



# DTx EAST

September 26 - 28 | 2023  
Boston, MA

**Conference Day 1: Tuesday, September 26th, 2023**

8:00am **Registration and Networking**

9:00am **Chair's 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](#)

**John Campbell**, Head of Decentralized Clinical Trials, [Walgreens](#)

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

**Chuck Gammal**, Partner, [Simon-Kucher](#)

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**

**Smit Patel**, Associate Program Director, **Digital Medicine Society**

**Andrey Ostrovsky**, Former Chief Medical Officer, **US Medicaid Program**

**Sonja Fulmer**, Deputy Director, Digital Health Center of Excellence, **FDA**

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: The Role of DTx Partnerships, Pharmaceuticals and Technology in Transforming Healthcare**

- How is the emergence of AI and technology helping to transform healthcare?
- Why is regulation key to advancing health innovation?
- What are the use cases where DTx is making an impact for both pharma and patients?
- What are the lessons learnt from successful real world partnerships?

**Mert Aral**, Chief Medical Officer, **Huma**

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

- What is the role of Digital Therapeutics (DTx) as a change-maker in the healthcare ecosystem, particularly in terms of creating equitable access to healthcare?
- What does DTx encompass beyond its hardware and software components, including tech-enabled therapy and healthcare delivery, and how does this broader perspective impact product strategy?
- How can a DTx company develop a successful and evolving business strategy in light of the evolving frameworks for regulation and reimbursement in the DTx industry?

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

12:10pm **Panel Discussion: Diversifying the DTx Portfolio**

- Does having one end solution cut it?
- 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?

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

**Patricia Bradley**, Global Chief Commercial Officer, **MindMaze**

**Ciara Clancy**, Chief Executive Officer, **Beats Medical**

**Kal Patel, MD**, Co-Founder & CEO, **BrightInsight**

**Josh Gaffey**, VP Digital Health & Medicine, Head of Strategy, Pipeline & Engineering, **Pfizer**

**Joseph Cafazzo**, Centre for Digital Therapeutics, **University Health Network**

12:05pm **Strategies for Accelerating DTx Software Releases: Achieving Rapid Deployment and Regulatory Compliance**

- Move faster with best software development practices: Explore best practices for R&D and QA teams to build and deploy cloud-based, FDA-regulated software at scale by streamlining release cycles and leveraging new tools to improve quality/compliance SOPs.
- Tackling Common Issues in Medical Software Development: Learn best practices for tackling the most common pain points of medical software development, including delayed release times, increasing demands of traceability, and continuous risk management.
- Gain a competitive edge by strategically addressing regulatory requirements: Gain an overview of the critical changes in medical software regulations over the last 6 months, including the October 1st deadline for critical new software requirements.

**Erez Kaminiski**, CEO & Founder, **Ketryx**

12:30pm **Panel Discussion: The Key Components of Building a Successful DTx Product**

- What are key elements that go into building a successful digital therapeutic?
- Has this changed over the past few years?
- 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?

Moderator: **Mette Dyhrberg**, Founder & CEO, **Mymee**

**Mark Guarraia**, Vice President, Design & User Experience, **Novo Nordisk**

**Acacia Parks**, Founder, **Liquid Amber**

**Diane Gomez-Thinnes**, Chief Commercial Officer, **Better Therapeutics**

**Tim Campellone**, Vice President Translational Science, **Woebot Health**

1:10pm

## Lunch & Networking

### 2:30pm Presentation: Good Data Stewardship Benefits us All: How to Protect Every Stakeholder in Healthcare

- 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 trust?

**Yury Rozenman**, SVP of Pharmaceutical & Life Sciences, [Propeller Health](#)

### 2:30pm Presentation: Laying out the Roadmap to Achieving Commercial Success in Digital Therapeutics

- 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?

**Joe Perekupka**, Chief Executive Officer, [Freespira](#)

### 2:55pm Panel Discussion: Bringing Digital into Women's Health: The Future of Femtech

- How can digital tools be best utilized to reimagine women's health?
- How can DTx be incorporated to make women's health more accessible?
- What are the current challenges in providing accessible and high quality perinatal care?
- Which companies are doing interesting work in the space? What can we learn from them?
- Where are we seeing gaps in provider understanding & education of women's health journey and how can we strategize to tackle these?

Moderator: **Renae Beaumont**, Assistant Professor of Psychology in Clinical Psychiatry, [Weill Cornell](#)

### 2:55pm Panel Discussion: What I Didn't Know That I Do Know Now...

- 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?

