



# DTx EUROPE

## Defining the Success of Digital Therapeutics in Europe

July 14-15th | Virtual  
BST

### Conference Day 1, Wednesday, 14th July

#### 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.

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

**Ciara Clancy**, Founder & CEO, **Beats Medical**

#### 9:05am **Keynote Panel Discussion: Creating Reliable Top-Down Reimbursement for Digital Therapeutics**

As digital therapeutics continue to accelerate through their lifecycle, the requirement for top-down government reimbursement is paramount. This panel of experts, using current reimbursement systems as examples, will explore what the future of national DTx reimbursement will look like.

- Is reimbursement on a national level across countries within Europe the next steps for DTx reimbursement?
- What have we learnt from Germany's DVG over the past year and how can this help for the development of national reimbursement in other countries?
- What will it take for national reimbursement to be seen across most countries in Europe?
- What can we expect to see for European DTx reimbursement in the next five years?

**Lord James Bethell**, Parliamentary Under Secretary of State, Minister for Innovation, **Government of the United Kingdom**,  
**Department of Health and Social Care**

**Jean Dietzel**, Biome Lead Germany, **Novartis Pharma GmbH**  
**Hakim Yadi OBE**, Co-Founder & CEO, **Closed Loop Medicine**  
**David Boutellier**, Head of Europe, **Kaia Health**

9:50am **Wellness Break**

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

9:55am **Presentation: Overview of European HTA Analysis**

- Insight into DTx Health Technology Assessment by the Digital Therapeutics Alliance
- What are market access commonalities in these 27 countries?
- How big is the European market, really?

**Jessica Shull**, European Lead, **Digital Therapeutics Alliance**

10:20am **Wellness Break**

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

10:25am **Presentation: The “Hubble Telescope” of Digital Health - How Data Science and AI Propel the Digital Health Journey Towards Personalized, Actionable Insights**

- Discuss the 5“Vs” of data and the recent factors impacting recent acceleration and momentum for digital health
- Introduce the IDEA framework to maximize value from digital health data
- Provide “front-seat” insights into how IDEA is illuminating new digital health insights for patients, providers and enterprises

**Anand Iyer**, Chief Strategy Officer, **WellDoc**

10:50am **Wellness Break**

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

10:55am **Presentation: Rebalancing Digital Therapeutics in a Post-Pandemic Healthcare System**

Throughout 2020 and into 2021, the digital therapeutics has seen monumental growth alongside new schemes for reimbursement and regulation as a result of pandemic pressures. As we begin to look ahead, what will the healthcare system look like for digital therapeutics in a post-pandemic system?

- What changes to the digital therapeutics industry are likely to stay once we come out of the pandemic?
- With the requirement for remote-patient care likely reducing, what will this mean for digital therapeutics?
- What does the industry need to do to ensure we stay on this upward trend?

**Omar Manejwala**, Chief Medical Officer, **DarioHealth**

**11:20am Wellness Break**

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

**11:25am Presentation: Leveraging Big Data to Take Digital Interventions to the Next Level**

- How are SilverCloud Health using large real-world data sets to 'find the signal amidst the noise'?
- An insight into the continuous work SilverCloud Health are doing with big data to increase their knowledge and effectiveness for digital interventions
- Insights include: comparing online to traditional therapies, understanding engagement with the digital interventions, predicting who is likely to improve/not respond to treatment and maximising the role of the supporter

**Jorge Palacios**, Senior Digital Health Scientist, **Silvercloud Health**

**11:50pm Wellness Break**

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

**11:55am Presentation: Driving the next generation of patient engagement through a scalable DTx Platform**

Understanding the methods of patient engagement and clinical adoption is key to driving a successful digital therapeutics program. Organizations must understand that the framework needs to include the ability to tie in clinical workflows, data interoperability, connected devices and compliance. This session will focus on how PRA Health Sciences has developed a platform and set of services to enable outcomes with its digital health platform.

- Framework for a successful DTx program
- Leveraging a configurable platform that scales across pharmaceutical business model to engage patients
- Integrating workflows, devices and clinical data to drive real-world evidence and outcomes

**Enrique Estrada**, Senior Director, Strategic Solutions for Care Innovations, **PRA Health Sciences, An ICON plc Company**

**12:20pm Wellness Break**

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

**12:25pm Panel Discussion: How can we Ensure Smooth Integration into a Clinician's Workflow for Improved Patient Care?**

With modern healthcare systems ever adapting to ensure provision of care is always optimal, adding new tools to a clinician's toolbox can be fairly routine. However, with digital therapeutics providing a novel approach of patient care, integration can demonstrate additional challenges. This panel will dive into exactly what clinicians think of DTx and how it fits into their current workflow.

