambridge Health Alliance**

**Kate Rosenbluth**, Founder & Chief Scientific Officer, **Cala Health**

**Brian Johnson**, Director, Applied Innovation, **Otsuka Pharmaceuticals**

**Actively or passively take part in this discussion.**

Moderator: **Melinda Decker**, Chief Commercial Officer, **Mymee**  
**Amir Lahav**, Executive Director, Head of Digital Medicine,  
**Karyopharm Therapeutics**

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12:25pm Wellness Break

Get-up and have a stretch before the next session begins.

<p>12:35pm-2:00pm                      <b>Lunch</b></p> <p>Finally, a lunch at a conference that is completely your choice!</p> <p>Use this extended break to have your regular lunch, spend time with your family and give your brain a break. Recharge for the afternoon session.</p>	<p>12:35pm-12:55pm <b>Open Q&amp;A with Speakers</b></p> <p><b>Actively or passively take part in this discussion.</b></p> <p><b>Malinda Peeples</b>, Senior Vice President, Clinical Services, Programs &amp; Research, <b>Welldoc</b></p> <p><b>Derek Richards</b>, Chief Scientific Officer, <b>SilverCloud Health</b></p> <p><b>Shaheen Lakhan</b>, Head, Clinical / Neurology &amp; Pain Management Consultant, <b>Fern Health / Cambridge Health Alliance</b></p> <p><b>Kate Rosenbluth</b>, Founder &amp; Chief Scientific Officer, <b>Cala Health</b></p> <p><b>Brian Johnson</b>, Director, Applied Innovation, <b>Otsuka Pharmaceuticals</b></p>

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Day 2 of DTx East includes an extended break in the middle to give you ample time for lunch and another chance to catch-up on the day job. Or if you have time, you can use this break for 1-2-1 meetings or open networking.

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<p>Location: <b>Expo Area</b></p>
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2:00pm **Tour of Expo**

Take a tour of the virtual Expo and interact with partners of DTx East to understand more about their services.

Location: **Stage**

Location: **Sessions**

2:20pm Presentation: **Offering Combined Therapies: Digital Health & Over-The-Counter (OTC) Medicines**

- A case study looking at how 2Morrow partnered with GSK to offer a combined behavioral and pharmaceutical treatment for nicotine addiction
- Lessons learned from 3 years of real-world experience offering digital behavioral therapy combined with over the counter (OTC) Nicotine Replacement Therapy to address nicotine addiction via employer wellness and population health channels

**Jo Masterson**, Chief Executive Officer, **2Morrow Inc**  
**James Karl**, National Account Manager, **GSK**

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2:45pm Wellness Break

2:20pm Interactive Roundtable: **Digital Therapeutics & Telehealth**

This interactive, discussion-led session will enable you to deepen your understanding of the interplay between Digital Therapeutics and Telehealth. Share your insight, pose your questions to the group or simply listen in to the conversation, the choice is yours.

Kickstarter discussions include:9

- How has healthcare delivery changed over the past few months?
- How have the recent changes opened up more opportunities for digital therapeutics?
- How should digital therapeutics companies work with telehealth providers to get these products into the hands of more patients in need?

**Actively or passively take part in this discussion.**

**John Stamatopolous**, SVP, Payor Strategies, **Happify Health**

Get-up and have a stretch before the next session begins.

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2:50pm Presentation: **Optimizing Patient Engagement in Digital Therapeutic Trials by Leveraging Digital Solutions and a Virtual Research Team**

- Collaborate with patient representative for software configuration and user testing
- Assist patients along their treatment journey with patient-centric software and communication tools
- Closely monitor data in real-time to gain actionable insights into the patient experience

**Adam Samson**, Director, Clinical Operations, **Curebase**

3:15pm Wellness Break

Get-up and have a stretch before the next session begins.

