

Conference Day 1: Tuesday, September 28th 2021

9:00am Chairs Opening Remarks and Setting the Scene

Renaë Beaumont, Assistant Professor of Psychology in Clinical Psychiatry, [Weill Cornell Medicine](#)

9:15am Keynote Panel Discussion: How can we Align and Consolidate the Industry to Achieve Collective Success?

The digital therapeutics industry is currently sitting at it's next inflection point with the space winding up to accelerate digital interventions into mainstream healthcare. Ensuring key stakeholders are aligned and in agreement with the future of the space is crucial for this industry to reach its full potential.

- How can we ensure all stakeholders within this industry are aligned towards the same goal?
- How does digital health align with pharma's manufacturing, regulatory and commercial models?
- Where is the divide within digital therapeutics and what will it take to resolve this?
- Which stakeholders can make the most difference in the current industry climate?
- Will consolidation of the industry help accelerate commercial success and provider adoption?
- How can the introduction of digital within healthcare promote health equity?

Innes Meldrum, SVP & Chief Commercial Officer, [Otsuka Pharmaceuticals North America](#)

Seth Feuerstein, Executive Director and Founder, Center for Digital Health and Innovation, [Yale University School of Medicine](#)

Joe Blomeley, EVP, Individual, Public Sector & Mental Health, [Green Shield Canada](#)

Tania Elliott, Chief Medical Officer, Virtual Care, [Ascension](#)

Value

10:05am Panel Discussion: What is it Going to Take to Achieve Complete Coverage for Digital Therapeutics?

The question that no one has cracked just yet - 'How are digital therapeutics going to get paid for'? With numerous market opportunities including payers, employers, digital formularies, OTC and more, this panel will dive into exactly what it will take for digital therapeutics to achieve reimbursement.

- How can DTx companies effectively approach and work with payers for reimbursement?
- What opportunities are there for reimbursement and who are the current success stories?
- How can we streamline the route to reimbursement to enable increased coverage for digital interventions?
- What are the greatest challenges when considering reimbursement for both DTx companies and payers?
- How does coverage differ from prescription and non-prescription digital therapies?
- Are we on the road to national reimbursement for digital therapeutics?

Ryan Lawton, Chief Architect, [Blue Shield of California](#)

Liz Kwo, Deputy Chief Clinical Officer, [Anthem](#)

10:45am

Morning Refreshments and Networking

11:20am Fireside Chat: The Role of the DTA in Advancing the Digital Therapeutics Industry

The Digital Therapeutic Alliance are the champions for the DTx industry. Founded and grown by the experts and veterans of the industry, this fireside chat will bring the role of the DTA within the industry to light and demonstrate preliminary findings from an exciting and new undertaking.

- What is the role of the Digital Therapeutics Alliance in advancing the industry?
- What are the current projects DTA is working on to promote regulation, reimbursement and adoption of digital therapeutics?
- Insights into the 'Value Assessment & Implementation Guide' produced by DTA

Debra Reisenhel, Founding CEO, Chair, [Freestira & Digital Therapeutics Alliance](#)

Megan Coder, Executive Director, [Digital Therapeutics Alliance](#)

11:50am Presentation: One Year DVG in Germany - Lessons learned and the Path Forward.

After pioneering the path to national reimbursement for digital therapies, it's now been one year since Germany unveiled and began their DVG scheme. GAIA AG, one of the industry's leading DTx companies, have been enrolled from the very start and will dive into the intricacies of the scheme throughout this presentation.

- What are the findings of the first year of the DVG scheme and did it run as expected?
- What can other countries looking to drive their own national reimbursement scheme learn from the German DVG scheme?
- How can the DVG continue to be refined in the future for increased effectiveness?

Matthias Zenker, Partner, [GAIA AG](#)

Lina Behrens, Managing Director, [Flying Health](#)

12:15pm Panel Discussion: Understanding the Business of Digital Therapeutics

Digital therapies have proven to demonstrate clinical effectiveness in a healthcare setting and rival clinical outcomes of traditional therapies. However, questions still remain on what economic value digital interventions can bring to healthcare alongside unknowns surrounding business and go-to-market models. This panel will outline the success stories, challenges and insights into the business of digital therapeutics.

