



Accelerating Digital Therapeutics into the Hands of Patients

October 20 - 22, 2020 | BST Timezone

DTx London is a truly interactive experience. Working with industry leaders, attendees will be able to access **even more high quality learning and networking opportunities than usual**, all from the comfort of their own home.

Through a more personalised and flexible experience, attendees will be able to participate in **engaging live discussions**, actively or passively take part in **roundtables**, instantly **message fellow attendees**, join a variety of **networking sessions** and much more. Oh, and not to mention the rockstar speaker faculty and crucial topics on the agenda.

With the recent changes in healthcare, it is now more crucial than ever to **accelerate digital therapeutics into the hands of patients** with unmet medical needs.

Conference Day 1: Tuesday, October 20th, 2020

Workshop 1 - The Business of Digital Therapeutics

The digital therapeutics industry has proved to be broad and multifaceted. This had led to numerous approaches in building a DTx business, validating the product, and taking it to market. This workshop, led by leaders within the industry, will explore the various business models, routes to market, and how the preferred business model may change from country to country.

Workshop Leaders:

Matthias Zenker, Partner, **GAIA AG**

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

Agenda

9:00am Presentation: An Inside Look at the Business of Digital Therapeutics

- A high level look at business models and go to market opportunities for digital therapeutics.
- Some examples of current business models from the DTx industry.

9:30am Breakout Discussions

Splitting into smaller groups, you will discuss the intricacies of the business of digital therapeutics and hear views on how best to successfully run a business in the DTx industry. Make notes on the virtual platform for all members of the group to contribute to, on the following:

- What are the most common business models being used in the industry, which are demonstrating the most success and which will be most successful in the long run?
- Which business models will allow DTx to create the most value for the DTx companies and which business models will allow DTx to create the most value for the patients?
- Which go-to-market and business models will allow DTx to solve major challenges in healthcare, like servicing the uncared/uninsured,

creating efficiencies and unburdening the systems?

10:30am Refreshment Break

11:00am Feedback Session

Representative(s) from each group will be invited onto the virtual “stage” to share the main points from their discussion to the whole group. Additional questions from moderators and other group members will be raised, via interactive polls, during this collaborative discussion. Summary thoughts will then be shared by the moderator(s) and all participants will leave with the below:

Leave this workshop with:

- A deeper understanding of the various business models demonstrated by digital therapeutic companies
- Up-to-date information on business models of varying successes in the current industry
- An understanding of the current successes of business models in varying countries across Europe
- A clear understanding of current routes to market and their intricacies
- Your questions answered by industry leaders and your peers

12:00pm **End of Workshop**

Conference Day 1: Tuesday, October 20th, 2020

Workshop 2 - A Deep Dive into the European Regulatory Landscape

The regulatory landscape across Europe is complex and varied with numerous regulatory bodies and different requirements for each Member State, scaling across Europe can prove challenging. This workshop, led by EU government affairs experts, will provide you with answers to your key questions on what to expect with upcoming European Regulation to prepare you for the opportunities and risks in regards to your business strategy.

Workshop Leaders:

Jessica Shull, European Lead, **Digital Therapeutics Alliance**
Ray Pinto, Policy and Member Relations Director, **DIGITALEUROPE**

Agenda:

2:00pm Presentation: A Top Level View of the European Regulatory Landscape - The Old & The New

- What are the new regulatory frameworks the EC are contemplating? How will it address the lack of cross border data flows and processing data vis-à-vis the GDPR.
- What can we expect in the next 2-3 years on new rules for a Common European Health Data Space, AI, Cybersecurity, International data flows, and targeted investments.
- Open Q&A on the digital health data perspective

3:00pm Breakout Discussions

Splitting into smaller groups, you will discuss the intricacies of the regulatory landscape across Europe and hear views on how best to interact with the regulatory bodies. Make notes on the virtual platform for all members of the group to contribute to, on the following:

- How does regulation for digital therapeutics differ from country to country across Europe?
- Is it possible to achieve pan-European digital therapeutics regulation?
- How do the new Medical Device Regulation updates affect achieving regulatory approval for digital therapeutics?

