DTx EAST

Advancing Digital Therapeutics into Mainstream Healthcare

27-29th September | 2022
Boston, MA

Conference Day 1: Tuesday, 27th September, 2022
9:00am **Chairs Opening Remarks and Setting the Scene** **Acacia Parks**, Chief Behavioral Officer, **Found**
9:05am **Presentation: Announcing the Digital Therapeutics Alliance Launch Playbook** **Andy Molnar**, Chief Executive Officer, **Digital Therapeutics Alliance** **Jonathan Hodgson**, Principal, **Clearview Health Partners**
9:15am **Keynote Panel Discussion: How can we Remove Friction from Across the Digital Therapeutics Lifecycle?** The digital therapeutics industry is multifaceted and is home to numerous stakeholders, all of which play their role in ensuring these effective digital solutions are effective, regulated and reach the hands of the patients. This panel, led by leaders from across the space, will discuss the areas within the digital therapeutics lifecycle where friction occurs and how we can overcome this to ensure accelerated adoption and improved health outcomes from those that need them most. ● What are the most impactful friction points within the process from design to patient adoption and why are these occurring? ● How can we streamline these processes to accelerate the current life cycle? ● Which stakeholders within the industry can make the most difference through innovating their procedures? ● Can these friction points be reduced via simple education of these new digital therapies? ● What operational infrastructure needs to be implemented to enable smooth adoption of digital therapies within each stakeholder organization? ● How can we break down silos to improve the workflows between stakeholders and increase not only the number of effective digital therapies for patients, but also the impact we can have on patients' lives? **Nick Dougherty**, VP, Digital, **Allways Health Partners** **Meg Barron**, VP, Digital Health Strategy, **American Medical Association**

Belinda Brummett, Senior Director, Digital Health Engagement, Digital Business, **Banner Health**
Yuri Maricich, Chief Medical Officer, **Pear Therapeutics**
Patricia Bradley, Global Chief Commercial Officer, **MindMaze**

9:55am **Presentation: An Update on Digital Therapeutics Regulation from the FDA**

With many regarding the path to regulatory approval as undefined, the best place to hear exactly what to expect when entering this process, the evidence you must generate and the value you need to demonstrate, is from the experts at the FDA themselves. Here is your one-stop session for all things around digital therapeutics regulation.

Brendan O'Leary, Acting Director, Digital Health Centre of Excellence, **U.S FDA**

10:20am **Presentation: Getting Physicians and Health Systems excited to adopt Digital Therapeutics**

The process for developing and proving the efficacy of digital therapeutics has received considerable attention in the past few years. However, once these tools are cleared and ready for deployment, companies face the uphill battle of getting integrated and adopted into health systems.

These challenges exist across multiple levels within these health systems, ranging from frontline physicians and care teams to executive and IT leadership. In this session, Dr. Jethwani has over a decade of experience in leading and scaling digital health tools within large integrated delivery networks, and will discuss ways to successfully gain traction and scale DTx solutions holistically within health systems and address the numerous aspects of what needs to be true for your solution, offering and value proposition to maximize your chances for success.

Kamal Jethwani, Co-Founder & CEO, **Decimal Health**

10:45am **Panel Discussion: Understanding the Reimbursement Landscape for Digital Therapeutics**

Generating reliable and replicable reimbursement for digital therapeutics has been the industry's top challenges since its inception. However, by utilizing varying business models and innovative strategies, many DTx companies are now generating revenue and getting their products into the hands of the patients. This panel, led by experts who are leading the way for reimbursement within DTx, will explore the opportunities for commercialization in digital therapeutics.

- What are the current reimbursement opportunities available for digital therapeutics companies?
- In which business models have we found success in and where needs work?
- As an industry, what work is being done to address the reimbursement challenges for digital therapeutics?
- What can we do as an industry to ensure there is continued innovation and improvement for reimbursement for digital therapeutics?

Moderated by **Jessica Hauflaire**, Chief Operating Officer, **Digital Therapeutics Alliance**
Jason Parent, Director, Clinical Innovation, **Point32Health**
Jo Masterson, Co-Founder & CEO, **2morrow**
Chris Barr, Senior Director, **Simon Kucher & Partners**
Francesca Wuttke, Founder & CEO, **nen**
Shefali Shah, Global VP, Market Access & Commercial Effectiveness, **MindMaze**

11:20am	**Morning Refreshments & Networking**

DTx East will now split into two tracks. Attendees are welcome to attend either track 1 or track 2 and swap between during the course of the day.

