



DTx EAST

September 26 - 28 | 2023
Boston, MA

Conference Day 1: September, 2023

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

Seth Feuerstein, Founder & CEO, [Oui Therapeutics](#)

9:10am **Keynote Panel Discussion: DTx Today: Are We Where We Thought We Would Be?**

- Has 2023 panned out differently to how you envisioned it to?
- What's gone right? Can each speaker give one aspect of the industry which is prospering?
- Now, what's gone wrong? Can each speaker give one aspect of the industry which is struggling?
- Which stakeholders need to take charge and help to implement change?

Moderator: **Andy Molnar**, Chief Executive Officer, [Digital Therapeutics Alliance](#)

Michael Hasselberg, Chief Digital Health Officer, [University of Rochester Medical Center](#)

Omar Manejwala, Chief Medical Officer, [Dario Health](#)

Ramita Tandon, Chief Clinical Trials Officer, [Walgreens](#)

Liesl Oldstone, Vice President, Health Economics & Market Access, [AppliedVR](#)

10:00am **Keynote Panel Discussion: Details Matter: Best Practices for Evidence Assessment in Digital Health**

- How should evidence be used to inform adoption decisions for digital health interventions?
- How can digital health solutions providers generate appropriate evidence in an efficient and feasible manner?
- What evidence quality criteria may be important when assessing the potential health equity impact of digital health interventions? Beyond encouraging representativeness, what are best practices to investigate (at least) noninferiority in underserved patient groups?
- What are some key quality criteria for assessment of real-world evidence in digital health? When is this term appropriate—and when can it be misleading?
- What are some of the highest priority steps we can take in the digital health community to move in an evidence-based direction and improve clinical outcomes across diverse groups of patients?

Moderator: **Jordan Silberman**, Director of Clinical Analytics and Research, Digital Care Delivery, **Elevance Health**
Siavash Sarlati, Medical Director, **Elevance Health**
Jennifer Goldsack, CEO, **Digital Medicine Society**
Anindita Saha, Assistant Director, Digital Health Center of Excellence, **FDA**
Andrey Ostrovsky, Former Chief Medical Officer, **US Medicaid Program**

11:00am

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

Next Steps in DTx

Seth Feuerstein, Founder & CEO, **Oui Therapeutics**

Track 2

DTx 101

Amir Lahav, Strategic Advisor, **Pharma & MedTech**

11:40am **Presentation: Large Scale Global Digital Assessments**

- How do we 'localize' Digital Biomarkers to different regions?
- How do we make measurements across languages and cultures?
- How do we achieve scale?

Vaibhav Narayan, Executive Vice President, **David Alzheimers Collaborative**

11:40am **Presentation: Truly Defining Digital Therapeutics**

- What is a digital therapeutic?
- What is the difference between a digital therapeutic and a prescription digital therapeutic (PDT)?
- Where do digital therapeutics sit within Digital Health?
- What variations of DTx exist?

Kim Baden-Kristensen, CEO - Co-Founder, **Brain+**

<p>12:05pm Panel Discussion: Diversifying the DTx Portfolio</p> <ul style="list-style-type: none"> ● Having one end solution doesn't cut it, it's time to get creative ● How would you define the current climate of digital therapeutics? ● Are we seeing an urgency for companies to branch out from solely DTx solutions? ● Which stakeholders should companies be looking to partner up with? ● How do companies need to be thinking to survive in the DTx industry? <p>Patricia Bradley, Global Chief Commercial Officer, MindMaze Ciara Clancy, Chief Executive Officer, Beats Medical Kal Patel, Co-Founder & CEO, BrightInsight Josh Gaffey, VP Digital Health & Medicine, Head of Strategy, Pipeline & Engineering, Pfizer Quynh Pham, Scientific Investigator & Principal Investigator, Centre for Digital Therapeutics, University Health Network</p>	<p>12:05pm Panel Discussion: The Key Components of Building a Successful DTx Product</p> <ul style="list-style-type: none"> ● What are the elements you must take into account when building a DTx product? ● Has the criteria changed over the past few years? ● How to design a DTx product? ● What are the major stakeholders looking to see in a digital therapeutic: Policy makers, HCPS and Payers? ● How should you be thinking about the patient when building your digital therapeutic? <p>Moderator: Mette Dyhrberg, Founder & CEO, Mymee Mark Guarraia, Vice President, Design & User Experience, Novo Nordisk Owen McCarthy, President, Board of Directors, Co-Founder, MedRhythms Kristin Wynholds, Chief Product Officer, Better Therapeutics Tim Campellone, Vice President Translational Science, Woebot Health</p>
<p>1:00pm Lunch & Networking</p>	
<p>2:30pm Fireside Chat: Good Data Stewardship Benefits us All: How to Protect Every Stakeholder in Healthcare</p> <ul style="list-style-type: none"> ● What does good data stewardship entail, and why is it important? ● What role do DTx platforms play in facilitating the movement of data in the healthcare ecosystem? How do we plan for data reuse and outline permissions for new use cases with existing data, especially as more data streams become available? ● Which security measures, certifications, and data harmonization practices should DTx platforms obtain or perform to protect every stakeholder in healthcare? What are the regulatory compliance implications of emerging requirements such as FDA 21CFR Part 11? ● How should pharma, health systems, and payers engage with DTx platforms to ensure good data stewardship and maintain patient 	<p>2:30pm Presentation: Laying out the Roadmap to Achieving Commercial Success in Digital Therapeutics</p> <ul style="list-style-type: none"> ● What are your options for achieving commercial success? ● What does DTx bring to the table that other medical solutions are missing? ● How to build a well polished digital therapeutics commercial business model? <p>Joe Perekupka, Chief Executive Officer, Freespira</p>

