

## Conference Day 1

8:00am BST **Registration, Breakfast & Networking | Conference Platform Opens**

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

**Stan Sugarman**, Chief Commercial Officer, **GAIA AG**

## Reimbursement

9:10am BST **Keynote Panel Discussion - Regulatory Harmonisation for DTx in Europe**

- What did DiGA teach us?
- Which countries are we seeing implement a similar strategy for digital health reimbursement?
- Who is doing things differently?
- Is mirroring the DiGA scheme the right course of action for European countries?
- What is wrong with the reimbursement landscape in Europe?
- Once reimbursement is achieved, what can DTx companies expect next?

Moderator: **Anna Haas**, Managing Director of Germany, **Oviva**  
**Michelle Olschewski**, Chief Operating Officer, **ViViRA Health**  
**Ariel Dora Stern**, Associate Professor, **Harvard Business School**  
**Kathrin Pfeiffer**, Head of Market Access, **Sympatient**  
**Dennis Hermann**, Head of Europe, **Kaia Health**

9:50am BST **Panel Discussion - Painting the Picture for the Future of Digital Health Reimbursement in Europe**

- How does a DTx company demonstrate that their product is fit for reimbursement?
- What are the main challenges DTx companies are facing when seeking reimbursement?
- How can we innovate the current models for reimbursement?
- What are the alternative distribution channels of DTx other than DTC or payer channels?
- How are governments working to fast-track reimbursement of digital health products?
- Is there scope for a centralised reimbursement pathway in the future?
- In an ideal future, what would you like European digital health reimbursement to look like?

**Jennifer Goldsack**, Chief Executive Officer, **Digital Medicine Society**

**Louisa Stuwe**, Project Director - Ministerial Digital Health Delegation, **French Ministry of Health**

**Lily Tang**, Deputy Director, Digital Investment Strategy, **NHS**

10:30am BST **Presentation: A Global to Local Pulse on Key DTx trends**

- Overarching trends in digital health solutions with key insights from IQVIA's AppScript database (*which includes 350,000+ digital health apps*)
- Comparison of emerging reimbursement pathways across US, Europe and APAC
- Analysis of how evidence requirements and standards for reimbursement are evolving across key markets with potential implications on both local and global integrated evidence strategies
- Perspective on the evolving role of pharma investment and partnership models in the context of the shifting reimbursement and evidence landscape

**Kate Bennet**, Senior Principal, Integrated Digital Health COE, **IQVIA**

**Oliver Bailey**, Associate Principal, Integrated Digital Health COE, **IQVIA**

11:00am BST

## **Morning Refreshments & Networking**

**DTx Europe 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**  
**Evidence**

**Track 2**  
**Commercial**

11:30am BST **Presentation: Are Digital Therapeutics ‘Value For Money’?**

- Importance to demonstrate DTx’s economic value?
- How has the emergence of DTx translated to economic value, and why?
- What are the factors affecting the economic evaluation of DTx?

**Yoann Sapanel**, Head, Health Innovation, **Institute for Digital Medicine**

11:30am BST **Presentation: Achieving Commercial Success in Europe: How Did We Get Here?**

- Insights into the commercial journey for a DTx company scaling in Europe
- What can start-ups entering the space avoid when building a company?
- How has the market changed over the past few years?

**Christian Angern**, Co-Founder & Managing Director, **Sympatient**

11:55am BST **Panel Discussion: How Do We Need to Redefine the Digital Health Clinical Trial Framework?**

- Where do you see holes in the current clinical trial design?
- How are going to implement change?
- Why are yet to see decentralised clinical trials fully integrated into the healthcare workflow? Are we where we thought we would be today?
- Where are DTx companies tripping up in clinical trial design?
- How does the industry plan to combat socio-economic, gender and racial equity in clinical trials?
- How far do we still have to go?

Moderator: **Nayeli Schmutz**, Chief Medical Officer & Co-Founder, **PIPRA AG**

**Simon Spahrkäs**, Head of Research, **Tired of Cancer**

**Jennifer Goldsack**, Chief Executive Officer, **Digital Medicine Society**

**Dirk Sauer**, Chairman of the Board, **Dopavision**

**Zoe Thomson**, Chief Innovation Officer & Co-Founder, **LUCID**

11:55am BST **Panel Discussion: Scaling Digital Therapeutics in a Fragmented European Market**

- What makes a smart business?
- How are DTx companies innovating commercial strategy to successfully scale DTx products across Europe?
- Is focusing solely on DTx limiting your scope to scale?
- What are some of the key differences between scaling products in different markets?
- How can we effectively demonstrate the ecological validity of digital health tools?
- What is holding DTx back?