Moderator: **Amir Lahav**, Strategic Advisor, [Pharma & MedTech](#)  
**Anand Iyer**, Chief Analytics Officer, [Welldoc](#)  
**Matthias Zenker**, Chief Medical Solutions Officer, [GAIA AG](#)  
**Scott Kollins**, Chief Medical Officer, [Akili Interactive](#)  
**Shwen Gwee**, Former VP & Head of Global Strategy Digital

<p><b>Medicine</b>  <b>Missy Lavender</b>, Chief Executive Officer, <b>Renalis</b>  <b>Health</b>  <b>Elina Berglund</b>, Chief Executive Officer, <b>Natural Cycles</b>  <b>Eileen Maus</b>, Chief Executive Officer, <b>Axena Health</b></p>	<p>Strategy, <b>Formerly Bristol Myers Squibb</b></p>
<p>3:40pm <b>Afternoon Refreshments &amp; Networking</b></p>	
<p>4:10pm <b>Panel Discussion: Breaking Down the Wall of Provider &amp; Patient Adoption of DTx: What's Still Stopping Us?</b></p> <ul style="list-style-type: none"> <li>• What are the key areas we need to address to help increase adoption of digital health tools?</li> <li>• How do we better educate physicians and patients that DTx can solve unmet medical needs? Is evidence lacking?</li> <li>• What changes need to be made within the clinician workflow to give HCPs better access to digital therapeutics?</li> <li>• Are people ready for DTx? What's it going to take? Are we stuck?</li> </ul> <p>Moderator: <b>Diane Gomez-Thinnes</b>, Chief Commercial Officer, <b>Better Therapeutics</b>  <b>Jordan Glenn</b>, Chief Science Officer, <b>Neurotrack</b>  <b>Benjamin Alouf</b>, Chief Medical Officer, <b>Limbix</b>  <b>JD Friedland</b>, Managing Director, Ventures, <b>Cleveland Clinic</b>  <b>Peter Clardy</b>, Senior Clinical Specialist, <b>Google</b></p>	
<p>4:50pm <b>Chair's Closing Remarks</b></p> <p><b>Seth Feuerstein</b>, Founder &amp; CEO, <b>Oui Therapeutics</b></p>	
<p>5:00pm <b>DTx East 2023 Drinks Reception</b></p>	
<p>6:00pm <b>Close of DTx East 2023 Day 1</b></p>	

**Conference Day 2: September 27th, 2023**

8:00am **Registration and Networking**

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

**Frank Karbe**, Chief Executive Officer, **Better Therapeutics**

9:10am **Keynote Fireside Chat: Data-Driven Empowerment of Patients Towards Shared Decision Making for Improved Outcomes**

- How can patients' voices be elevated in clinical decision making to ensure the right care is delivered at the right time?
- What approach can be taken for true patient-centric design to ensure unmet needs are solved?
- Which types of partnerships across the healthcare ecosystem look to be successful in creating these types of solutions and what is the role of Pharma in this?
- How have Dawn Health and Novartis approached these aspects when developing the Ekiva solution for MS patients that aims to empower patients through remote disease activity tracking?
- What is required to make these kinds of solutions sustainable over the longer term and which disease areas are most relevant for this type of offering?

**Daniel Gewecke Daugaard**, Founder & Co-CEO, **Dawn Health**

**Anders Tveteraas**, International Head of Patient Solutions & Services, **Novartis**

9:40am **Keynote Fireside Chat: Leveraging DTx to Build the Future of Employee Benefits**

- Insights into a successful global rollout
- What is the value of DTx to employees/customers?
- How can DTx enhance employee benefits?

**Chris Wasden**, Chief Strategy Officer, **Twill**

**Eliane Boucher**, Senior Director, Behavioural Science, **Twill**

**Julie Anderson**, Principal, Behavioural Health Solutions, **Amazon**

10:10am **Keynote Panel Discussion: Painting the Picture of the Future of Digital Therapeutic Partnerships**

- 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 Shanbhag**, Chief Financial Officer, **Akili Interactive**  
**Sam Oddsson**, Co-Founder & Chief Clinical Officer, **Sidekick Health**  
**Shirin Ahmed**, Head of Strategy & Innovation in Care, **AstraZeneca**  
**Amy McDonough**, Managing Director & GM, Fitbit Health Solutions, **Google**

10:50am

## 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

#### Commercial

**Frank Karbe**, Chief Executive Officer, **Better Therapeutics**

### Track 2

#### Evidence

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

11:20am **Presentation: Scaling Global Delivery of Patient Digital Health Apps: Lessons and Expert Tips**