- An outline of current business models adopted and created by the digital therapeutics industry.
- How can we demonstrate the economic value of digital therapeutics within the healthcare system?
- Where have we seen success in changing business models to suit the current market opportunities?
- What are the overarching go-to-market challenges that are still being faced within the industry?
- How do business strategies differ between widespread and rare diseases?

Joe Perekupka, Chief Commercial Officer, [Freestira](#)

Melinda Decker, Chief Commercial Officer, [Mymee](#)

Julia Strandberg, Chief Commercial Officer, [Pear Therapeutics](#)

Jennifer Laventure, VP, Business Development, [MedRhythms](#)

Elena Mustatea, Chief Executive Officer, [Bold Health](#)

12:55pm

Lunch

2:10pm **Presentation: Co-creating, partnering, and licensing DTx: The trade-offs for pharma on responsibilities, risk, and retaining commercial control**

- What are the trade-offs and potential downsides
- What is the right mix to build success: responsibilities, risk, and commercial control
- Our experience and learnings from the co-creation of DTx

Matt Norton, VP, Marketing & Commercial Development, [S3 Connected Health](#)

2:35pm **Panel Discussion: An Industry Deep-Dive into Digital Therapeutics and Pharma Partnerships**

Digital therapeutics and pharma partnerships have been a mainstay of the industry since the industry began. Across a number of partnerships we've witnessed both success and shortcomings. This panel, led by pharma and DTx experts, will dive into how best for these key stakeholders to work together.

- What are the learnings of current and previous DTx/Pharma partnerships?
- What are pharma looking for in a DTx partnership and how best can DTx companies stand above the noise?
- How can we build partnerships that best appreciate the mindset between DTx company and Pharma?
- What considerations need to be made to assure a mutually beneficial partnership is built?
- Is the Pharma/DTx collaborating still a sought after partnership in this space?

Joe Powers, Chief Digital Business Officer, [Otsuka Pharmaceutical North America](#)

Abhishek Shah, Co-Founder & CEO, [Wellthy Therapeutics](#)

Jim Parshall, Director, Connected Health & Devices External Innovation, [Eli Lilly and Company](#)

Thomas Thestrup, Director, Corporate Business Development & Strategy, [Lundbeck](#)

Pierre Leurent, Founder & CEO, [Voluntis](#)

3:15pm **Presentation: Understanding the Role of CPT Code Reimbursement within Digital Therapeutics**

- How should DTx companies use CPT codes to advance their business?
- How can clinicians use CPT codes to get paid for services associated with DTx products?
- What CPT codes make the most sense for DTx companies to use and promote using by clinicians?

Chris Wasden, Head of HappifyDTx, [Happify Health](#)

3:40pm **Panel Discussion: Achieving Reimbursement through Employers - The In's and Out's of Employer Partnerships**

In light of the Covid-19 pandemic we've seen an explosion of employers taking considerable steps in allowing employees to take control of their own health. Digital therapies are well positioned to be easily adopted, user friendly and clinically effective and many companies are already seeing success with this route to reimbursement. This panel will dive into the intricacies of achieving reimbursement through employers.

- What are the intricacies of achieving reimbursement for digital therapeutics through employers?

- Are we seeing more opportunities to partner with employers in a post-pandemic ecosystem?
- Is employer coverage as sustainable as the seemingly more sought after healthcare insurer?
- Is reimbursement through employers limited to specific disease modalities?
- How can we begin the conversation with more large employers for increased revenue opportunities?

Chris Lento, Head of Healthcare, Strategic Partnerships and Sales, **Noom**

Jonas Duss, US CEO, **Kaia Health**

Chris Roberston, Director of Product Partnership, **Virgin Pulse**

Krisnan Sridaran, President, **Transcarent**

Lucia Savage, Chief Privacy & Regulatory Officer, **Omada Health**

4:20pm

Afternoon Refreshments & Networking

4:50pm **Presentation: Lessons learned: Long Term Retention and Monitoring in DTx Trials**

In this presentation we explore live, case studies of previous digital therapeutic trials and first hand experience with the importance of consistently capturing long term outcomes through sophisticated patient engagement tools. We'll explore what makes digital therapeutic trials unique in terms of how to handle long term followup and keep patients engaged in data collection.