Track 1 **Evidence** Chaired by **Acacia Parks**, Chief Behavioral Officer, **Found**	Track 2 **Commercial** Chaired by **Melinda Decker**, Advisor & Chief Commercial Officer, **Altoida, Inc.**
11:50am **Presentation: Better Therapeutics Case Study | Outlining their Randomized, Controlled Pivotal Trial for Diabetes Treatment** ● An insight into the Better Therapeutics randomized, controlled pivotal trial & the intricacies of running this ● What were the findings of this study? ● How are Better Therapeutics moving forward with this new data and what are the next steps? **Deepti Jaggi**, Chief Commercial Officer, **Better Therapeutics**	11:50am **Presentation: Creating a Novel Data-Driven Approach for successful Payer Partnership Outcomes** ● An insight into Cognito's new claims-based predictive model for partnering with payers to improve outcomes for alzheimer's patients ● How can this approach aid with improving the identification and treatment process of patients who suffer with Alzheimers? ● What are the early successes seen from this new and adaptive process? **Sean Gregory**, Vice President, Health Economics, Market Access & Medical Affairs, **Cognito Therapeutics** **Christian Howell**, SVP & GM, Medical Device & Diagnostic Group, **Aetion**
12:10pm **Panel Discussion: Defining Best Practice when Launching and Running a Digital Therapeutic Clinical Trial** ● Outlining best practices for digital therapeutics clinical trials and RCT's. ● What are your options when running a clinical trial and are decentralized trials the next best thing? ● How can you generate high quality RWE with your digital therapeutic and how can you demonstrate value with this? ● What evidence is considered 'good' from a digital therapeutic clinical trial and how can you best present these for both reimbursement and regulatory approval? ● An insight into the validation required for FDA & non-FDA regulated solutions	12:15pm **Presentation: A Global to Local Pulse on Key DTx Trends and Emerging Evidence Standards** ● What are some of the latest global trends in DTx and broader digital solutions based on IQVIA's AppScript database (A digital health app library with assessments of 300,000+ apps across key quality indicators)? ● What opportunities and challenges are companies facing in commercializing DTx across key markets, particularly in the context of emerging DTx reimbursement pathways? ● How are evidence requirements and standards for reimbursement evolving across key markets? What are the potential implications for local and global integrated evidence strategies? **Kate Bennet**, Senior Principal, Consulting Services, **IQVIA**

Moderated by **Alankar Gupta**, VP, Clinical Development & Medical Affairs, **Click Therapeutics** **Maria Sullivan**, VP, Clinical Development, **Pear Therapeutics** **Malinda Peeples**, SVP, Clinical Services & Research, **Welldoc** **Derk Arts**, Founder & CEO, **Castor**	**Nick Mageras**, Principal, Consulting Services, **IQVIA**
	12:30pm Presentation: Insights into a Mutually Beneficial Digital Therapeutic and Payer Partnership ● What evidence, both clinical and economical, do payers need from perspective digital therapeutics to consider providing reimbursement? ● What is the most important factor payers are looking for from a digital therapeutic? ● How are Pear Therapeutics and Payers creating a mutually beneficial partnership to provide for their patients ● It's routinely mentioned that DTx companies must find the 'internal champion' with payer institutions. How can we improve this process to provide a defined route to payer access? ● What can we expect from this partnership in the next two years? **Julia Strandberg**, Chief Commercial Officer, **Pear Therapeutics** **Paul L. Jeffrey, PharmD**, **Jeffrey Consulting**

1:00pm	**Lunch & Networking**

2:00pm Panel Discussion: Pathway to Digital Therapeutics: the next paradigm of modern healthcare ● Rethinking Digital therapeutics strategy - DTx is yet to gain higher maturity and adoption levels, this gives us the opportunity to reassess the broader DTx context and redefine its strategic value proposition. The Strategic levers should revolve around – Distinction from wellness apps, clinician adoption, regulatory approval, and payer reimbursement in order to realize market potential. ● Digital Therapeutics Platforms Are Revolutionizing Healthcare- LTTS's expertise in AI, NLP, ML tools enable solving major problems that exist in healthcare and identifying digital biomarkers by collecting, validating, and leveraging digital therapeutics for prevention, assessment, and treatment. ● Adapt & Succeed in a Decentralized Landscape- Improve quality and patient safety, reduce	**2:00pm Presentation: Driving Business within Digital Therapeutics through the Government Sector** ● What form factor did you choose for the product when addressing the government sector? ● What challenges should digital therapeutic companies be aware of while looking to expand to the Government Sector (VA/DoD)? ● How can you best approach the Government Sector (VA/DoD) to drive new business and how does the process differ from the more traditional payer and employer partnerships? ● Where have Freespira and NightWare found success when partnering with the Government Sector? **Camille McMullen**, VP, Government Sales, **Freespira** **Grady Hannah**, Co-Founder & CEO, **Nightware**

complexity and trial timelines. Scalability and distribution will gain momentum and thus needs the concept of the Platform based approach as compared to condition-specific applications.