3:45pm Refreshment Break

4:15pm Feedback Session

Representative(s) from each group will be invited onto the virtual “stage” to share the main points from their discussion to the whole group. Additional questions from moderators and other group members will be raised, via interactive polls, during this collaborative discussion.

Summary thoughts will then be shared by the moderator(s) and all participants will leave with the below:

Leave this workshop with:

- A clear understanding of the European regulatory landscape
- A deeper understanding of how best to tackle the varying Regulatory bodies across Europe
- An understanding of how the new MDR changes will affect the DTx industry and how best to adhere to them
- Being in the know for future plans for a pan-European regulation for digital therapeutics
- Your questions answered by industry-leading experts and your peers

5:00pm **End of Workshop**

Networking Available All Day

9:00am - 5:00pm - Day 2, Wednesday, October 21st

9:00am - 1:10pm - Day 3, Thursday October 22nd

As the main agenda progresses throughout the day, you will have the choice of listening in to / participating in the live content or spend more of your time networking with your peers.

Here is how you will be able to achieve this, outside of the networking sessions on the agenda

- **See who's in the room** - you will be able to message all live attendees and connect with those who respond.
- **Schedule 1-2-1 video calls** with your connections at any time that suits you.
- **Open Networking** - think of this as the event lobby where you can replicate those all-important "water-cooler" moments.

You will be able to hop seamlessly between networking and on-going agenda sessions at any point.

Conference Day 2: Wednesday, October 21st 2020

8:00am Conference Platform Opens

The conference platform opens before the agenda starts, giving you time to plug the presentations, panels and discussions into your agenda for the rest of the day. This also gives you plenty of time to get familiar with the platform.

Location: **Stage**

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

Ciara Clancy, CEO, **Beats Medical**

9:10am Presentation: Big Health & NHS

- An update on the success of Sleepio within the NHS
- Has the implementation of Sleepio within the NHS gone exactly to plan?
- What are the lessons learned from this partnership moving forward?

Colin Espie, Co-Founder & CMO, **Big Health**

9:35am Wellness Break

Get-up and have a stretch before the next session begins

9:40am Presentation: **ADHERENCE BY DESIGN**

Cross sector design principles that will anchor your DTx in the hearts and minds of your users

Design is crucial to drive adoption and adherence of any digital product, especially when your sector is increasingly transitioning from physical to digital interactions. How you use design to connect with patients on a rational *and emotional* level will determine your product's success. Many other sectors have been on this journey. What can DTx learn from them and how can these design principles be applied?

Christopher Scales, Director of Strategy & Insight, **Star**

10:05am Wellness Break

Get-up and have a stretch before the next session begins

Location: Sessions

10:10am Panel Discussion: **Digital Therapeutics in the COVID-19-Impacted Healthcare Systems**

In just a few months, huge disruption has occurred to healthcare systems across the world as a result of Covid-19. Digital therapeutics are uniquely positioned to deliver for patients with unmet medical needs where more traditional methods may now not be fit for purpose. Hear from industry leaders on how their organizations have adapted to new opportunities. Hear the experts' thoughts on:

- How has Covid-19 changed our belief in what digital therapeutics can do for patients?
- What opportunities have opened up due to the recent changes in healthcare systems?
- How have payers adapted their thoughts on digital therapeutics in this new age?
- How can we better work with patients to ensure their new behaviours are factored into our products?
- What more can we do as an industry to ensure digital therapeutics fill the gaps in healthcare where non-digital methods have previously fallen short?

