



THE MEETING POINT OF DIGITAL THERAPEUTICS

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JUNE 12 - 13, 2024

LONDON, UK | BRITISH MEDICAL ASSOCIATION HOUSE



SEE FULL AGENDA BELOW





6th Annual / June 12-13 / London, UK / British Medical Association House

Conference Day 1, June 12th

9:10am BST Presentation: The Development of Digital in the UK, France, Belgium and Germany: Where Are We Now? Where Are We Going?

- A series of presentations from the NHS, French Ministry of Health, Belgium and Germany
- What key initiatives or projects are currently underway in each country to advance digital therapeutics?
- What challenges have been encountered in the development of digital health, and how have these challenges been addressed?
- What are the strategic priorities and future plans for the development of digital health in each country?

Lily Tang, Deputy Director, Medtech & Innovation, **NHS England**

Vincent Vercamer, Project Director, Ministerial Delegation, **French Ministry of Health**

Ulla Cahay, Head of Telemedicine, **National Institute for Health and Disability Insurance, Belgium**

Barbara Hofgen, Head of Unit Digital Health & Nursing Applications, **Federal Institute For Drugs & Medical Devices, Germany**

9:50am BST **Keynote Panel Discussion: Defining the Standards for International Harmonisation of Digital Healthcare Across Europe**

- How are European healthcare ministries aligning policies and regulations to facilitate the harmonisation of digital healthcare standards across borders?
- What challenges do you foresee in achieving regulatory consistency for digital health initiatives in Europe?
- How will European nations collaborate to ensure a high level of data protection in cross-border health data exchange?
- How are healthcare ministries engaging with various stakeholders, including industry partners, healthcare providers, and patient advocacy groups, in the standardisation process?
- How can global collaboration contribute to the success of European initiatives in this space?

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

Barbara Hofgen, Head of Unit Digital Health & Nursing Applications, **Federal Institute For Drugs & Medical Devices, Germany**

Ariel Dora Stern, Associate Professor, **Harvard Business School**

Rosanna Tariconne, Associate SDA Dean for Government & Health Division, **SDA Bocconi**

10:30am BST

Morning Refreshments & Networking

11:10am BST **Fireside Chat: Establishment of a DTx Service for Mental Health at a National Level in Ireland. The Story Behind the Scenes**

- How was the partnership between SilverCloud and the Irish government initiated and structured?
- How did the Irish government facilitate the dissemination of the DTx offering across the Irish primary care network?
- What are the ingredients that have led to a growth from 0 to 25,000+ prescriptions in the first 2 years?
- What are the lessons learned that can be shared with other organisations considering similar initiatives?

Angel Enrique, Senior Manager Digital Health Scientist, **Amwell**
Speaker TBA

11:40am BST Panel Discussion: A Code to a Cure: The Role of Pharma in 2024

- How has the collaboration landscape between pharmaceutical companies and digital therapeutics developers evolved in the past two years?
- In 2024, how are pharmaceutical companies strategically integrating digital therapeutics into their overall business models?
- How can digital therapeutics companies leverage pharma to have commercial success?
- How do pharmaceutical companies approach the clinical validation of digital therapeutics?
- Are pharmaceutical companies collaborating with other stakeholders, such as healthcare providers, payers, and technology partners, to create a holistic digital therapeutics ecosystem?
- What advice does pharma have for digital therapeutics?

Stefan Vlachos, Head of Health Works, **Astrazeneca**

Victor Barzey, Product Lead, Digital Health, **Otsuka**

Veronique Bruhat, Head of Digital Health Speciality Care | Direct to Patient Engagement, **Sanofi**

Sophie Park, Managing Director - G4A Investments & Partnerships, **Bayer**

12:20pm BST

Lunch & Networking

DTx London will now be split into four workshops. Please choose which workshop you wish to attend. These workshops will run for 45 minutes and then run once more, allowing you to participate in two of the four workshops available.

Workshops are available for our partners of the DTx Conference Series, please reach out to dtxpartnerships@greygreenmedia.com to find out more.

2:00pm BST Workshop 1: On the Highway to Business Brilliance: Picking Your Route to Market

- What routes to market exist and how do you choose the right one for you?
- What factors are considered in assessing the demand and competitive dynamics within the DTx space?
- How does your company define and segment its target patient audience, and what methodologies are used in developing patient personas?
- How to communicate your company's unique value proposition to your target audience?
- How can DTx entrepreneurs balance delivering health outcomes and demonstrating value to payers, employers, HCPs, patients etc?
- In the rapidly evolving field of DTx, how does your company maintain adaptability and agility in choosing and adjusting routes to market?