Moderated by **Vinay Tikka,** Director, Digital Engineering, **L&T Technology Services Limited**
Gaurang Patel, Vice President, Head of Information Technology, **Revance**
Eduardo Cornejo, Senior Director, Digital Innovation & Product, **Sanofi**

2:40pm **Presentation: What Evidence is Required for what types of Products to Satisfy Various Stakeholders?**

- In the digital health space, we have various types of products across the regulators spectrum: wellness, CDS, NPDT, PDT and PDT+Rx combinations
- Evidence requirements are also a function of the therapeutics area and medical condition and stakeholder
- There are many types of evidence from experimentation, to activation, to engagement, to behavioral, to clinical, to regulatory, to commercial that deliver varying types of value to different stakeholders
- Investment, timing, business model and focus will differ based upon these various parameters and should all play a part in your evidence

Alyssa Dietz, Senior Director, Precision Care Strategy, **Twill**

2:25pm **Presentation: Drug, Device and Digital Companions | A Path to Successful Commercialization**

The successful implementation of digital health interventions goes with their level of integration. By blending innovative drugs, delivery devices and digital services, treatment experience can be significantly improved at the patient and provider level. This presentation will explore how such integrated offerings can take shape and be commercially successful.

- What do we define as Drug/Device/Digital companions?
- What does a successful business model look like?
- How does Aptar Digital Health navigate in these complex offerings?

Adam Shain, VP, Business Development, **Aptar**

3:00pm **Panel Discussion: Introducing the Digital Health Regulatory Pathways Project**

In a recent survey of the digital medicine community, DiMe found that 25% of developers didn't know whether their digital health product needed to be regulated. Of those who knew their product needed to be regulated, 75% reported not knowing the optimal pathway. This session, led by industry trailblazers, DiMe, will explore the newly announced Digital Health Regulatory Pathways Project to provide you, the DTx community, with all the info you'll need to navigate this field.

- An introduction to the digital health regulatory pathways project and insights into what this project is looking to provide digital health and digital therapeutics companies with.
- What are the current challenges faced by DTx companies when deciding their regulatory pathway?
- How can identifying the right regulatory pathway for your digital therapeutic impact reimbursement, patient adoption and health outcomes?

Smit Patel, Director, Digital Medicine, **DiMe Society**
Ariel D. Stern, Associate Professor, Business Administration, **Harvard Business School |** Visiting Professor, **Hasso-Plattner-Institute's Digital Health Center**
Katie Chowdhury, Director, Regulatory Affairs, Digital & Medical Device Team, Emerging Technology & Combination Products, **Abbvie**
Danny Kim, Head of WELT USA / Corp Dev, **WELT |** Co-Chair of APAC WG, **Digital Therapeutics Alliance**
Aubrey Shick, Digital Health Advisor, **Digital Health Center of Excellence, U.S. FDA**

2:50pm **Panel Discussion: Understanding the Coding for Digital Therapeutics Reimbursement**

- Outlining the current coding for digital health reimbursement and the intricacies around what you can expect from each code.
- Understanding the new HCPCS CMS coding for prescription digital behavioral therapy and what this means for you as a digital therapeutics company.
- How can you best align your digital therapeutic with current codes and identify pathways for reimbursement?
- How will the Bi-Partisan 'Access to Prescription Digital Therapeutics'' Bill improve opportunities for reimbursement?
- An insight into working with policy makers to build new coding for digital therapeutic reimbursement.

Moderated by **Andy Molnar**, Chief Executive Officer, **Digital Therapeutics Alliance**
Beth Keyt, VP, Government Affairs, **Pear Therapeutics**
Jay Ahlman, VP, Coding & Reimbursement Policy & Strategy, **American Medical Association**
Liesl Oldstone, VP, Health Economics & Market Access, **AppliedVR**
Andrey Ostrovsky, Managing Partner, **Social Innovation Partners**

3:35pm **Afternoon Refreshments & Networking**

4:00pm **Presentation: The Placebo Arm of DTx Trials: To Sham or not to Sham?**

- What are the challenges associated with a placebo control in DTx trials?
- Is it necessary for DTx companies to develop a sham software experience? How are shams developed?
- Do digital therapeutics need a placebo? What are alternatives to digital placebos?

Whitney Stewart, Director, Clinical Project Specialist, **Curebase**
Amir Lahav, **Digital Health Innovation Advisor**

4:25pm **Panel Discussion: How Can we Innovate Clinical Research Planning to Ensure Commercial Success?**

Launching successful digital therapeutics (DTx) products requires significant planning and investment.