- How a global API-driven platform provided the necessary agility and infrastructure to launch patient apps with deep functionality at an accelerated speed
- Extended benefits of extensible data model and agile processes that accelerate time to market
- Overcoming challenges for commercial teams to develop and launch custom digital health apps at scale across various health conditions and therapeutic areas worldwide
- Ensuring patient-centricity of companion apps without compromising privacy, security, and compliance with national, regional, and local laws and regulations

**Syed Arshad**, Chief Executive Officer, **NewPage Solutions**  
**Amjad Khan**, VP Customer Success, **NewPage Solutions**

11:20am **Case Study: Designing Clinical Trials for Digital Therapeutics: Best Practices and Lessons Learned**

- 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

**Abhishek Pratap**, Senior Clinical Program Leader, CNS, **Boehringer Ingelheim**  
**Richard Hughes**, Head of Cognitive & Mental Health Sciences, **Biogen**

<p><b>11:50am Presentation: Latest DTx Market Trends and Value Proposition to Industry</b></p> <ul style="list-style-type: none"> <li>• What are the latest DTx and broader digital health solution trends based on IQVIA's AppScript digital health database and IQVIA's Institute of Human Data Science research insights on digital biomarker data?</li> <li>• What opportunities and challenges are companies currently facing in demonstrating value and commercializing DTx and digital health solutions across markets, in the context of emerging reimbursement pathways?</li> <li>• How and why are biopharma organizations and digital health companies partnering together to realize the value potential of digital health solutions, and what are the industry implications moving forward?</li> </ul> <p><b>Nick Mageras</b>, Principal, Digital Health Strategy Consulting, <a href="#">IQVIA</a>  <b>Deanna Nass</b>, Research Director, IQVIA Institute for Human Data Science, <a href="#">IQVIA</a></p>	<p><b>11:50am Fireside Chat: Triumphant Over Obstacles: Our Journey Through the Digital Health Evidence Generation for a SaMD Product</b></p> <ul style="list-style-type: none"> <li>• The digital health industry is expanding quickly—but not always successfully—with new and innovative products and services being introduced at a steady pace.</li> <li>• However, ensuring the safety, efficacy and value of these products requires a strong focus on evidence generation.</li> <li>• Here we will explore the experiences and perspectives of experts who have played a crucial role in validating life-saving digital health products to market.</li> </ul> <p>Moderator: <b>Eugene Borukhovich</b>, Co-Founder &amp; COO, <a href="#">YourCoach Health</a>  <b>F. Perry Wilson</b>, Associate Professor of Medicine &amp; Public Health   Director of the Clinical and Translational Research Accelerator, <a href="#">Yale School of Medicine</a>  <b>Eliane Boucher</b>, Senior Director, Behavioural Science, <a href="#">Twill</a>  <b>Adriano Garcez</b>, Digital Evidence Generation Director, <a href="#">ZS</a></p>
<p><b>12:15pm Presentation: Dropping a DTx into the Ecosystem Doesn't Guarantee They will Use It: Deploying Implementation and Commercialization Strategies that Work</b></p> <ul style="list-style-type: none"> <li>• Explore three key strategies to avoid the graveyard of failed digital therapeutics</li> <li>• Learn how Glooko leverages the patient-provider therapeutic alliance to catalyze DTx commercialization and adoption</li> <li>• Discuss the value of precision engagement to drive a sustainable and continuously improving product</li> </ul> <p><b>Mark Clements</b>, Chief Medical Officer, <a href="#">Glooko</a></p>	<p><b>12:30pm Panel Discussion: Challenges and Solutions in Conducting Clinical Trials for Digital Therapeutics</b></p> <ul style="list-style-type: none"> <li>• Are digital biomarkers and wearables going to streamline clinical trials to make them more efficient?</li> <li>• What seems to be getting in the way of adopting decentralized clinical trials? What are we waiting for?</li> <li>• Are we taking enough consideration to ensure that socio-economic, gender and racial diversity is the data?</li> <li>• What does the future of DTx clinical trials look like?</li> <li>• What advice would you give to start-ups when running their first DTx clinical trial?</li> </ul> <p>Moderator: <b>Danielle Bradley</b>, Senior Director of Clinical Value &amp; Evidence, <a href="#">Big Health</a>  <b>Tim Callahan</b>, VP, Scientific Affairs, <a href="#">Philips Pharma Solutions</a>  <b>Elena Heber</b>, Co-Founder &amp; Chief Clinical Officer, <a href="#">HelloBetter</a>  <b>Kristen Harnack</b>, Director of Solutions Consulting, <a href="#">Castor</a></p>



12:40pm **Panel Discussion: Beyond the Download: Exploring Techniques for Long-Term Patient Engagement in Digital Therapeutics**

- 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?