Tom Lemberg, Founder & CEO, **Curebase**

5:15pm **Panel Discussion: Reshaping the Future of Clinical Trials for Digital Therapeutics**

Utilizing clinical trials to demonstrate clinical efficacy has been a mainstay within the therapeutic industry for years. However, with the introduction of new digital interventions, these trials are no longer efficient and optimal. This panel, led by the industry experts, will dive into the intricacies of adapting clinical trials specifically for digital therapeutics

- What are the challenges with current clinical trials for digital therapeutics?
- Where can changes be made within the clinic to develop more efficient trials for DTx?
- An insight into decentralized clinical trials and why many digital therapeutics companies are adopting this as the new normal
- How do decentralized clinical trials compare to traditional studies?
- What is the future of clinical trials for digital health interventions?

Megan Jones Bell, Chief Strategy & Science Officer, **Headspace**

Megan Oser, VP, Clinical Innovation, **Mahana Therapeutics**

Derk Arts, Founder & CEO, **Castor**

Athena Robinson, Chief Clinical Officer, **Woebot Health**

Mona Dean, VP, Quality & Regulatory Affairs, **Happify Health**

5:55pm **Chairs Closing Remarks**

Renae Beaumont, Assistant Professor of Psychology in Clinical Psychiatry, **Weill Cornell Medicine**

Close of DTx East 2021 Day 1

Conference Day 2: Wednesday, 29th 2021

9:00am **Chairs Opening Remarks and Setting the Scene**

Amir Lahav, Digital Healthcare Innovation, Head of Digital R&D, [Mitsubishi Tanabe Pharma America](#)

Provider & Patients

9:05am **Panel Discussion: 'It's Not About Us, Without Us' - The Patients of Digital Therapeutics**

With digital therapies only reaching a small proportion of the patient population, the jury is still out on understanding their exact thoughts on this new wave of medicine. This panel, led by leaders of the industry and holding patients at the center of the discussion, will explore exactly how best the industry can serve the patients.

Eddie Martucci, Co-Founder & CEO, [Akili Interactive](#)

More Speakers to be Announced

9:50am **Presentation: How Pharma is Embracing Patient Centricity to Help Patients Achieve Success- A Case Study for Digital Therapeutics**

- Designing with empathy- Discovering insights into patients' "last mile challenges"
- The power of co-creation- why it is important to collaborate with internal and external stakeholders
- Success factors in building evidence-based solutions to help patients achieve success

Deepti Jaggi, Global Head of Patient Insights & Solutions, [Astellas Pharma](#)

10:15am **Panel Discussion: How Can Corporations Make Mental Health Benefits Equitable for Front Line Workers?**

Although early in its lifecycle, digital therapies have extended their reach to end-to-end care for patients that previously were underserved. This panel will dive into how we can continue this trend to ensure equality in not just treatment of patients, but equality and diversity throughout the industry.

Juliette McClendon, Director of Medical Affairs, [Big Health](#)

Jenna Carl, VP, Clinical Development & Medical Affairs, [Big Health](#)

Andrew Krystal, Professor of Psychiatry, [UCSF](#)

11:00am Morning Refreshments & Networking

11:30am **Presentation: Building Digital Interventions around the Patient Instead of the Disease**

12:00pm **Panel Discussion: Using Digital Health to Improve the Patient Journey**

When the whole world is available on a smartphone, isn't it time for patient health and support to become just as accessible?

More than 40% of patients turn to digital resources to manage their health. But from the time of diagnosis through ongoing care and post-treatment, many patients are left to fend for themselves. To help meet this need, pharma companies are employing digital health platforms to deliver long-term support and improve the patient journey.

Could a personalized digital platform, with wide-ranging support and tailored interventions, help to improve adherence and drive greater outcomes? New research suggests that combining patient engagement with digital technology can increase adoption by 70%, leading to greater and faster healing. Is it time to rethink what's possible for the patient journey by embracing the use of digital health tools?