**Location: Sessions**

3:20pm Panel Discussion: **Building a Healthcare Ecosystem for Digital Therapeutics Adoption**

3:00pm Wellness Break

Get-up and have a stretch before the next session begins.

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3:05pm Interactive Roundtable: **Patient-centric Development for Patient Engagement, Adherence and Clinical Outcomes**

This interactive, discussion-led session will enable you to deepen your understanding of patients, in the context of digital therapeutics. Share your insight, pose your questions to the group or simply listen in to the conversation, the choice is yours.

Kickstarter discussions include:

- How can we best design digital therapeutics to keep patients engaged from the start?
- When do conversations with patients need to start in the development process?
- How can we marry the worlds of real-world research and product development?

**Actively or passively take part in this discussion.**

Moderator: **Davina Pallone**, Vice President, Product, **Fruit Street**  
**Chris Wasden**, Head of HappifyDTx, **Happify Health**  
**Jessica Lipschitz**, Associate Director, Digital Behavioural Health & Informatics Research Program, **Brigham & Women's Hospital**  
**Madhavi Jagdish**, Director, Product Design, **Pear Therapeutics**

As digital therapeutics continue to race into the market, having a cohesive and streamlined workflow to enable HCP's to administer these products remains a major goal of the industry. This panel will showcase the perspective from different players from across healthcare. Hear the experts' thoughts on:

- How are clinicians and healthcare providers viewing digital therapeutics?
- How should digital therapeutic companies work together to build the infrastructure that will get these products to patients?
- What are the key questions that providers have when digital therapeutic companies approach them?
- What does the ideal infrastructure for getting digital therapeutics to patients look like?
- Should digital therapeutic companies be exploring a "digital pharmacy"-type system?

**Gregory Dodell**, President of Central Park Endocrinology, Assistant Clinical Professor of Endocrinology, Diabetes and Bone Disease, **The Mount Sinai Hospital**  
**Patty Scalzo**, Director, Diabetes Technology Initiatives, **The Association of Diabetes Care & Education Specialists (ADCES)**  
**Audrey Kern**, Global Medical Director, **Pear Therapeutics**  
**Joe Perekupka**, Chief Commercial Officer, **Palo Alto Health Sciences**

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3:45pm Wellness Break

Get-up and have a stretch before the next session begins.

3:50pm **Optional Break**

3:50pm **Open Q&A with Speakers**



Catch-up on emails, let the dog out, brew some more coffee... use this time to take care of regular day-to-day life.

This is your chance to pose your burning questions to the expert speakers from the previous panel.

**Actively or passively take part in this session.**

**Gregory Dodell**, President of Central Park Endocrinology, Assistant Clinical Professor of Endocrinology, Diabetes and Bone Disease, **The Mount Sinai Hospital**

**Patty Scalzo**, Director, Diabetes Technology Initiatives, **The Association of Diabetes Care & Education Specialists (ADCES)**

**Audrey Kern**, Global Medical Director, **Pear Therapeutics**

**Joe Perekupka**, Chief Commercial Officer, **Palo Alto Health Sciences**

4:10pm Wellness Break

Get-up and have a stretch before the next session begins.

Location: **Stage**

4:15pm Presentation: **Using Real-World Data to Decode “What Works” in Digital Care Delivery**

**Andy Blackwell**, Chief Scientific Officer, **Ieso Digital Health**

4:40pm Wellness Break

Get-up and have a stretch before the next session begins.

4:45pm Presentation: **Specialty Pharmacy? Why do I Need One for my Prescription DTx?**

- What is a specialty pharmacy, what is a hub, and why is it needed?
- How would the mechanics of a specialty pharmacy work in DTx vs for a drug?
- How can I utilize a specialty pharmacy for my prescription DTx?

**Ed Cox**, Executive Vice President, Strategic Alliances & Global Head of Digital Medicine, **EVERSANA**

**Tom Doyle**, Sr. Vice President, Global Strategic Accounts, **EVERSANA**

**Brian Davis**, Vice President Strategy and Innovation, **EVERSANA**

5:10pm Wellness Break

Get-up and have a stretch before the next session begins.