<p>trust?</p> <p>Yury Rozenman, SVP of Pharmaceutical & Life Sciences, Propeller Health Susa Monacelli, General Manager, Propeller Health</p>	
<p>2:55pm Panel Discussion: Bringing Digital into Women’s Health: The Future of Femtech</p> <ul style="list-style-type: none"> • How can digital tools be best utilized to reimagine women's health? • Which companies are doing interesting work in the space? What can they teach us? • How can DTx be incorporated to make Femtech more accessible? • What are the current challenges in providing accessible and high quality perinatal care? • Where are we seeing gaps in provider understanding & education of women's health journey and how can we strategize to tackle these? <p>Missy Lavender, Chief Executive Officer, Renalis Elina Berglund, Chief Executive Officer, Natural Cycles Colette Courtion, Chief Executive Officer, Joylux Eileen Maus, Chief Executive Officer, Axena Health</p>	<p>2:55pm Panel Discussion: What I Didn’t Know That I Do Know Now...</p> <ul style="list-style-type: none"> • Lessons learnt from the DTx veterans • Tips and tricks for starting a digital therapeutics company • What should companies avoid when entering the market? • How to make your business model attractive to investors? • What are some key trends and advancements to watch for in the DTx space over the next few years? <p>Anand Iyer, Chief Analytics Officer, Welldoc Matthias Zenker, Chief Medical Solutions Officer, GAIA AG Scott Kollins, Chief Medical Officer, Akili Interactive</p>
<p>3:40pm Afternoon Refreshments & Networking</p>	
<p>4:10pm Panel Discussion: Breaking Down the Wall of Provider & Patient Adoption of DTx: What’s Still Stopping Us?</p> <ul style="list-style-type: none"> • What are the key areas we need to address to help increase adoption of digital health tools? • How do we better educate physicians and patients that DTx can solve unmet medical needs? Is evidence lacking? • What changes need to be made within the clinician workflow to give HCPs better access to digital therapeutics? • Are people ready for DTx? What’s it going to take? Are we stuck? <p>Moderator: Diane Gomez-Thinnes, Chief Commercial Officer, Better Therapeutics Elli Kaplan, Co-Founder & Chief Executive Officer, Neurotrack Benjamin Alouf, Chief Medical Officer, Limbox JD Friedland, Managing Director, Ventures, Cleveland Clinic Peter Clardy, Senior Clinical Specialist, Google</p>	
<p>4:50pm Chairs Closing Remarks</p> <p>Seth Feuerstein, Founder & CEO, Oui Therapeutics</p>	