The value of the DTx product to patients, providers, and payers is established through a combination of clinical and economic evidence. In early-stage product development, economic evidence is sometimes overlooked or given less emphasis, but it is critical to success. Clinical evidence demonstrates the effectiveness of the DTx product in real-world settings, while economic evidence demonstrates the value of the product to all stakeholders.

How to ensure that a DTx product has the best chance for success?

The first step is to develop a clear understanding of all the stakeholders in the digital therapeutics ecosystem and their unique needs. Only then can you create a product that meets the needs of each group while also providing value to the healthcare system as a whole.

DTx manufacturers must work closely with pharma, providers and payers to design and implement studies that will meet their needs. In this session, we bring perspectives from all 4 stakeholders – DTx manufacturer (EU), DTx manufacturer (US), Pharma organization, and a commercial Payer – to discuss the challenges and opportunities associated with generating clinical and economic evidence for DTx products, to ensure commercial success.

- How important is it to generate both clinical and economic evidence in the earlier stages of product development and product validation?
- When is it worth investing in generating both clinical and economic evidence for a DTx product?
- What type of evidence do the different DTx stakeholders care about?
- How can the clinical and economic evidence be generated in a way that is acceptable to providers, payers, and other key stakeholders?
- How can manufacturers ensure that their DTx products are clinically and economically successful?
- What are some of the unique challenges associated with generating economic evidence for DTx products?
- What are the potential risks associated with launching a DTx product without sufficient economic evidence?
- What recommendations do the panelists have for DTx manufacturers/sponsors who want to build and launch a clinically and economically successful product?

Adriano Garcez, Director, Evidence & Outcomes, Digital Medicine, **ZS Associates**
Soňa Sikorová, Chief Executive Officer, **Mindpax**
Jin Lee, Director of Digital Health, Rx+ **Astellas**
Jordan Silberman, Director of Clinical Analytics and Research, Digital Care Delivery, **Anthem, Inc.**

5:05pm **Fireside Chat: The role of immersive technology innovations in the development of digital therapeutic solutions**

This session will examine the value of immersive technology such as augmented reality (AR), virtual reality (VR), and mixed reality (MR) and what role other technologies, such as haptics, play in fully capturing "presence" as part of a patient's DTx care plan. Together we will explore the art of the possible provided by haptic reality as we dive into fundamental immersive technology use cases within healthcare.

- Will immersive experiences using haptic mid-air tactile effects positively influence therapy delivery?
- How can immersive technology be used as a tool in therapeutics, performance enhancements and education?
- What facilitators and barriers exist for implementation and uptake of immersive healthcare technology?
- How will healthcare business and reimbursement models spur wider adoption of these technologies?

Steve LoSardo, Vice President, Life Science Solutions & Consulting, **SoftServe**
Azizi Seixas, Department of Psychiatry and Behavioral Sciences, Director of The Media and Innovation Lab, **University of Miami, Miller School of Medicine**

5:45pm **Presentation: Recovery For All**

- What is recovery?
- Why doesn't the industry focus on recovery as the 'endpoint' for mental health as it does for other disease areas such as physical health?
- Decoding therapy to improve recovery - Why each percentage point is meaningful.

Andrew Welchman, Executive Vice President for Impact, **ieso**

6:10pm **Panel Discussion: Where does Digital Health Start and Stop within Pharma?**

With digital health having demonstrated both positive economic and health outcomes within the healthcare system, it comes as no surprise that the largest therapeutics developers, big pharma, are starting to integrate digital into their mainstream efforts. However, innovating within a workflow designed around traditional therapeutics poses key questions that remain unanswered around how exactly digital lies with a pharmaceutical company. This panel, led by senior leaders of the pharma world, will explore exactly where digital therapeutic efforts belong within pharma.

- What are the key challenges in adopting digital therapeutic endeavors within pharma mainstream efforts?
- Where does digital health start and stop and what falls under this umbrella e.g. Discovery, digital biomarkers, decentralized trials?
- When should pharma be starting to explore the opportunities of digital healthcare and the economic and healthcare value it can create?
- Can pharma go about this independently or is partnering for development and commercialization with DTx companies preferable?
- Who should be owning and maintaining the post-launch operational efforts for digital therapeutics?
- How should digital be aligned with pharma overall corporate strategy?
- What will it take for digital to become an established and integral part of pharmas therapeutic outputs?