- Understand the potential of engagement and connectivity when digital health tools are part of the patient journey
- Gain insights into the value that can be achieved through a connected digital health platform as part of medication therapy
- Learn the various pain points throughout the patient journey that can be addressed and resolved through the use of digital health tools
- Examine how pharma can add digital technology to create a more personal and interactive holistic patient journey

Omri Shor, Chief Executive Officer, [Medisafe](#)

Ema Offidani, Head of Medical Affairs, [Click Therapeutics](#)

Scott Bradley, VP of Digital Health & Centers of Excellence, [Novartis](#)

12:45pm

Lunch

2:15pm **Panel Discussion: How can we Drive Provider Wide Adoption of Digital Interventions?**

With digital therapeutics now obtaining reliable reimbursement, scaling throughout the US and beyond and achieving consistent regulatory approval, key challenges remain around adoption by healthcare providers. This panel will dive into exactly what needs to be implemented for provider wide adoption of digital interventions.

- What are the challenges to implementing digital tools into a clinicians workflow?
- How can we best educate providers on the use of digital therapies?
- What are the hurdles around data interoperability when implementing DTx into the healthcare system?
- What are some of the success stories we've seen when using digital therapeutics in the clinic?
- When can we expect to see widespread adoption of digital interventions within healthcare?

Simon Lin, Chief Research Information Officer, [Nationwide Children's Hospital](#)

Maryam Gholami, SVP, Chief Product & Technology Officer, [Providence Digital Innovation Group](#)

Meg Barron, VP, Digital Health Strategy, [American Medical Association](#)

Shaheen Lakhan, SVP, Research & Development, [Click Therapeutics](#)

3:00pm **Presentation: The role of digital pills in decentralized clinical trials and remote patient care: Partnership stories**

- The role of digital pills and how they can advance patient data and precision of dose levels
- The impact of digital pills on pharma – How pharma companies can benefit from the ability to confirm medication ingestions.
- How partnerships using digital pills in the clinical market can improve the patient experience

Valerie Sullivan, President & CEO, [etectRx](#)

3:20pm Presentation: Digital Therapeutics and Data Analytics - Transforming the Care Continuum

- Our current care continuum still falls short in incorporating social determinants of health (SDOH), and addressing patient needs before they enter the healthcare system, and after they receive healthcare services.
- Technologies that have historically transformed industries from Financial services to Retail to Media and Entertainment, are now starting to do the same for Healthcare.
- In 2020, healthcare arrived at a tipping point as the epoch called COVID-19 acted as a great catalyst to make digital health mainstream.
- The value of digital tools (such as remote patient monitoring), telehealth, analytics, and human touch and support in healthcare is well understood - what if we could combine them all?
- Collectively, do they have the power to make the optimal care continuum, clarify SDOH and assist in creating a Preventive Health realm?

Kathryn Cook, Sales Director (Population Health), [HealthIO](#); and Adjunct Professor, [OSF Saint Anthony College of Nursing](#)

3:40pm Presentation: A Deep-Dive into Theranica - Developing a PDT for Pain Management

- An Insight into Theranica's PDT for pain management
- How are Theranica utilizing neuromodulation via wearables to treat for pain

Alon Ironi, Chief Executive Officer, [Theranica](#)

4:00pm Panel Discussion: DTx as a Completely Different Treatment Modality - From 'One Size Fits Most to One Size Fits All'

- A brief overview of the various new modalities invented by digital therapeutic companies.
- Where can we see these new ways be valuable? In Mymee's case our insights into autoimmunity allowed us to solve for the Covid long haulers.
- When should digital therapeutics companies begin searching for preventative models? This past year the impact of underlying conditions have been amplified.

