



WOMEN'S DIGITAL HEALTH

February 1-2, 2024 | San Francisco, CA

Conference Day 1 - Thursday, February 1st

8:00AM Registration, Breakfast & Networking

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

Shelly Lanning, Co-Founder and President, **Visana Health**

Back to Basics: Let's Define Women's Digital Health

9:10AM Keynote Fireside Chat with Open Q&A: Why Defining Women's Digital Health Matters

- What does women's digital health and women's health mean to you? Each panelist shares a perspective.
- How can we enhance the definition of women's digital health to promote inclusivity, equity, and inclusion?
- What barriers have you experienced in advancing women's digital health?
- How are we collectively overcoming these barriers and where will we make the most gains in 2024?
- Which technological innovations are going to move the needle forwards for women's digital health in 2024?

Moderated by: **Ann Garnier**, Co-Founder and Chief Executive Officer, **Lisa Health**

Amy Divaraniya, Founder and Chief Executive Officer, **Oova**

Shelly Lanning, Co-Founder and President, **Visana Health**

Mary Jacobson, MD, Chief Medical Officer, **Hello Alpha**

Kate Steinle, Chief Clinical Officer, **FOLX Health**

9:55AM Keynote Panel with Open Q&A: Women's Digital Health: Mapping the Current Commercial Landscape

- Why is discussion around the acceleration of women's digital health important, now more than ever?
- What are the key trends that have shaped the space this year?

- Where are the key bottlenecks in women’s digital health? Can each panelist share a perspective?
- Where are opportunities for industry advancement? Can each panelist share a perspective?
- Identify the key players in the space. Who are the companies to watch?

Moderated by: **Kandis Daroski**, Product Consultant, **Hinge Health**
Dawn Laguens, Chief of Global Strategy and Innovation, **Planned Parenthood Federation of America**
Heather Bowerman, Founder and Chief Executive Officer, **DotLab**
Fahimeh Sasan, Chief Innovation Officer and Founding Physician, **Kindbody**

10:40AM Morning Refreshments & Table Top Networking

Indulge in a refreshing break and get excited for an engaging session of tabletop networking! Head to the nearest tabletop, where an informative card awaits, spotlighting a pivotal topic in women's digital health. Engage in thoughtful discussions with your esteemed industry colleagues before moving onto the next table top, and remember to follow up on those warm connections throughout the day!

Key Questions:

- How do you envision regulatory frameworks adapting to ensure both innovation and safety?
- What is the key to engaging populations to manage their health using digital tools?
- How can we build user trust and ensure data privacy within women’s digital health?
- How could the reimbursement process for women’s digital health be reimaged and streamlined?
- How can digital health be incorporated to make women’s health more accessible?
- Which companies are doing interesting work in the women’s health space and what can we learn from them?

Business 101 - The Four Pillars of Success in Women’s Digital Health

11:40AM Roundtable 1: Navigating Regulatory Processes for Women’s Digital Health

- What are the different routes to regulatory approval? Each roundtable contributor shares their experience.

11:40AM Roundtable 2: Pathways to Reimbursement

- How can we navigate siloed routes to market i.e. providers, payers (including Medicaid and Medicare) and pharma?

- Where are the main challenges and obstacles in gaining ie. CE Mark or FDA approval, and can roundtable contributors share any useful tips in overcoming these?
- Are there any ways the regulatory approval process for digital health tools can be streamlined or improved to better reflect the changing industry?

Heather Bowerman, Chief Executive Officer and Founder, **DotLab**

- What do these stakeholders look for when considering digital health intervention, and what can women’s digital health companies do to adapt, and fit this criteria?
- What will it take to increase overall coverage for women's digital health services through pharma, payer and employer routes?

Kimball Wilkins, Formerly Vice President of Digital Experience, **Blue Shield of California**
Mandy Major, MA, PCD. Founder and Chief Executive Officer, **Major Care**

12:25PM - 12:30PM Time to Switch!

12:30PM Roundtable 3: How to Maximize Clinician Adoption and Patient Engagement?

- How can we boost provider utilization of women’s digital health products?
- How can we encourage women to manage their health using digital health, outside the traditional care delivery setting?
- How do legislation and data privacy impact patient trust and engagement in digital health? How can we further engender trust?

Linda Genen, MD, MPH. Chief Medical Officer, **ProgenyHealth**
Laura Keyser, DPT, MPH. Director of Clinical Strategy and Global Health, **Axena Health**

1:15PM Lunch

How Can We Stay Ahead of the Curve in Product Development?

2:00PM Presentation: How Do We Ethically Leverage Generative AI in Women’s Digital Health?

- Explore the applications of generative AI in women’s digital health and healthcare,
- Identify the challenges and opportunities involved in the integration of generative AI into women’s digital health products,

- Examine how generative AI can be utilized ethically and equitably to advance women's healthcare, and meet previously unmet needs.

Ann Garnier, Co-Founder and Chief Executive Officer, **Lisa Health**

2:25PM Presentation with Open Q&A: **Improving Outcomes and Empowering Reproductive Health from Home**

Sylvia Kang, Co-Founder and Chief Executive Officer, **Mira**



2:50PM Panel with Open Q&A: **Developing Women's Digital Health Products: How Do We Keep Women at the Center?**

- What are the key elements to keep in mind when building a women's digital health product?
- How can digital health companies design products with women in mind?
- In a competitive landscape, how can digital health companies collaboratively advance the industry?
- How can we embed health equity into product development and business models?
- How can we leverage multi-stakeholder partnerships, and collaborate towards fixing access barriers to women's health?
- How can we build a digital health product that is attractive to multi-stakeholders of women's healthcare i.e. payers, providers, policy, innovators, pharma, investors and employers?