Moderated By: **Shwen Gwee**, Former VP, Head of Global Digital Strategy, **Formerly at Bristol Myers Squibb**
Davide Ricci, VP, US Software as a Medical Device/Digital Therapeutics, **Novo Nordisk**
Charles Haddad, AVP, Head of Product Strategy, Global Digital Health, **Eli Lilly & Company**
Brad Van Orden, Former Director, Digital Medicine & Digital Therapeutics| VP, SaaMD Engineering, **Formerly at Bristol Myers Squibb | Devote**

6:50pm **Chairs Closing Remarks**

Acacia Parks, Chief Behavioral Officer, **Found**

6:55pm **DTx East 2022 Drinks Reception**

8:25pm **Close of DTx East 2022 Day 1**

Conference Day 2: Wednesday, 28th September, 2022

9:00am Chair Opening Remarks & Setting the Scene

Amir Lahav, **Digital Health Innovation Advisor**

9:05am **Keynote Presentation: We Can do Better than Access: Akili's Roadmap for how Digital Therapeutics can Set the Bar for Equitable Benefit**

When discussing health equity and overcoming social determinants, progress is typically measured by access to high quality healthcare. However, access to healthcare doesn't always lead to benefit. Akili Interactive has set out to ensure that not only can patients, across all social determinants, have improved access to healthcare but also that the healthcare they receive is effective.

Carl Gottlieb, SVP, Head of Engineering, **Akili Interactive**
Andy Heusser, Sr. Data Science Manager, **Akili Interactive**

9:30am **Keynote Panel Discussion: How can Digital Therapeutics Combat Health Equity Challenges & Bridge the Gap to High Quality Healthcare for all Social Determinants?**

Digital Therapeutics have proven to improve patient accessibility, adoption and engagement while still delivering high quality clinical care and providing economical benefits. However, key challenges remain to ensure full integration into healthcare and ensuring health equity. This panel will explore the potential for digital therapeutics to deliver high-quality healthcare to all

- Is the current healthcare system delivering high-quality healthcare to the entire population?
- What are the current limitations within the healthcare system that are preventing access to continuous quality care for all patients?
- What are the social determinants that limit access to healthcare in the current climate?
- How does digital health and digital therapeutics lend itself to improved healthcare equity?

- How can robust personalized data generated by digital solutions help providers improve quality of care?
- As an industry, how can we ensure the healthcare system continues to improve for all patients, regardless of social determinants?

Sarah Schenck, Medical Director, Virtualist Medicine, **ChristianaCare Health System**
Sean Kinsman, Chief Clinical Officer, **Recovery One**
Risa Weisberg, Chief Medical Officer, **BehaVR**
Azizi Seixas,Department of Psychiatry and Behavioral Sciences, Director of The Media and Innovation Lab, **University of Miami, Miller School of Medicine**

10:10am **Fireside Chat: Building Creative Partnerships within Digital Therapeutics | A MedRhythms & Universal Music Group Case Study**

Since the inception of the digital therapeutics industry, we've seen a number of partnerships between DTx companies and various stakeholders within the field blossom and prove impactful. However, these partnerships are typically between Payer Groups, Provider Systems, Pharma and Government Bodies. This session, led by the pioneers within two seemingly distinct industries, will explore the intricacies of thinking outside the box and building a creating partnership to improve both patient outreach and outcomes.

- How and why has this partnership between MedRhythms and Universal Music Group come to fruition?
- What opportunities can this partnership provide for each respective company?
- How does this partnership differ from the more traditional partnerships we've seen over recent years within the DTx industry?
- How will this partnering of two industry leaders aid in reaching more patients and improving health outcomes?
- Is it time to start thinking more creatively around the partners digital therapeutics companies are working with and are partnerships like this likely to be more common in the future?
- What excites you about this partnership?

Brian Harris, Co-Founder & CEO, **MedRhythms**
Bryan Stone, SVP, Business Development, **Universal Music Group**

10:50am	**Morning Refreshments & Networking**

11:20am **Presentation: Utilizing Computer Vision and Adaptive Personalization to Transform Musculoskeletal Digital Health Therapeutics Approaches**

- How are we currently using computer vision in our day to day lives and how can we leverage this tech for musculoskeletal therapeutics?
- How can this novel and innovative technology build on current approaches and enhance therapeutic outcomes?
- A live demonstration of Kemtai's computer vision technology.

Mike Telem, Co-Founder & Chief Business Officer, **Kemtai**

11:45am Panel Discussion: 'Cracking the Code' for Patient Engagement

Although a number of companies have found the formula for getting their digital therapeutics into the hands of the patients, the uptake of digital solutions by patients has been slow. This panel, led by those who have 'cracked the code' will explore strategies to improve patient engagement and truly put digital therapeutics on the map for when patients are searching for treatment options

- Where have digital therapeutics companies found success in securing high level engagement at longevity by their patients?
- How can you get patients to 'Raise their hands' and want to be treated by these novel approaches?
- What strategies can be implemented to 'cut through the noise' and have *your* digital solution selected by the patient?
- Which strategy has seen the most success in patient engagement e.g. Utilizing a payer, employer or direct to consumer?
- Where have we seen success in utilizing this patient-focused design and development of digital therapeutics?