### **Location: Sessions**

5:15pm Panel Discussion: **What is the True Value of Digital Therapeutics?**

Digital therapeutics have demonstrated how their mobility, flexibility and clinical effectiveness can offer huge value to a number of disease areas. However, we are yet to see a large uptake in DTx reimbursement and patient usage. This panel will investigate where the true value of

digital therapeutics lie and opportunities available to maximize the value of DTx. Hear the experts' thoughts on:

- Where does the true “value” of digital therapeutics lie?
- How does this value change based on the new Covid-19-impacted healthcare systems we find ourselves in?
- With a huge increase in the demand for remote digital care, how does this impact the value of digital therapeutics?
- Does this open up new reimbursement opportunities outside of the ones we have been previously exploring?
- Will DTx/Drug combination therapies open up more commercialization and reimbursement opportunities for the industry?

**Jonas Thinggaard**, Head of Technology Scouting and Incubation, Digital Therapeutics, **Novo Nordisk**

**Ofer Leidner**, Co-Founder & President, **Happify Health**

**Alex Waldron**, Chief Strategy Officer, **Pear Therapeutics**

**Megan Coder**, Executive Director, **Digital Therapeutics Alliance**

### Location: **Sessions**

5:45pm - 7:30pm **Virtual Drinks**

Share a virtual drink with old friends or new connections. At small virtual tables, this is your chance to casually interact with the rest of the Digital Therapeutics industry.

### Location: **Sessions**

5:45pm - 6:05pm **Open Q&A with Speakers**

This is your chance to pose your burning questions to the expert speakers from the previous panel.

**Actively or passively take part in this session.**

**Jonas Thinggaard**, Head of Technology Scouting and Incubation, Digital Therapeutics, **Novo Nordisk**

**Ofer Leidner**, Co-Founder & President, **Happify Health**

**Alex Waldron**, Chief Strategy Officer, **Pear Therapeutics**

**Megan Coder**, Executive Director, **Digital Therapeutics Alliance**

**Conference Day 3, Friday, September 18th, 2020**

**8:00am Conference Platform Opens**

The conference platform opens an hour before the sessions begin so that you can plug the presentations, panels and discussions into your calendar for the day ahead.

**Location: Sessions**

**9:00am Chairs Opening Remarks**

- Recap of Day 2 – what lessons have been learned already and what discussions stood out?
- A look ahead at Day 3 – what can we expect to learn today?

**Sarah Jackson**, Chief of Staff, [Click Therapeutics](#)

9:05am Panel Discussion: **How Should Digital Therapeutics be Impacting the Lives of Patients?**

Digital therapeutics have a huge opportunity to deliver for patients with unmet medical needs in a wide range of health conditions, particularly in the Covid-19-impacted healthcare systems we find ourselves in. However, crucial questions must be asked to ensure that these products truly deliver for patients. Hear the experts' thoughts on:

- As we stand today, what are digital therapeutics doing for patients?
- In what areas can digital go above and beyond traditional therapeutics?
- What is going to stop digital therapeutics from reaching their full potential?
- What areas of success in the wider digital health landscape can we learn from when attempting to demonstrate the value of digital therapeutics?
- How can we work closer with patients to ensure further adoption of digital therapeutics?

**Joanna Mitri**, Staff Physician / Instructor in Medicine, [Joslin Diabetes Center / Harvard Medical School](#)

**Anand Iyer**, Chief Strategy Officer, [Welldoc](#)

**Ted James**, Chief, Breast Surgical Oncology & Director, Breast Care Center, [Beth Israel Deaconess Medical Center](#)

**Mae-ellen Gavin**, Senior Vice President, Product, [Akili Interactive](#)

**Rochelle Porper**, Vice President, Business Development, [Palo Alto Health Sciences](#)

**Lindsey Miller**, Development Associate, [The Accelerated Cure Project for MS](#)

9:35am Optional Break

Catch-up on emails, let the dog out, brew some more coffee... use this time to take care of regular day-to-day life.