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

Ed Corbett, Senior Principal, Head of EMEA, **EVERSANA**

Brent Vaughan, Healthcare Venture Capital, **Morningside Venture Capital**

Charlotte Lee, Director, **Big Health**

Adam Higgins, Sn. Director. Digital Health. Patient and Value solutions, **AstraZeneca**

Anish Shindore, Head, Digital Therapeutics, **Sanofi**

10:40am **Optional Break**

Catch-up on emails, let the dog out, brew some more coffee... use this time to take care of regular day-to-day life.

Location: **Sessions**

10:40am **Open Q&A with Speakers**

This is your chance to pose your burning questions to the expert speakers from the previous panel.

Actively or passively take part in this session.

Kim Baden-Kristensen, Co-Founder & CEO, **Brain+**
Ed Corbett, Senior Principal, Head of EMEA, **EVERSANA**
Brent Vaughan, Healthcare Venture Capital, **Morningside Venture Capital**
Charlotte Lee, Director, **Big Health**
Adam Higgins, Sn. Director. Digital Health. Patient and Value solutions, **AstraZeneca**
Anish Shindore, Head, Digital Therapeutics, **Sanofi**

11:00am **Speed Networking**

In the purpose-built Networking area, get ready to expand your network through randomly assigned 1 on 1 quick-fire video meetings. You can choose who you want to “connect” with and then set-up 1-2-1 in-depth catch-up’s throughout the rest of the event. This function also ensures that you don’t meet the same person more than once, allowing you to meet as many fellow attendees as you desire.

Your future collaborators or partners could be just one click away!

DTx London Virtual will now split into two tracks.

Personalize your experience by hopping in and out of sessions and meetings seamlessly, view on-demand content, or spend time in the Networking area.

Location: **Stage**

Location: **Sessions**

<p>11:25am Presentation: Scale, Expansion and Partnerships - A Case Study by NuvoAir</p> <ul style="list-style-type: none"> ● A look at how NuvoAir’s recent partnership with Roche came to light ● How are NuvoAir tackling breaking into both the European and American markets? <p>Lorenzo Consoli, CEO & Founder, NuvoAir</p> <hr/> <p>11:55am Wellness Break</p> <p>Get-up and have a stretch before the next session begins.</p>	<p>11:25am Interactive Roundtable: The Regulatory Story within the European Landscape</p> <p>This interactive, discussion-led session will enable you to deepen your understanding of Digital Therapeutics regulation. Share your insights, pose your questions to the group or simply listen in to the conversation, the choice is yours. Kickstarter discussions include:</p> <ul style="list-style-type: none"> ● How have regulatory authorities responded to Covid-19 in the context of digital health? ● Are the different regulatory bodies across Europe making it harder for digital therapeutics to scale effectively? ● A look at the work the DTA are doing to create a common European HTA framework ● Is it possible to achieve pan-European regulatory approval with such a diverse landscape? ● What are the new MDR updates and what does this mean for digital therapeutic companies? <p>Jessica Shull, European Lead, Digital Therapeutics Alliance Dennis Hermann, VP, Business Development, Kaia Health</p> <hr/> <p>11:50am Wellness Break</p> <p>Get-up and have a stretch before the next session begins.</p>

12:05am Presentation: **How Digital Interventions for Mental Health Perform When Offered at Scale? Evidence from Routine Care Settings**

- Anecdotal data and research trials on the effectiveness of digital interventions abound, and it is safe to say the future of mental health care must involve digital
- However, there is yet scarce real-world evidence that speaks to the positive outcomes which digital interventions can bring at scale
- This talk will utilise a large, naturalistic, 4-year cohort of patients to illustrate how these interventions perform within a real-world health-care service, thus showcasing the potential of digital mental health implementation to the behavioral healthcare field as a whole

Jorge Palacios, Digital Health Scientist, **SilverCloud Health**

11:55am Interactive Roundtable: **From Clinic to Clinician - Achieving Adoption at Scale in the Clinic**

This interactive, discussion-led session will enable you to deepen your understanding of Digital Therapeutics adoption. Share your insights, pose your questions to the group or simply listen in to the conversation, the choice is yours. Kickstarter discussions include:

- How have healthcare professionals' views changed on Digital Therapeutics in response to Covid-19?
- How can we ensure that we are achieving smooth integration of DTx into the clinician workflow?
- What steps can we take to increase patient adoption?
- Does there need to be an incentive scheme for clinicians prescribing DTx & what are the intricacies of this?
- How can we promote patient engagement and longevity of DTx use?
- How can DTx be effectively integrated into electronic health records?