- What do clinicians really think of using digital therapeutics for patient care?
- Do healthcare providers believe that DTx will become a part of their daily workflow?

- What reservations about DTx are there within healthcare systems?
- Can digital therapeutics maintain high quality patient care remotely?
- What will it take for you to utilise digital therapeutics as you would a traditional therapeutic?

**Visa Honkanen**, Chief Digital Officer, **Helsinki University Hospital**

**Niklas Best**, Director, Digital Ecosystems, **Fresenius Medical Care**

**Adam Dicker**, SVP, Enterprise Radiation Oncology, **Thomas Jefferson University Hospitals**

**Abhishek Shah**, Co-Founder & CEO, **Wellthy Therapeutics**

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Day 1 of DTx Europe 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.

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#### 2pm **Panel Discussion: Scaling Digital Therapeutics across Europe**

Over recent years, digital therapeutics have seen huge growth internally throughout European countries. However, we are yet to see wide-spread success of a digital therapeutic across a high number of countries. This panel will discuss the intricacies of what it will take for DTx to scale across Europe.

- What are the greatest challenges to scaling a digital therapeutics product across multiple markets in Europe?
- How can we address the cultural and language barriers to ensure smooth and effective integration?
- What are the challenges with accessing reimbursement and reaching patients in new countries?
- Will streamlining European regulation for digital tools help scalability?
- How can partnership and collaboration aid scaling and integration into new countries?
- How can changes in the early development process of DTx help guarantee future scalability and growth?
- Will we see an increase in digital therapeutics integration across multiple countries in Europe over the next 3 years?

Moderated by **Damien McKeon**, SVP, Global Strategic Alliances, **Voluntis**

**Rachel Francine**, Co-Founder & CEO, **SingFit**

**Nadar Alaghand**, Chief Executive Officer, **Ampersand Health**

**Tryggvi Thorgeirsson**, Co-Founder & CEO, **Sidekick Health**

**Kai Eberhardt**, Chief Executive Officer, **Oviva**

**Caohime Vallely-Gilroy**, Head of Digital Health & Therapeutics, **Merck KGaA**

2:50pm **Wellness Break**

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

2:55pm **Presentation: Establishing Data Privacy and Security while maintaining Interoperability for Remote Patient Care**

Data interoperability is paramount to ensure effective remote patient care. However, ensuring patient data privacy and security is a top priority. This presentation will dive into the intricacies of gaining patient trust through correct data privacy and security

- How can we ensure data security and privacy when implementing remote patient care?
- Ensuring patient data is protected and used in the right way
- What ethical and governance frameworks are required to uphold effective data privacy?

**Edward Bukstel**, Lecturer, **Thomas Jefferson University Hospital**

3:20pm **Wellness Break**

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

3:25pm **Presentation: Co-Creating, Partnering, and Licensing DTx: The Trade-offs for Pharma on Responsibilities, Risk, and Retaining Commercial Control**

- What are the trade-offs and potential downsides
- What is the right mix to build success: responsibilities, risk, and commercial control
- Our experience and learnings from the co-creation of DTx

**Matt Norton**, VP, Marketing & Commercial Development, **S3 Connected Health**

3:50pm **Wellness Break**

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

4:10pm **Panel Discussion: What Impact can Digital Therapeutics have on the Healthcare System?**

Digital therapies are slowly becoming prevalent within mainstream health but what impact can digital tools actually have on healthcare? This panel of industry leaders will dive into exactly how digital therapeutics can help create a more efficient and effective healthcare system.

- How can digital therapies increase the effectiveness and efficiency of healthcare?
- What economic benefits can digital therapeutics have on the healthcare system?
- Insights into how digital therapeutics can help HCP's stay connected with patients outside of the clinic
- What infrastructure is required to ensure digital therapeutics can securely impact the healthcare system?
- A discussion into available patient usage, engagement and retention data DTx can provide to improve treatment
- What is the value proposition for digital therapeutics?

- What are the barriers in ensuring digital therapeutics become a mainstay within the healthcare system?

**Beth Wolff**, Chief Commercial Officer, **Brain+**

**Adam Higgins**, Head of Digital Strategy, EMEA, **Johnson & Johnson**

**Edouard Gasser**, Co-Founder & CEO, **Tilak Healthcare**

**Jonathan Schreiber**, Founder & CEO, **Neuroventis**

**Josep Lluís Sanfeliu**, Managing Partner, **Asabys Partners**

4:50pm **Wellness Break**

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

4:55pm **Fireside Chat: Building the 'Right' Partnership for Pharma & DTx**

Pharmaceutical & digital therapeutics partnerships have been at the forefront of the industry since the industry began. With a history of success stories and premature endings, what does it take to build out the right kind of partnership in this industry? This fireside chat, featuring leaders of the industry, will dive into how to create an effective and fruitful partnership

- What should pharma companies and digital therapeutics companies be looking for in the right partner?
- What can we learn from previous Pharma/DTx partnerships?
- What are the benefits of creating Pharma/DTx Partnerships?
- An insight into the partnerships created by Almirall and Happify Health

**Francesca Wuttke**, Chief Digital Officer, **Almirall**

**Chris Wasden**, Head of HappifyDTx, **Happify Health**

5:35pm **Chairs Closing Remarks**

**Ciara Clancy**, Founder & CEO, **Beats Medical**

5:35pm **Virtual Drinks Reception**

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.