Moderated by **Oliver Bailey**, Associate Principal, Consulting Services, **IQVIA**
Dan Rimm, Head of Product, **Click Therapeutics**
Kirk Keaffaber, Head of Digital Health, Biomedicine Business Unit, **Eli Lilly & Company**
Veera Anantha, Co-Founder & CEO, **Constant Therapy Health**

12:25pm Panel Discussion: The Foundations of Digital Therapeutics | What Does it Mean to Build an Effective Digital Therapeutic?

- How can we best identify the therapeutics areas that might benefit from digital therapeutics from a human-centered, patient centric & healthcare system perspective?
- What should the 'right' design and development team consist of when building a digital health solution?
- Understanding how to build an effective digital therapeutic while within the clinical, regulatory and design boundaries of the industry?
- An insight into the importance of basing digital therapeutic development for widespread including across all social determinants
- What are the key lessons learned of building a digital therapeutics product within a regulated environment?

Sarah Cooper, Product Manager, **MedRhythms**
Asa Reed, Director of Engineering, **Akili Interactive**
Ted Burns, VP, Product, **Propeller Health**
Jefferson Howell, Head of Design, **Eli Lilly & Company**
Cassandra Snipes, Associate Director, Clinical Sciences, **Click Therapeutics**

1:05pm Panel Discussion: Treating the Individual Patient: Empowering Early Disease Detection and Personalized Care

Digital therapies have shown value in improving patient access and increasing engagement, but can they also drive an overall better standard of care? This panel will explore how digital medicine gives us the opportunity to move beyond merely treating the symptoms of a disease, and begin to manage patient care in new ways that allow individuals to be evaluated and treated holistically based on their specific condition.

- What is needed to enable the personalization of treatments based on the patient's unique symptoms and conditions?
- How can digital therapeutics be designed to address early disease detection and personalized treatment of ancillary conditions that may accompany the disease (ex. mental health, pain management, lifestyle, treatment side effects, etc.)
- What new opportunities do digital therapeutics provide us for supporting patients and their entire care circle?

Jaydev Thakkar, Chief Operating Officer, **Biofourmis**
Suhas Krishna, VP, Digital Health Product Management, **Bristol Myers Squibb**
Lauren Bataille, Head, Digital Director, Digital Strategy & Partnering, **Novartis**
John Cairns, Global Head of Digital, Oncology, **Sanofi**
Josh Raysman, VP, Digital Innovation Lab, **Pfizer**

1:45pm	**Lunch and Networking**

2:45pm **Panel Discussion: Driving Technology into Workflows to Scale Transformation across Healthcare Systems**

Building market adoption for digital innovation is crucial to make transformation scale. But it requires reaching a variety of stakeholders with their own pain points and incentives. In this discussion we'll examine how to drive digital technologies into existing workflows to grow adoption across healthcare systems. We'll discuss:

- How do you design digital solutions that don't require HCPs to interact with EHR?
- How do you deliver maximum value with least interruption to the HCP workflow?
- How do you align digital adoption with solving pain points for stakeholders?
- How do you build interfaces that work well within the HCP workflow?

Moderated by **Kal Patel**, Co-Founder & CEO, **BrightInsight**
Cynthia Church, Chief Strategy Officer, **Xealth**
Brad Gescheider, VP & Global Head, Digital Innovation & Patient Services, Immunology, **Sanofi**
Stephen Klasko, Catalyst Advisor, **General Catalyst**

3:25pm **Presentation: Understanding the Intricacies of Clinician Workflow Integration for Digital Health Solutions**

With new and innovative health solutions becoming readily available for healthcare providers, the physician's workflow has been asked to adapt and tailor around the adoption of these new therapeutic approaches while developers of digital solutions are shooting for seamless integration.

- How seamlessly do digital therapeutics have to fit into the clinicians workflow? Is there any room for change within this workflow?
- Is change a necessity as digital becomes a central pillar within the healthcare system?
- What can digital therapeutics companies do to ensure seamless integration and improve adoption rates for providers?