Moderator: **Stan Sugarman**, Chief Commercial Officer, **GAIA AG**

**Geoff Wylde**, Head of B2B & Business Development, **Oura**

**Emma Kufel**, Co-Founder & CEO Prosoma UK, **Prosoma**

**Francesca Wuttke**, CEO & Founder, **nen**

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

12:40pm BST

**Lunch & Networking**

2:10pm BST **Case Study: Real World Evidence: DTx Put into Action**

- How are digital health tools being utilised to have real world applications in disease treatment?
- How to run a successful digital therapeutics clinical trial?

**Simon Nielsen**, Chief Science & Innovation Officer, **Brain +**

2:10pm BST **Presentation: How to Think Outside the Box: Are PDT's Always the Answer?**

- Outlining the differences between product profiles when dealing with PDTs against other commercial models
- Are there drawbacks of using the PDT model? How can these be avoided if using an alternative model for commercialisation?
- Insights into which digital health companies are using innovative commercial models and how they are achieving success?

**Hakim Yadi**, Chief Executive Officer, **Closed Loop Medicine**

2:35pm BST **Panel Discussion: Has the DTx Industry Hit a Wall?**

- Now that we are seeing changes in policy and reimbursement, what is stopping DTx from reaching the next level?
- Is the DTx industry focusing its attention in the right places?
- How big of a role is education playing in this equation?
- What do DTx companies need to demonstrate to increase adoption for patients and physicians?
- Has the buzz died down? How do we get people talking again?

Moderator: **Danny Kim**, Head of WELT USA, **WELT**

**Smit Patel**, Program Lead, Director of Digital Medicine, **Digital Medicine Society**

**Kadri Haljas**, Founder & Chief Executive Officer, **Triumpf Health**

**Guido Giunti**, Director, **Center for Health & Technology**

**Yury Rozenman**, SVP of Pharmaceutical & Life Sciences, **Propeller Health**

2:35pm BST **Fireside Chat: How to go Global?**

- Insights into how DTx companies can change their commercial models when operating in different markets across Asia, Europe and US
- How does the European landscape differ to the US and Asian markets?
- Do you limit your commercial success by solely working on DTx? How are companies expanding their portfolio?

**Ihsan Almarzooqi**, Co-Founder & Managing Director, **GluCare.Health**

**Ali Hashemi**, Co-Founder & Chairman, **GluCare.Health**

3:15pm BST

**Afternoon Refreshments & Networking**

3:45pm BST **Fireside Chat: Establishing a Fruitful and Successful Partnership in Digital Therapeutics**

- What constitutes a successful DTx partnership?
- What are the must-haves that companies look for in DTx before partnering?
- Is partnering with pharma the right course of action for all DTx companies?
- Which other avenues are companies beginning to explore?
- How can both parties work with one another to ensure for a mutually beneficial partnership?

**Sona Sikorova**, Chief Executive Officer, **Mindpax.me**

**Gabriele Tundo**, Partner, **Plexus Ventures LLC**

4:15pm BST **Panel Discussion: Stepping in the Shoes of a Digital Health Investor**

- How attractive is the DTx industry today for an investor today?
- How has the investment landscape changed over the past 3 years?
- What are the must-haves and nice-to-haves that investors look for in DTx companies?
- What challenges are investors seeing with the European market?
- Which countries have been the most attractive for investors in 2023?
- In a year's time, do we expect fundraising dynamics and strategy to be different?