6:30pm **End of DTx Europe 2021 Day 1**

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## Conference Day 2, Thursday, 15th July

### 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.

### 9:00am **Chair's Opening Remarks**

**Mala Mawkin**, Head of Market Development, **Leva Clinic**

### 9:05am **Panel Discussion: Understanding the Digital Strategy of healthcare Systems and Health Plans**

Digital therapeutics are now demonstrating increased patient adoption, clinical outcomes and engagement. However, for DTx to scale, it's important to understand the perspective and digital strategy of the organisations who can create ROI and deliver the therapeutic into the hands of the patient.

- A discussion into digital strategies for 2021 or beyond
- Are digital therapeutics on the radar for health plans, employers and healthcare systems?
- What can the digital therapeutics industry do to help educate and demonstrate the value of digital tools to these stakeholders?
- What reservations are there for digital therapeutics, if any?
- What infrastructure needs to be put in place to help the implementation and effectiveness of digital tools?

**Ali Hasan**, Chief Medical & Healthcare Officer, **Vitality**  
**Sandrine Coulangue**, Head of Health & EB Business Line, **AXA**  
**Sneh Khemka**, Chief Executive Officer, **SimplyHealth**

### 9:50am **Wellness Break**

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

## Industry Insights

### 9:55am **Presentation: Case Study Presentation by Curio**

- An introduction to Curio, a digital therapeutics company developing tailor-made therapeutic solutions for women across the cycle of life.
- An in-depth look at Curio's recent RCT results.
- What's next for Curio?

**Shailja Dixit**, Founder & CEO, **Curio**

10:20am **Wellness Break**

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

10:25am **Presentation: A Deep-Dive Neuroventis - One Integrated Solution for Multiple Neurological Conditions**

- A deep dive into Neuroventis' digital therapeutics for multiple neurological conditions
- An insight into developing a multi-pathology digital therapy
- What are the future plans for Neuroventis?

**Jonathan Schreiber**, Founder & CEO, **Neuroventis**

10:50am **Wellness Break**

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

10:55am **Inflow Deep Dive - Using Digital Therapy to Support Neurodiversity**

- How can digital therapy support neurodiversity?
- An introduction to Inflow; a digital program to better manage ADHD
- What's next for Inflow?

**Sebastian Isaacs**, Co-Founder, **Inflow**

11:20am **Wellness Break**

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

11:25am **Presentation: Transforming MS Treatment with Elevida - How DTx can Innovate Care in Non-Psychological Indications.**

- An insight into Elevida, GAIA's leading DTx for MS Patients
- Utilizing digital interventions for increased clinical outcomes in non-psychological indications

**Johann Meyer-Christian**, VP, International Licensing and Commercialization, **GAIA AG**

11:50am **Wellness Break**

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

11:55am **Presentation: What's needed for obesity services to remain remote and digital first in a post COVID world?**

**Lucy Jones**, VP, Clinical, **Oviva**

12:20pm **Wellness Break**

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

12:25am **Panel Discussion: What is Going to Define the Success of the Industry Moving Forward?**

Digital Therapeutics continued on their upward trend through 2020 and into 2021 under the pressures of the pandemic. However, there are a number of challenges still yet unanswered that will ensure the success of the industry. This panel will dive into what exactly will define the success of the industry.

- What can the digital therapeutics industry do to ensure the future success of the industry?
- What industry stakeholders can make the biggest difference in the space right now?
- How can industry-wide collaboration benefit the industry moving forward?
- How can we develop the right business models to ensure commercial success?
- In a few sentences, what will define the success of the industry moving forward?

**Anand Iyer**, Chief Strategy Officer, **WellDoc**

**Matthias Zenker**, Chief Medical Solutions Officer, **Gaia AG**

**Elcie Chan**, EU Commercial Director, **Otsuka Pharmaceutical Europe**

**Kristian Ranta**, Founder & CEO, **Meru Health**

**John Krakauer**, Chief Medical and Scientific Advisor, **MindMaze**

1:05pm **Chairs Closing Remarks**

**Mala Mawkin**, Head of Market Development, **Leva Clinic**

**Close of DTx Europe 2021**