Edouard Gasser, CEO, **Tilak Healthcare**

Hakim Yadi, Co-Founder & CEO, **Closed Loop Medicine**

Mala Mawkin, Medical Doctor, **Southend University Hospital NHS Trust Foundation**

12:30pm

Lunch

Finally, a lunch at a conference that is completely your choice!

Use this extended break to have your regular lunch, spend time with your family and give your brain a break. Recharge for the afternoon

session.

Day 2 of DTx London includes an extended break in the middle to give you ample time for lunch and another chance to catch-up on the day job. Or if you have time, you can use this break for 1-2-1 meetings or open networking.

Location: **Expo Area**

2:00pm **Tour of Expo**

Take a tour of the virtual Expo and interact with partners of DTx London to understand more about their services.

Location: **Stage**

Location: **Sessions**

2:20pm Presentation: **Scaling across the EU - Challenges, Barriers, and Successes**

- What considerations need to be taken into account when scaling across the European landscape?
- What are the greatest challenges in scaling between countries?
- An insight into Happify's journey in scaling from the US and across Europe

Acacia Parks, Chief Scientist, **Happify**

2:45pm **Wellness Break**

Get-up and have a stretch before the next session begins.

2:50pm **Presentation: EMIS App Library by AppScript: A Platform for Pragmatic Research and Driving Uptake of DTx**

- EMIS App Library enables 58% of GPs in England, clinical pharmacists and other clinical staff to electronically recommend high quality & critically validated digital health apps to their patients.
- The collaboration brings together EMIS Health's EMIS Web, the market leading clinical system for general practitioners

2:20pm Interactive Roundtable: **How to Commercialise Across Europe and is Pharma the Key?**

This interactive, discussion-led session will enable you to deepen your understanding of Digital Therapeutics commercialisation. Share your insights, pose your questions to the group or simply listen in to the conversation, the choice is yours. Kickstarter discussions include:

- What opportunities have opened-up across Europe due to the impact of Covid-19?
- Is there a best practice for commercialisation in the European Market?
- What are the opportunities for commercialisation?
- Is pharma the key for commercialisation and scalability or are DTx companies able to take on this role themselves?

Moderated by **Kim Baden-Kristensen**, Co-Founder & CEO, **Brain+**
Damien McKeon, Senior Vice President, Global Strategic Alliances, **Voluntis**

Francesca Wuttke, Chief Digital Officer, **Almirall**
Tryggvi Thorgeirsson, Co-Founder & CEO, **Sidekick Health**
Prayat Shah, Co-Founder and VP - Partnerships, **Wellthy Therapeutics**

3:00pm **Wellness Break**

Get-up and have a stretch before the next session begins.

(GPs) and IQVIA's AppScript®, an advanced digital health prescribing, monitoring and studies platform.

- Join us for a session where we talk about our experience on enabling DTx enrollment, update & research to help drive new behaviors and fill gaps in care for better outcomes

Pritam Potnis, Director, Product & Strategy, AppScript, **IQVIA**

3:15pm **Wellness Break**

Get-up and have a stretch before the next session begins.

3:20pm Presentation: **Engagement in Digital Health**

- How to build and scale-up user-centric offering
- Behavioral drivers of engagement and outcomes
- A case study on how Dario Health are putting users first to drive success

Omar Manejwala, CMO, **Dario Health**

3:05pm Interactive Roundtable: **Serving the Patient: It's Not About Us, Without Us**

This interactive, discussion-led session will enable you to deepen your understanding of patient perspectives on Digital Therapeutics.