Steven Driver, Medical Director, Digital Therapeutics, **Advocate Aurora Health**

3:40pm Panel Discussion: Understanding the Importance of HEOR/RWE analysis for Digital Therapeutics

- Across the industry, what are various stakeholders' perspectives on the value of real-world evidence?
- How can you utilize real-world data to identify patient populations that would benefit from a digital therapeutic product?
- What type of real-world evidence are payers most interested in when looking to adopt digital health solutions and what should DTx companies be aware of when designing their own HEOR study?
- How can connecting various sources of healthcare data drive more insightful outcomes?
- Insights into how HEOR/RWE needs to evolve to improve partnership, economical and clinical outcomes?

Moderated by **Jina Park**, Director, Advanced Analytics, **Komodo Health**

Andy Molnar, Chief Executive Officer, **Digital Therapeutics Alliance**

Anita Mohandas, Director, Health Economics & Outcomes Research, **Twill**

Jennifer Carter, Managing Director, **Sandbox Industries & The Blue Venture Fund**

4:20pm	**Afternoon Refreshments & Networking**

4:50pm Panel Discussion: What is the Digital Vision for Providers?

Digital therapeutics, with the exception of a few, are reliant on providers using their digital solution within their daily workflow in order to reach the patients. Over recent years, we have seen increased uptake from provider groups of these innovative solutions. However, key challenges remain that are slowing the uptake of digital therapeutics within the clinic. This panel, led by the experts, will discuss exactly what provider groups need to see from a digital therapeutics to adopt them into the clinic.

- Where are we currently seeing success within the clinic?
- What clinical evidence do digital therapeutic companies need to demonstrate for providers to consider adoption?
- How seamlessly do digital therapeutics have to fit into the clinicians workflow? Is there any room for change within this workflow?
- How important is having guaranteed reimbursement for a digital solution to a provider?
- To the panelists: Do you believe digital health solutions will become a key tool within a clinicians workflow in the near future?

Santosh Mohan, Vice President, Digital, **Moffitt Cancer Center**

Mark Zhang, Associate Chief Medical Officer, Digital Innovation, **Brigham & Women's Hospital**

Aaron Farber-Chen, Senior Manager for Clinical Innovation, **Boston Children's Hospital**

Micaela Brandau, VP, Strategy & Corporate Development, **AmerisourceBergen**

5:30pm **Presentation: Supercharging Digital Therapeutics with Novel Sensor Tech**

- How are Welldoc utilizing novel sensor tech to enhance the impact of their digital therapeutics?
- What results are Welldoc seeing from this new approach?
- How can this work lead to an improved usage of digital therapeutics for patients in the future?

Anand Iyer, Chief Strategy Officer, **Welldoc**

5:50pm **Presentation: Digital Solutions Beyond the Pill: Combining Companion DTx Apps with Traditional Drug Therapies**

- An insight into Pharma's use of a digital companion for traditional pharmacological treatments
- Can digital companions improve patient health outcomes?
- What are the impacts for reimbursements when combining a digital solution with a traditional drug as a single therapeutic method

Amir Lahav, **Digital Health Innovation Advisor**

6:10pm **Panel Discussion: Ticking the Boxes for Investment within Digital Therapeutics**

Whether you're just kickstarting your digital therapeutic endeavors or undergoing your Series C funding round, demonstrating both clinical and economic value to investors is crucial in securing investment. This panel, led by the experts in the field, will dive into the intricacies of obtaining investment and ensure you are 'ticking all the necessary boxes'.

- How can digital therapeutic companies stand out from the crowd to obtain funding rounds?
- What must DTx companies have in place to achieve successful funding rounds?
- What are investors and VC firms looking for in DTx companies that will help them 'pull the trigger' on investment?
- What key piece of information would each panelist like to provide the audience to aid them in their funding endeavors?

Moderated by **Anish Shindore**, Founder & Managing Partner, **GSD Health**
Masashi Kiyomine, Founder & Managing Partner, **Kicker Ventures**
Adam Kundzewicz, Executive Director, **Boehringer Ingelheim Venture Fund**
Alyssa Reisner, Lead Director, Principal, **CVS Ventures**
Darren Sandberg, Managing Partner, **Dreamit Ventures**
Maria Forero, Senior Advisor, **Accelmed Ventures**

6:50pm **Chairs Closing Remarks**

Amir Lahav, **Digital Health Innovation Advisor**

7:00pm **DTx East 2022 Drinks Reception**

8:30pm **Close of DTx East 2022 Day 2**

Conference Day 3: Thursday, 29th September, 2022

9:00am **Chair Opening Remarks & Setting the Scene**

Danny Kim, Head of WELT USA / Corp Dev, **WELT |** Co-Chair of APAC WG, **Digital Therapeutics Alliance**

9:05am **Keynote Fireside Chat: DTx and Pharma: Beyond Commercialization**

Biopharma and digital health companies have tried to partner in the past with little success to show for it. Join DarioHealth and Sanofi for a close look at how a new relationship was shaped for success by learning from the lessons of the past and building a scope that moved collaboration beyond commercialization to develop a deeper and more valuable way to address unmet needs in the health care landscape.