Location: **Sessions**

9:35am **Open Q&A with Speakers**

This is your chance to pose your burning questions to the expert speakers from the previous panel.

**Actively or passively take part in this session.**

**Joanna Mitri**, Staff Physician / Instructor in Medicine, **Joslin Diabetes Center / Harvard Medical School**  
**Anand Iyer**, Chief Strategy Officer, **Welldoc**  
**Ted James**, Chief, Breast Surgical Oncology & Director, Breast Care Center, **Beth Israel Deaconess Medical Center**  
**Mae-ellen Gavin**, Senior Vice President, Product, **Akili Interactive**  
**Rochelle Porper**, Vice President, Business Development, **Palo Alto Health Sciences**  
**Lindsey Miller**, Development Associate, **The Accelerated Cure Project for MS**

9:55 Wellness Break

Get-up and have a stretch before the next session begins.

## Location: **Sessions**

10:00am Panel Discussion: **What do Pharma Really Think of Digital Therapeutics?**

Answering the age-old question to truly identify what pharma thinks of digital therapeutics. In recent months, there has been a smattering of both partnerships and breakups between pharma and DTx companies. This panel, stacked with pharma leaders, will deep-dive into the pharmaceutical perspective of digital therapeutics. Hear the experts' thoughts on:

- From a pharma perspective, what is the true value of digital therapeutics?
- How has the impact of Covid-19 changed your view on the potential of digital therapeutics?
- What have we learned from both the more and less successful pharma partnerships?
- Does there need to be a new approach taken to ensure successful partnerships in the future?
- How can both DTx companies and pharma companies ensure successful and mutually beneficial partnerships?

**Michael Latauska**, Director, Digital Health, **Boehringer Ingelheim**  
**Lauren Li**, Head of Digital Health, **Ipsen**  
**Joris van Dam**, Executive Director, Head of Digital Therapeutics, **Novartis**  
**Paul Upham**, Head, Smart Devices, **Roche / Genentech**  
**Rachel Sha**, Vice President, Digital Business Development, **Sanofi**

**Location: Networking Area**

10:30am **Speed Networking**

Through the purpose built Networking on function, get ready to expand your network through randomly assigned 1 on 1 quick fire interactions. You can choose who you want to “connect” and then set-up 1-2-1 in-depth meetings throughout the rest of the event. This function also ensures that you don’t meet the same person more than once, allowing you to meet as many fellow attendees as you desire.

Your future collaborators or partners could be just one click away!

**Location: Sessions**

10:30am - 10:50am **Open Q&A with Speakers**

This is your chance to pose your burning questions to the expert speakers from the previous panel.

**Actively or passively take part in this session.**

**Michael Latauska**, Director, Digital Health, **Boehringer Ingelheim**  
**Lauren Li**, Head of Digital Health, **Ipsen**  
**Joris van Dam**, Executive Director, Head of Digital Therapeutics, **Novartis**  
**Paul Upham**, Head, Smart Devices, **Roche / Genentech**  
**Rachel Sha**, Vice President, Digital Business Development, **Sanofi**

10:50am **Optional Break**

Catch-up on emails, let the dog out, brew some more coffee... use this time to take care of regular day-to-day life.