Mette Dyrberg, Founder & CEO, [Mymee](#)

Acacia Parks, Chief Science Officer, [Happify Health](#)

Everett Crosland, Chief Commercial Officer, [Cognito Therapeutics](#)

Kristian Ranta, Founder & CEO, [Meru Health](#)

4:40pm

Afternoon Refreshments & Networking

<p>5:10pm Presentation: Enabling Patients to take Control of their Healthcare - Introducing Transcarent</p> <ul style="list-style-type: none"> ● Introducing Transcarent - An insight into how Transcarent aims to inform patients and enable them to take control of their own health ● What impact can this system have on the patient's journey within healthcare? <p>Krisnan Sridaran, President, Transcarent</p>
<p>5:35pm Presentation: An FDA Update on the Regulation of Digital Therapeutics</p> <p>Ian Marcus, Health Scientist, FDA</p>
<p>6:00pm Chairs Closing remarks</p> <p>Amir Lahav, Digital Healthcare Innovation, Head of Digital R&D, Mitsubishi Tanabe Pharma America</p>
<p>Close of DTx East 2021 Day 2</p>

<p>Conference Day 3: Thursday, 30th September</p>
<p>9:00am Chairs Opening Remarks and Setting the Scene</p> <p>Abhishek Shah, Co-Founder & CEO, Wellthy Therapeutics</p>
<p>The Future of Digital Therapeutics</p>
<p>9:05am Keynote Fireside Chat: The Next Generation of Digital Therapeutics for Mental Health</p> <p>Through a close collaboration between SilverCloud Health and Microsoft Research, how we understand and deliver digital mental health solutions is evolving fast. This fireside chat will present the current projects we are working on, touching on some of the following issues which will drive digital solutions into the future:</p> <ul style="list-style-type: none"> ● Developing machine learning models using big data which aim to further understand engagement and personalise the experience for the user ● Applying deep-learning models in research, and how a tool which predicts clinical outcomes goes from an idea, to a large-scale trial, to real-world deployment ● Building treatment-recommendation systems that optimise the way users interact with the online program by identifying which content leads to better outcomes <p>Jorge Palacios, Senior Digital Health Scientist, Silvercloud Health Anja Thieme, Senior Researcher, Microsoft</p>
<p>9:45am Presentation: A Digital Health Habit: Utilizing AI and ML to 'Sharpen our Tools' - A Welldoc Case Study</p>

- An update on Welldoc's IDEA framework for maximizing value of digital health data
- Insights into preliminary findings of the utilizing data science and AI within DTx to advance the patients digital health journey towards personalized, actionable insights
- How has the IDEA framework helped patients and providers take the next step towards personalized healthcare?

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

10:30am

Morning Refreshments & Networking

11:10am Fireside Chat: The Next Generation of Digital Therapeutics - The bleeding edge of where technology meets biology

The field of digital therapeutics is ever evolving and pushing the limits of what digital interventions are capable of. This panel, led by those spearheading a new generation of digital interventions, will dive into the intricacies of using digital tools for disease modification and the profound effect this can have on healthcare.

- An discussion focused on utilizing digital therapeutics for disease modification
- How are these next-gen approaches giving rise to a new evolution of digital therapeutics?
- What impact can these novel therapies have on the healthcare system?
- An insight into new data released for disease-modifying DTx solutions
- Are we heading towards a division of digital therapeutics into two separate industries?

Brent Vaughan, Chief Executive Officer, [Cognito Therapeutics](#)

Owen McCarthy, President & Co-Founder, [MedRhythms](#)

11:55am Panel Discussion: What Major Steps are Needed for Digital within Healthcare to Break Through the 'Glass Ceiling'

After three days of all things digital therapeutics, this panel will dive into the 'What's Next' for the industry with key takeaways and learnings around commercialisation, regulation, R&D and more to ensure you're fully caught up on the future goals of the industry when you get back to the office!

- What are the biggest challenges that need to be addressed for the DTx industry to stay on this upward trend?
- Which industry stakeholder plays the biggest part in its success right now?
- How much of an impact can digital therapeutics have on the healthcare system?
- Is the expansion beyond a single program into multiple care pathways the right step forward?
- What will define the success of the digital therapeutics industry moving forward?

Alex Waldron, Chief Executive Officer, [Wellinks](#)

Melissa Saw, Director, Marketing Procurement, [Bayer](#)

Sean Duffy, Co-Founder & CEO, [Omada Health](#)

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

Neil Leibowitz, Chief Medical Officer, [Beacon Health Options](#)

12:40pm **Chairs Closing Remarks**

Abhishek Shah, Co-Founder & CEO, **Wellthy Therapeutics**

12:40pm

Post Event Networking

Close of DTx East 2021