5:00pm	DTx East 2023 Drinks Reception
6:00pm	Close of DTx East 2023 Day 1

Conference Day 2: September, 2023	
9:00am Chair Opening Remarks & Setting the Scene	
Frank Karbe, Chief Executive Officer, Better Therapeutics	
9:10am Keynote Presentation: A Mutually Beneficial Partnership Between DTx and Employers: How Did We Do It?	
<ul style="list-style-type: none"> Insights into establishing a partnership with a large employer group How can DTx companies make themselves more attractive to employers? Are we going to see more of these partnerships moving forward? 	
Chris Wasden, Chief Strategy Officer, Twill	
9:45am Keynote Panel Discussion: Painting the Picture of the Future of Digital Therapeutic Partnerships	
<ul style="list-style-type: none"> Who will DTx be looking to partner with going into 2024? What role is pharma going to continue to play in digital therapeutics? What options do digital therapeutic companies have when it comes to partnering? How do you ensure you're making the right decision between Pharma, Employers, HCPs, etc.? 	
Moderator: Anish Shindore , Managing Partner, GSD Health	
Santosh Shahnbhag , Chief Financial Officer, Akili Interactive	
Pamela Stahl , President & Global Chief Commercial Officer, Sidekick Health	
Amy McDonough , Managing Director & GM, Fitbit Health Solutions, Google	
10:40am Morning Refreshments & Networking	
<p style="text-align: center;"><u>Track 1</u></p> <p style="text-align: center;"><u>Commercial</u></p> <p>Frank Karbe, Chief Executive Officer, Better Therapeutics</p>	<p style="text-align: center;"><u>Track 2</u></p> <p style="text-align: center;"><u>Evidence</u></p> <p>Ana Maiques, Chief Executive Officer, Neuroelectrics</p>

<p>11:20am Presentation: Current Reimbursement Landscape and Adoption Hurdles in Japan</p> <ul style="list-style-type: none"> ● Current regulatory and reimbursement landscapes and upcoming policies ● Real-world data from CureApp’s hypertension PDT ● Adoption hurdles in the market and our approach to physician engagement <p>Yosuke Shimizu, Lead, Global Business Development, CureApp</p>	<p>11:20am Case Study: Designing Clinical Trials for Digital Therapeutics: Best Practices and Lessons Learned</p> <ul style="list-style-type: none"> ● Real-world case studies highlighting the importance of reaching, recruiting, and, most importantly, retaining a diverse target population longitudinally to generate robust real-world evidence. ● Overview of the Intuition Study and the early learnings showing the feasibility of understanding real-world cognitive outcomes <p>Abhishek Pratap, Head of Data Innovation, Biogen Richard Hughes, Head of Cognitive & Mental Health Sciences, Biogen</p>
<p>11:45am Panel Discussion: Beyond the Download: Exploring Techniques for Long-Term Patient Engagement in Digital Therapeutics</p> <ul style="list-style-type: none"> ● What strategies are DTx companies implementing to increase long-term retention of their products? ● Where are we seeing the most success in patient engagement e.g. Utilizing a payer, employer or direct to consumer? ● How can digital be utilized to better the patient journey? <p>Moderator: Cecile Dubois, Co-Founder & CEO, Sonio Mark Olson, Chief Executive Officer, Recovery One Roger Jansen, Chief Innovation & Digital Health Officer, MSU Healthcare Craig Lund, Chief Executive Officer, Mightier Jessica McKinney, VP Medical Affairs & Clinical Advocacy, Axena Health</p>	<p>11:45am Panel Discussion: Challenges and Solutions in Conducting Clinical Trials for Digital Therapeutics</p> <ul style="list-style-type: none"> ● Are digital biomarkers and wearables going to streamline clinical trials to make them more efficient? ● What seems to be getting in the way of adopting decentralized clinical trials? What are we waiting for? ● Are we taking enough consideration to ensure that socio-economic, gender and racial diversity is the data? ● What does the future of DTx clinical trials look like? ● What advice would you give to start-ups when running their first DTx clinical trial? <p>Moderator: Danielle Bradley, Senior Director of Clinical Value & Evidence, Big Health Tim Callahan, VP, Scientific Affairs, Philips Pharma Solutions Robert Gabbay, Associate Professor of Medicine, Harvard Medical School Josh Rose, VP, Head of Clinical Trial Delivery, Site Solutions Strategy, CVS Health Elena Heber, Co-Founder & Chief Clinical Officer, HelloBetter</p>
<p>12:30pm Lunch and Networking</p>	