Location: <b>Stage</b>	Location: <b>Sessions</b>
<p>11:15am Presentation: <b>An Insight into European Digital Therapeutics Regulation and an Update on the new German Legislation</b></p> <ul style="list-style-type: none"> <li>• A deep-dive into the process of obtaining DTx reimbursement through the new German legislation</li> <li>• How has this changed DTx reimbursement opportunities in Germany?</li> <li>• How are GAIA’s digital therapeutics moving through this new reimbursement pathway?</li> </ul> <p><b>Matthias Zenker</b>, Partner, <b>GAIA AG</b></p>	<p>11:15am <b>Interactive Open Mic Session</b></p> <p>This open mic session will enable you to suggest the topics you would like to hear more about.</p> <p>If there was a topic that was covered in the agenda but you wish to go deeper, or a new topic that wasn’t showcased, this is your chance to discuss with peers. The choice is yours!</p> <p>Facilitators will initiate the discussion and ensure that topics are stuck to and will cultivate guidance and answers to your questions.</p> <p><b>Actively or passively take part in this discussion.</b></p>
<p>11:30am Wellness Break</p> <p>Get-up and have a stretch before the next session begins.</p>	<p>Moderator: <b>Owen McCarthy</b>, Co-Founder &amp; President, <b>MedRhythms</b>  <b>Andy Molnar</b>, Vice President, Market Access, <b>Cognoa</b></p>
<p>11:35am Presentation: <b>Improving Behavioral Health through Virtual Reality Digital Therapeutics</b></p> <ul style="list-style-type: none"> <li>• Why VR is such an appealing medium for behavioral health interventions</li> <li>• How COVID-19 has accelerated the coupling of digital</li> </ul>	



therapeutics and telehealth

- A look at BehaVR's products, pipeline and results so far

**Aaron Gani**, Founder & Chief Executive Officer, **BehaVR**

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11:50am Wellness Break

11:55am Presentation: **Becoming a Virtual Sleep Disorder Provider**

- How is Dreem enabling access to sleep in a similar way to a healthcare provider
- Showcase of real world evidence on Dreem's insomnia therapy studies
- Discussion will focus on the personalization of digital therapeutics

**Vik Panda**, Managing Director, North America, **Dreem**

12:10pm Wellness Break

Get-up and have a stretch before the next session begins.

Location: **Sessions**

12:15pm Panel Discussion: **A Minds Eye View of Digital Therapeutics - An Investor Perspective**

As the digital therapeutics enters the next phase in its lifecycle, the sentiment from the investor community is changing. Tap into the mind of leading investors to understand how digital therapeutic companies and their partners should alter their approaches. Hear the experts' thoughts on:

- What are investors looking for from digital therapeutic companies to prompt them to pull the trigger on investment?
- How has Covid-19 impacted our assessment of the investment opportunities in digital therapeutics?
- How can DTx companies prepare to secure multiple rounds of funding from the start?
- Where do investors think the risk lies in investing in digital therapeutics?
- How can DTx best source the right investment partner to ensure future success?

**Chihiro Hosoya**, Head of Venture Management & Business Development, Rx+ Business Accelerator, [Astellas Pharma](#)

**Debbie Lin**, Executive Director, [Boehringer Ingelheim Venture Fund](#)

**Zack Lynch**, Managing Partner, [JAZZ Venture Partners](#)

**Caleb Winder**, Managing Director, [MemorialCare Innovation Fund](#)

**Brent Vaughan**, Healthcare Venture Capital, [Morningside Ventures](#)

Location: **Sessions**

12:45pm **Open Q&A with Speakers**

This is your chance to pose your burning questions to the expert speakers from the previous panel.

**Actively or passively take part in this session.**

**Chihiro Hosoya**, Head of Venture Management & Business Development, Rx+ Business Accelerator, **Astellas Pharma**

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1:05pm **Close of DTx East 2020**

Roll straight into your weekend, with no flight to catch!

**On-Demand Presentations**

Attendees will be able to access these pre-recorded presentations throughout the entire conference.

### **The Potential of Digital Therapeutics for Treatment in the Real World**

- S-Alpha therapeutics is trying to discover real world area, can be managed by digital therapeutics
- An example of development of digital therapeutics which has been discovered according to real world area
- Insight to reach out to the market with digital therapeutics in the real world

**Seung Eun Choi**, Chief Executive Officer, **S-Alpha Therapeutics**