Share your insights, pose your questions to the group or simply listen in to the conversation, the choice is yours. Kickstarter discussions include:

- How have the changes in how patients receive healthcare impacted digital therapeutics?
- What do patients really think of digital therapeutics?
- Are patients truly ready to step away from the traditional with the implementation of DTx?
- Are some groups naturally excluded from DTx use and how can this be tackled?

Donna Walsh, Executive Director, **EFNA**

Dom Raban, Chief Executive Officer, **Xploro**

Jenny Christensson, Chief Patient Officer, **Elsa Science**

3:45pm **Wellness Break**

Get-up and have a stretch before the next session begins

3:50pm Presentation: **How to prevent a pharma-digital collaboration doomsday?**

In this session, Mobiquity will share their learnings from working with all relevant stakeholders in the field

Stefan Scheepers, Business Director, European Healthcare and Lifesciences, **Mobiquity**

4:15pm **Wellness Break**

Get-up and have a stretch before the next session begins

Location: **Sessions**

4:20pm Panel Discussion: **How Should we Leverage Real-World Evidence in the “New Normal”**

To effectively approach payers for reimbursement opportunities, a digital therapeutics company needs to provide a plethora of clinical and user-based data to prove the therapeutic works. However, there is no handbook on what data needs to be demonstrated. This panel will dive into the intricacies of how to effectively engage with payers to achieve reimbursement. Hear the experts' thoughts on:

- How have recent changes in healthcare affected how we leverage RWE?
- How have payers and insurers changed their perspective on digital therapeutics over the past few months?
- What information do payers need to see to proceed with partnership and reimbursement of a DTx product?
- Is there a bar of validation for real data evidence that payers need to see met or does this work on a case by case scenario?
- How are DTx companies expected to provide consumer utilization data prior to being reimbursed and commercialised? Is this a 'chicken and egg' scenario?

Omar Manejwala, CMO, **Dario Health**

Elena Mustatea, Chief Executive Officer, **Bold Health**

Steve Burns, VP, Product Development & Digital Therapeutics, **AstraZeneca**

Ali Hasan, Chief Medical & Healthcare Officer, **Vitality Health**

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

Location: **Networking & Sessions**

4:50pm - 6pm **Virtual Drinks**

Share a virtual drink with old friends or new connections. At small virtual tables, this is your chance to casually interact with the rest of the Digital Therapeutics industry.

Location: **Sessions**

4:50pm - 5:10pm **Open Q&A with Speakers**

This is your chance to pose your burning questions to the expert speakers from the previous panel.

Actively or passively take part in this session.

Omar Manejwala, CMO, **Dario Health**

Elena Mustatea, Chief Executive Officer, **Bold Health**

Steve Burns, VP, Product Development & Digital Therapeutics, **AstraZeneca**

Ali Hasan, Chief Medical & Healthcare Officer, **Vitality Health**

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

Conference Day 3: Thursday, October 22nd 2020

8:00am **Conference Platform Opens**

The conference platform opens an hour before the sessions begin so that you can plug the presentations, panels and discussions into your calendar for the day ahead.

Location: **Stage**

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

Edouard Gasser, CEO, **Tilak Healthcare**

9:10am Presentation: **Digital Therapeutics: Are we ready? The view from the General Public**

Marianne Veighey, Director, Head of Intelligent Pharmaceuticals, **AstraZeneca**

9:40am **Wellness Break**

Get-up and have a stretch before the next session begins

Location: **Sessions**

9:45am Panel Discussion: **What do Investors Really Think About Digital Therapeutics?**

As the digital therapeutics enters the next phase in its lifecycle, the sentiment from the investor community is changing. Tap into the mind of leading investors to understand how digital therapeutic companies and their partners should alter their approaches. Hear the experts' thoughts on:

- What do investors need to see from DTx companies to pull the trigger on their investments?
- How has Covid-19 changed investors' sentiment towards Digital Therapeutics?
- How are investors preparing to help scale digital therapeutics companies?
- How can investors work with digital therapeutics companies and their partners to help them through this next phase of the industry's life cycle?
- Now we have begun to see exits in this space, how has the investor perspective changed?