Moderator: **Laura Yecies**, Chief Executive Officer, **Bone Health Technologies**  
**Neil Hattangadi**, Chief Executive Officer, **Cortica**  
**Vijay Ravindran**, Chief Executive Officer, **Floreo**  
**Craig Lund**, Chief Executive Officer, **Mightier**  
**Jessica McKinney**, VP Clinical Affairs & Global Health, **Axena Health**

1:20pm

**Lunch and Networking**

2:30pm **Presentation: 5 Ruinous Blunders Companies Make When Presenting to Payers and How to Fix Them**

- 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?

**Matthew Tucker**, Chief Commercial Officer, **Nightware**

2:30pm **Presentation: How the VA Plan to Integrate Digital Into Their Workflow**

- 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?

**Cole Zanetti**, Chief Health Informatics Officer | Senior Advisor for the VA Center for Care & Payment Innovation, **U.S. Department of Veterans Affairs**

2:55pm **Fireside Chat: Understanding the Fundamental Differences Between Scaling DTx in the US vs Europe**

- 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?

**Emanuela Kufel**, Co-Founder & UK CEO, [Prosoma](#)  
**Andrzej Jonczyk**, Co-Founder, Chief Strategy Officer & Head of USA, [Prosoma](#)

2:55pm **Panel Discussion: Managing the Regulatory Obstacles for SaMDs in 2023**

- 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?

Moderator: **Smit Patel**, Associate Director, [Digital Medicine Society](#)

**Sonja Fulmer**, Deputy Director, Digital Health Center of Excellence, [FDA](#)

**Jyotsna Mehta**, Founder & CEO, [Keva Health](#)

**Carrie Nixon**, Managing Partner, [Nixon Gwilt Law](#)

**Bunty Kundnani**, Head of Regulatory Affairs, [Qure.ai](#)

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

3:35pm

**Afternoon Refreshments & Networking**

4:10pm **Fireside Chat: Forging Alliances and Breaking Boundaries: What We Learned from a Pioneering Digital Health-Payer Partnership**

- How did we build a successful Digital Health-Payer partnership?
- What did we do right, and what would we do differently?
- How did we measure the impact of the digital solution?

Moderator: **Smit Patel**, Associate Program Director, [Digital Medicine Society](#)

**Sam Oddsson**, Co-Founder & Chief Clinical Officer, [Sidekick Health](#)

**Sophie Clarke**, Head of Clinical Service Line Strategy & Partnerships, [Elevance Health](#)

4:40pm **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?
- 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**

**Theo Ahadome**, Commercial Advisor, **MDisrupt**

**Shefali Shah**, Global VP, Market Value & Commercial Effectiveness, **MindMaze**

**David Klein**, Co-Founder & CEO, **Click Therapeutics**

5:20pm **Chair's Closing Remarks**

**Frank Karbe**, Chief Executive Officer, **Better Therapeutics**

5:30pm

**Close of DTx East 2023 Day 2**

**Conference Day 3: September 28th, 2023**

8:00am **Registration and Networking**

9:00am **Chair's 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**

**Byung-Hoon Kim**, Chief AI Officer, **EverEx**

**Raeva Kumar**, Co-Founder & CEO, **Rebound Health**

**Ravan Boddu**, Co-Founder & COO, **CyberLiver**

**Nicolas Jimenez**, Co-Founder & CEO, **Kinesix-VR**

**Investors**

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

**Matias Paniagua**, Associate, **Insight Partners**

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

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

10:40am **Meet the Digital Therapeutic Innovators: DTx East 2023 Poster Showcase**

*Explore how these digital therapeutics are reshaping patient care, enhancing treatment outcomes, and driving healthcare accessibility. Join us for the poster showcase and grab a glimpse into the future of healthcare delivery and how technology is paving the way for personalized, effective, and accessible therapeutic solutions.*

Hosted by **Acacia Parks**, Founder, [Liquid Amber](#)

11:40am

**Morning Refreshments & Networking**

12:10pm **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](#)

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

12:50pm **Chair's Closing Remarks**

**Risa Weisberg**, Chief Clinical Officer, [BehaVR](#)

1:00pm

**Close of DTx East 2023**