Moderated by: **Jessica Karr**, General Partner, **Coyote Ventures**

Janna Lacatell, Vice President of Product Management, **ProgenyHealth**

Carla Eckhardt Taracena, Vice President of Clinical Operations, **Visana Health**

Maryam Jahed, Head of Product, **Lisa Health**

Kandis Daroski, Product Consultant, **Hinge Health**

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

Driving Collaboration in Women's Digital Health

4:20PM Case Study: **Journey to Success: The Story of Oova**

- Discover the mission and goals behind Oova,

- Discuss the pivotal moments of the company to date and where they look to go in the future,
- Reflect on key lessons learned throughout the journey, future visions and innovation.

Amy Divaraniya, PhD. Founder and Chief Executive Officer, **Oova**

4:45PM Panel with Open Q&A: **The Four Elements of Success: Bringing Together the Patient, Clinician and Innovator and Investor**

- What are the roles of the clinician, innovator, investor and patient in scaling women's digital health?
- How does a patient-centric approach in digital health innovation positively impact women's health outcomes?
- What are some challenges faced by patients in accessing and utilizing digital health tools, and how can we address these barriers?
- How can digital health startups effectively engage with healthcare providers and patients to gain valuable feedback for product improvement?
- How can we educate and empower women to take an active role in managing their health through digital tools?

Moderated by: **Victoria Treyger**, General Partner, **Felicis**

Joanna Strober, Founder and Chief Executive Officer, **Midi Health**

Linda Greub, Co-Founder and Managing Partner, **Avestria Ventures**

Jin Lee, Ph.D. Investor, **Oxford Angel Fund**

Annette Fineberg, MD, MPH, FACOG. Obstetrician and Gynecologist, **Sutter Medical Group**

5:30PM Chair's Closing Remarks

Shelly Lanning, Co-Founder and President, **Visana Health**

End of the Women's Digital Health Summit Day 1

Conference Day 2 - Friday, February 2nd

8:00AM Registration, Breakfast & Networking

9:00AM Chair's Opening Remarks

Shelly Lanning, Co-Founder and President, **Visana Health**

How to Maximize Investment in Women's Digital Health

9:10AM Keynote Panel with Open Q&A: **Key Strategies for Raising Investment for Women's Digital Health**

- How can we raise investment in women's digital health despite economic volatility?
- What are some strategies to guard against an economic downturn?
- What are the investment challenges of both early-stage and late-stage companies, and how do these differ to one another?
- How can early-stage companies attract investment, and assure investors of a return on investment and exit strategy?
- How can women's digital health companies experience sustainable economic growth, while adapting raising strategies?
- What do we have to do, to assure investors of the economic benefits of investing in women's digital health?

Moderated by: **Ruxandra Muys**, Founder, **WIT Angels Club**

Megan Dover, Co-Founder and Principal, **Cross-Border Impact Ventures**

Tracy Dooley, Partner, **Avestria Ventures**

Jessica Karr, General Partner, **Coyote Ventures**

Alice Zheng, Principal, **RH Capital**

10:10AM Morning Refreshments & Networking

Scaling Women's Digital Health and What's to Come?

10:55AM Speed Networking

Grab yourself a refreshment and get ready for speed networking. This session is designed to connect you with key industry players within Women's Digital Health, so have your answers ready for the following questions and spend time with each group before moving on to a new group of faces:

- If you had unlimited funds to invest in one aspect of women's digital health, where would you invest it?
- What more can we be doing to scale women's digital health, and get digital tools into patient hands?

Remember to exchange those business cards and follow up on those warm connections later in the day!

11:20AM Presentation with Open Q&A: **How Consumers Feel about their Health Data - And Why It Matters for Women's Health**

- Current Reality: Market landscape for top providers of health data trackers and electronic health records (EHRs); provider versus consumer adoption
- Insights into consumer perceptions of and attitudes toward their personal health data, tracking it, and sharing it
- Case Study: Learnings from Blue Shield of CA's "Member Health Record" Pilot (2020-2021)
- The Opportunity

Kimball Wilkins, Formerly Vice President of Digital Experience, **Blue Shield of California**

11:45AM Panel with Open Q&A: **Unlocking Success in Women's Digital Health: Scaling, Regulation and Future Innovation**

- Regulatory Environment for Women's Digital Health: What are the main regulatory barriers to scaling?
 - How should Women's Digital Health innovators approach these barriers?
 - What regulatory changes are needed to support innovation?
- Growing Innovation: What are the best methods of encouraging further innovation in Women's Digital Health?
 - What is the missing piece in scaling women's digital health?
 - How can health innovators address policy changes?
- Can each speaker give one piece of advice for the audience, on how to achieve future innovation success in women's digital health?

Moderated by: **Nivee P. Amin, MD, MHS, FACC**, Digital Health Lead, **Bristol Myers Squibb**
Dawn Laguens, Chief of Global Strategy and Innovation, **Planned Parenthood Federation of America**

Nichole Young-Lin, MD, MBA, FACOG, Women's Health Clinical Lead, **Google**

Cheryl Baggeroer, Chief Health Officer, **Caraway**

Lindsay Parham, Executive Director of the the Wallace Center for Maternal, Child and Adolescent Health, **UC Berkeley School of Public Health**

12:30PM Chair's Closing Remarks

Shelly Lanning, Co-Founder and President, **Visana Health**

End of the Women's Digital Health Summit Day 2