Omar Manejwala, Chief Medical Officer, **Dario Health**
Alex Condoleon, VP, Head of the Digital Healthcare US, General Medicines Business Unit, **Sanofi**

9:45am **Presentation: The Future of DTx: Medication Targeting**

Digital therapeutics reflect many of the positive traits of medications, yet medications remain the most accessible option — and often the only option — for patients seeking mental health treatment.

In 2022, Big Health announced the Medication Assessment program in partnership with leading pharmacy benefit managers. Medication Assessment is a first-of-its-kind program that provides patients using mental health medications real-time access to digital therapeutics, effectively providing access to guideline-recommended mental health care for the first time at-scale.

This fireside chat will go in-depth about how to create powerful partnerships that leverage data to deliver clinical-grade solutions to patients exactly when and where they need them to truly unlock the potential of digital therapeutics.

Hosted by **Laura Lovett**, Editor, **Behavioral Health Business**
Juliette McClendon, Director of Medical Affairs, **Big Health**

10:10am **Presentation: Leveraging the True Potential of Digital Therapeutics by Offering Scalable, Affordable Solutions Addressing Health Equity & Scaling at Global Level**

This session will focus on:
- How to build scalable, affordable, evidence based, and clinically validated solutions to provide behavioral healthcare solutions for every woman across their lifecycle.
- How to expand into global markets via channel partners

Shailja Dixit, Chief Executive Officer, **Curio**

10:35am	**Morning Refreshments & Networking**

11:05am Presentation: Treating Brain Disorders with Personalized Neuromodulation | A Neuroelectrics Case Study

- Electricity: the new currency of the brain
- An insight into Neuroelectrics, revolutionizing brain therapy with personalized neuromodulation approach
- Used case: Results from the pilot study Neuroelectrics conducted with epilepsy patients

Ana Maiques, Chief Executive Officer, **Neuroelectrics**

11:30am Presentation: Mainstreaming Cannabinoid-based Treatments Via a Digital Health Platform | EO Care Inc.

The cannabis legalization wave has led to an explosion in the use of cannabis products for pain, sleep disorders, anxiety, and a host of other health-related needs. Today, 90% of Americans believe cannabis should be available as a medical treatment. However, to date there's been no way to affordably provide and scale the ongoing clinician oversight most researchers now agree is essential for the optimal and safe use of cannabis for medical and wellness purposes. As a result, many are using cannabis suboptimally and often unsafely. And critically, the leading healthcare networks and payers have been unable to conduct the essential cannabis care pilots that will eventually lead to the thoughtful provision of reimbursable cannabis treatments and products.

This presentation will:

- Review why and how most current cannabis care provision is inadequate.
- Explain why and how a patient companion app, data model and clinician enablement platform driven approach may be the only way to provide responsible cannabis care at scale.
- Discuss the real-world outcome metrics that are most important in the effort to "unlock" healthcare networks and payers.

Ben Caplan, Co-Founder and Chief Medical Officer, **EO Care, Inc.**
Dave Batista, Co-Founder and Chief Experience Officer, **EO Care, Inc.**

11:55am Presentation: Insights into CureApp's Approach in digitatilizing Japanese Healthcare

- Understanding the current digital therapeutic landscape in Japan
- What are the traditional approaches in tackling hypertension and how are CureApp leveraging digital solutions to improve care?
- Insights into the past practices in navigating the regulatory landscape in Japan
- How are CureApp approaching challenges around patient engagement, what are the pitfalls and where have they seen success?

Shijun Jo, Head of Global Business Development, **CureApp**

12:20pm Case Study Panel Discussion: PDT 2.0: An ecosystem beyond CBT

- How is Click building off the foundational framework of CBT and going after faulty neural circuits?
- What are the challenges with testing these PDTs?

- What are the impacts to patients, providers and payers?

Moderated by **Shaheen Lakhan**, Chief Medical Officer, **Click Therapeutics**
Laura Taraboanta, Senior Manager, Head of Clinical Strategy & Innovation, **Click Therapeutics**
Brenden Hare, Associate Director, Medical Affairs, **Click Therapeutics**
Rich DeNunzio, Chief Commercial Officer, **Click Therapeutics**
Alankar Gupta, VP, Medical Affairs & Clinical Development, **Click Therapeutics**

1:00pm **Chairs Closing Remarks**

Danny Kim, Head of WELT USA / Corp Dev, **WELT |** Co-Chair of APAC WG, **Digital Therapeutics Alliance**

Close of DTx East 2022