Rana Lonnen, Head Search & Evaluation Strategic Venture Capital, **Novartis**

Edward Kliphuis, Investment Director, **M Ventures**

Heather Roxborough, Partner, **Optum Ventures**

Lana Ghanem, Managing Director, **Hikma Ventures**

10:15am - 10:35am **Open Q&A with Speakers**

This is your chance to pose your burning questions to the expert speakers from the previous panel.

Actively or passively take part in this session.

Rana Lonnen, Head Search & Evaluation Strategic Venture Capital, **Novartis**

Edward Kliphuis, Investment Director, **M Ventures**

Heather Roxborough, Partner, **Optum Ventures**

Lana Ghanem, Managing Director, **Hikma Ventures**

Location: **Networking Area**

10:35am **Speed Networking**

Through the purpose built Networking on function, get ready to expand your network through randomly assigned 1 on 1 quick fire interactions. You can choose who you want to “connect” and then set-up 1-2-1 in-depth meetings throughout the rest of the event. This function also ensures that you don’t meet the same person more than once, allowing you to meet as many fellow attendees as you desire.

Your future collaborators or partners could be just one click away!

11:00am Presentation: **Commercialising Digital Therapies for Neurological and CNS Conditions**

- An update on the commercialisation of Beats Medical
- What are the challenges and lessons learnt since our last update at DTx Berlin?
- What are the plans for Beats Medical moving forward?

Ciara Clancy, CEO, **Beats Medical**

11:25am **Wellness Break**

Get-up and have a stretch before the next session begins

11:30am Presentation: **Drug Addiction: The Epidemic Within A Pandemic**

- A deep dive into Quit Genius - the smoking cessation app
- An insight into Quit Genius RCT’s and the accompanying results
- A look at Digithera’s partnerships with US employers

Maroof Ahmed, Co-Founder & COO, **Quit Genius**

11:55am Wellness Break

Get-up and have a stretch before the next session begins

12:00pm Presentation: **Presentation by Lucine**

Maryne Cotty-Eslous, Founder, **Lucine**

12:25pm **Wellness Break**

Get-up and have a stretch before the next session begins

Location: **Sessions**

12:30pm Panel Discussion: **Choosing the 'Right' Business Model for You**

In an industry where no two approaches are the same, it's crucial to seek out and identify early on in a company's development journey which business model is most likely to bring them success. With so many already in use, the question is which one is best for you personally and how do you choose it? This panel will dive into all of this and more.

- How have the recent changes in healthcare changed business models for Digital Therapeutics?
- What are some of the business models that have seen success in the European Market?
- A look at the challenges for B2B, B2B2C, B2C and B2G models
- Is one strategy proving to be more successful than the other?
- Is there a 'best practice' business model out there for Europe or do we have to adopt new strategies as we cross borders?

Matthias Zenker, Partner, **GAIA AG**

Ashish Patel, Principal, **Optum Ventures**

Carmen Rios, VP, International, **Limbix**

Abhishek Shah, Co-founder and CEO, **Wellthy Therapeutics**

Location: **Sessions**

1:00pm **Open Q&A with Speakers**

This is your chance to pose your burning questions to the expert speakers from the previous panel.

Matthias Zenker, Partner, **GAIA AG**

Ashish Patel, Principal, **Optum Ventures**

Carmen Rios, VP, International, **Limbox**

Abhishek Shah, Co-founder and CEO, **Wellthy Therapeutics**

1:20pm **End of DTx London 2020**

Roll straight into the rest of your Thursday, with no flight to catch!