Moderator: **John Drakenberg**, Co-Founder & CEO, **Alex Therapeutics**

**Lana Ghanem**, Vice President, Digital Health Investments & Partnerships, **Hikma Ventures**

**Rana Lonnen**, Managing Director, dRx Capital, **Novartis**

**Anish Shindore**, Founder & Managing Partner, **GSD Health**

4:55pm BST **Chairs Closing Remarks**

**Stan Sugarman**, Chief Commercial Officer, **GAIA AG**

5:00pm BST

**Drinks Reception and Networking**

6:00pm BST

**Close of DTx Europe 2023 Day 1**

## Conference Day 2

8:00am GMT **Registration, Breakfast & Networking | Conference Platform Opens**

9:00am GMT **Chairs Opening Remarks & Setting the Scene**

**Andrew Phelan**, Chief Operating Officer, **Beats Medical**

## Adoption

9:10am BST **Keynote Panel Discussion: Is the Clinic Ready for DTx?**

- How do we truly define successful adoption in digital therapeutics?
- What work are we doing to increase adoption?
- What are the fundamental barriers to physician adoption? Do the same challenges remain or is this changing?
- Why are physicians so apprehensive?
- What does the clinic want to see from DTx products before integrating these tools into their workflow?
- How do DTx companies plan to better educate physicians and patients on real world applications?
- Moving forward, how do companies plan to increase engagement and retention of digital therapeutic products?

Moderator: **John Drakenberg**, Co-Founder & CEO, **Alex Therapeutics**  
**Kim Baden-Kristensen**, Co-Founder & Chief Executive Officer, **Brain+**  
**Ali Hasan**, Chief Medical Officer, **Vitality**  
**Alex Despotovic**, Program Lead, **Digital Medicine Society**  
**Rayna Patel**, Co-Founder & Chief Executive Officer, **Vine Health**

10:00am BST **Panel Discussion: The Push Towards Digitally-Enabled Care in the NHS (UK)**

The plan for digital health and social care published on 29 June 2022 sets out the UK's vision for transforming health and care with digitally-enabled technology, aiming to give people access to quicker and more effective care and save the health and care systems time and money. Digitally-enabled services also provide an opportunity to reduce pressure on the individuals delivering care, offering them the time and resources to focus on communicating with and caring for their patients. This session will review Oviva's relationship with the NHS as a case study to assess how digital tech companies can partner with health systems to increase the adoption of digital technologies at scale.

- What does digitally enabled care look like and how does it differ to digital alone?
- What are the advantages of digitally enabled care for patients, for healthcare professionals and for health systems?
- How should you partner with health systems on their digital journey?
- What does the patient journey look like in a running NHS and digital therapeutic partnership (case study)

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

**Neel Gupta**, UK Medical Lead, **Oviva**

**TBD**, NHS Commissioner, **NHS**

**TBD**, Clinical KOL, **NHS**

10:40am BST

**Morning Refreshments & Networking**

11:10am BST **Start-Up Showcase: An Introduction to nen**

- How nen is using patient and parent input as well as clinical experts from the very beginning to co-design and develop a solution that would work for kids and their families.
- nen's global expansion plans and business model taking into account the ever changing regulatory landscape.
- How we plan to democratise pain management to kids who need it across the world by partnering with foundations and organisations and how we are building a purpose for profit company.

**Francesca Wuttke**, Chief Executive Officer & Founder, **nen**

11:35am BST **Start-Up Showcase: An Introduction to Dopavision**

- How a digital approach can be leveraged to provide an engaging therapeutic to pediatric populations
- How a digital approach provides opportunities to personalize individual treatment
- How a digital approach can help overcome barriers to access across diverse communities

**Mark Wuttke**, Chief Executive Officer, **Dopavision**

12:00pm BST **Start-Up Showcase: An Introduction to Hedia**

- Find your true value-add to the value chain, stick to it and then do partnerships for the rest.
- Going from a free product to a licence key locked one - learnings from the process"
- Why We think the HCPs is the most critical touchpoint for delivering quality care through Hedia

**Peter Lucas**, Co-Founder & Chief Executive Officer, **Hedia**



12:25pm BST **Panel Discussion: What Steps Do We Still Have to Climb?**

- Is the industry where we expected it to be today?
- After reflecting on everything we've addressed over the past two days, where must we do the most work?
- What do you expect will be key topics of discussion at DTx Europe 2024?
- What is one final piece of advice you would like to give to the audience?

Moderator: **Tarolyn Carlton**, Senior Director for US Medical Affairs, Digital Medicine & Digital Therapeutics, **Otsuka**

**Arvind Tewari**, Vice President, Digital Products & Data, **atai Life Sciences**

**Dan Ma**, Head of Innovation & New Commercial Partnerships | Head Sandoz Innovation Lab Germany, **Sandoz**

**Hakim Yadi**, Chief Executive Officer, **Closed Loop Medicine**

**Susa Monacelli**, General Manager, **Propeller Health**

1:20pm BST **Chairs Closing Remarks**

**Andrew Phelan**, Chief Operating Officer, **Beats Medical**

1:30pm BST

**End of DTx Europe 2023**