<p>2:10pm Presentation: 5 Ruinous Blunders Companies Make When Presenting to Payers and How to Fix Them</p> <ul style="list-style-type: none"> ● Getting to Grips with Digital Therapeutic Reimbursement and Public Policy Opportunities ● An update on the current DTx reimbursement landscape, how is this changing? ● Which business models are more attractive to payers? ● What are the legislative options for reimbursing digital therapeutics? <p>Matthew Tucker, Chief Commercial Officer, Nightware</p>	<p>2:10pm Presentation: How the VA Plan to Integrate Digital Into Their Workflow</p> <ul style="list-style-type: none"> ● How can digital be incorporated into healthcare to deliver more appropriate care models? ● What is the VA looking for when assessing digital therapeutic tools? ● What are your options when building your payment model? <p>Cole Zanetti, Chief Health Informatics Officer Senior Advisor for the VA Center for Care & Payment Innovation, U.S. Department of Veterans Affairs</p>
<p>2:35pm Fireside Chat: Understanding the Fundamental Differences Between Scaling DTx in the US vs Europe</p> <ul style="list-style-type: none"> ● What are the different challenges we're facing in market entry and how to mitigate them? ● How to manage varying legislation requirements? ● How to ensure you have a plan for scaling when awaiting reimbursement? ● What changes can we see in the landscape in the EU and in the US? ● How to manage the changing trends in DTx, including hybrid models and app fatigue? ● What is the next wave for DTx? <p>Emanuela Kufel, Co-Founder & UK CEO, Prosoma Andrzej Jonczyk, Co-Founder, Chief Strategy Officer & Head of USA, Prosoma</p>	<p>2:35pm Panel Discussion: Managing the Regulatory Obstacles for SaMDs in 2023</p> <ul style="list-style-type: none"> ● There is an unwritten dichotomy between what software based DTx are & how the regulatory frameworks are organized ● How much of an algorithm can you change for its regulatory classification to change? ● How are companies managing to innovate software with regulatory barriers in the way? ● What needs to change in the framework? ● How do we implement the change? ● Patient outcomes how should FDA consider the regulatory aspects and the patient aspects what is the evidence and outcomes focus <p>Jyotsna Mehta, Founder & CEO, Keva Health Carrie Nixon, Managing Partner, Nixon Gwilt Law Smit Patel, Associate Director, Digital Medicine Society</p>
<p>3:10pm Afternoon Refreshments & Networking</p>	

3:50pm **Panel Discussion: Rethinking the Rules on Digital Therapeutics Commercial Strategy**

- What commercial models exist outside of the PDTs route?
- How may certain product profiles suit some commercial models better than others?
- Where should DTx companies be looking for partners to help scale-up business?
- How could DTx companies collaborate better?
- What can DTx learn from telehealth, digital health and virtual first care?
- What's the missing piece to scaling DTx?

Moderator: **Matthew Tucker**, Chief Commercial Officer, [Nightware](#)

Danny Kim, Head of WELT USA, [WELT](#)

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

Shefali Shah, Global VP, Market Value & Commercial Effectiveness, [MindMaze](#)

David Klein, Co-Founder & CEO, [Click Therapeutics](#)

4:50pm **Chairs Closing Remarks**

Frank Karbe, Chief Executive Officer, [Better Therapeutics](#)

5:00pm **DTx East 2023 Drinks Reception**

6:00pm

Close of DTx East 2023 Day 2

Conference Day 3: September, 2023

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

Risa Weisberg, Chief Clinical Officer, **BehaVR**

9:10am **Shark Tank Pitches – DTx Start-Up Companies Pitch to A Panel of Investors**

Start-Up DTx Companies

Companies to be Announced

Investors

Linda Li, Partner, **Cleveland Clinic Ventures**

Alexandra Lundin, Vice President, **Insight Partners**

Alyssa Reisner, Director & Principal, **CVS Ventures**

Adam Kundzewicz, Executive Director, Venture Fund, **Boehringer Ingelheim**

11:00am

Morning Refreshments & Networking

11:40am **Closing Panel: Lessons Learnt from a Decade in DTx: How to Stay Thriving**

- A deep dive into how you shouldn't build a digital therapeutics business
- Industry pioneers discuss learnings after 10 years of barrier breaking, successes, false starts, and pivots
- What are some emerging trends in the industry that may affect the success of digital therapeutics companies?
- What could Pear Therapeutics have done differently looking back?
- Where are the warning signs that a digital therapeutics company may be in trouble?
- Going forward, how can others learn from these failures to avoid making similar mistakes?

Eddie Martucci, Chief Executive Officer, **Akili Interactive**

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

Edward Cox, Head & General Manager of Digital Health, **Pfizer**

12:20pm **Chairs Closing Remarks**

Risa Weisberg, Chief Clinical Officer, **BehaVR**

12:30pm

Close of DTx East 2023