2:00pm BST Workshop 2: Everything you Need to Know About Clinical Trial Design

- How to define clear and measurable objectives for a clinical trial involving digital therapeutics?
 - What strategies can be employed to effectively recruit and retain participants in digital therapeutics clinical trials?
 - What strategies can be implemented to maintain blinding and minimise bias in the study design?
 - What are the advantages and limitations of RCTs compared to real-world evidence studies?
 - What steps can be taken to address barriers to participation and improve inclusivity in clinical trial recruitment?
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2:45pm BST **Workshop 3: Innovate, Iterate and Integrate: Building the Right Product**

- How do you prioritise user needs and preferences in the design and development of digital therapeutic solutions?
- What are the key regulatory challenges in different regions, and how can they be navigated effectively?
- What to consider when building a product that can seamlessly integrate with existing healthcare systems and workflows?
- What measures should be taken to ensure the security and privacy of patient data in digital therapeutic products?
- How can partnerships with other digital health companies, pharmaceutical firms, or research institutions accelerate the development of digital therapeutics?
- How can digital therapeutics be designed for scalability to reach a broader patient population?

2:45pm BST **Workshop 4: The Money Trail: Funding Strategies in Digital Therapeutics**

- How to define clear and measurable objectives for a clinical trial involving digital therapeutics?
- What strategies can be employed to effectively recruit and retain participants in digital therapeutics clinical trials?
- What strategies can be implemented to maintain blinding and minimise bias in the study design?
- What are the advantages and limitations of RCTs compared to real-world evidence studies?
- What steps can be taken to address barriers to participation and improve inclusivity in clinical trial recruitment?

3:30pm BST

Afternoon Refreshments & Networking

4:00pm BST **Presentation: Integrating Digital Technologies for Women's Wellbeing**

- Why is femtech a great business opportunity?
- How can digital therapeutics be effectively tailored to address the diverse and specific health needs of women across different age groups and backgrounds?
- What are the key challenges and opportunities in integrating digital health solutions into traditional healthcare systems to better serve women's health?
- In what ways can digital therapeutics not only address physical health but also encompass mental health and overall well-being for women?
- How do we ensure inclusivity and accessibility in deploying digital health solutions for women, considering factors such as socio-economic disparities and technological literacy?

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

4:25pm BST **Panel Discussion: Unifying the Digital Therapeutics Ecosystem: How to Link the Chain**

- How can different stakeholders collaborate to ensure interoperability and seamless integration of digital therapeutics into existing healthcare systems?
- How can regulatory bodies work collaboratively to create harmonised guidelines and standards that facilitate innovation while ensuring patient safety?
- What role do investors play in supporting the growth of the digital therapeutics industry, and how can stakeholders attract sustainable investment for long-term success?
- How can digital therapeutics companies and healthcare providers work together to integrate digital solutions into routine clinical practice, ensuring a seamless experience for both practitioners and patients?
- What's it going to take to transcend DTx into the next level?

Catherine Boule, Managing Partner, **Karista**

Tamir Singer, Head of Tech Business Development Innovation, Research, Life Sciences Transformation Directorate, **NHS England**

Ali Hasan, Chief Medical Officer, **Vitality**
Nahid Zokaei, Clinical Director, **Brain+**

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

5:30pm BST

Drinks Reception & Networking

6:30pm BST

End of Day 1

Conference Day 2, June 13th

8:00am BST

Registration & Networking

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

9:10am BST **Fireside Chat: My Experience Using Digital Therapeutics: Being a Patient**

- Do digital therapeutics really work? Insights into a real life patients' experience using digital therapeutics to treat a disorder.
- What attracts patients to discovering and utilising digital tools for recovery?
- How do digital therapeutics integrate with traditional healthcare practices and what support is needed to merge the two?
- What separates digital therapeutics from traditional methods of therapy?

Lucy Jones, Chief Clinical Officer, **Oviva**
Patient of Oviva

9:40am BST **Fireside Chat: A Sit Down & Q&A with Practising Clinicians Using Digital Healthcare Tools: Life on the Frontlines**

- What aspects of treatment does digital healthcare assist with for improved patient outcomes?
- How can digital healthcare tools improve communication between doctors and patients?
- How do you stay updated on the latest advancements in digital healthcare

- What needs to change to allow digital health tools to be fully operable in clinical workflow?

Venkat Reddy, Consultant Neurodevelopmental Paediatrician, Lead Clinician, Child Development Centre, Peterborough NHS Foundation Trust, **NHS England**

Tom Milligan, General Practitioner, Clinical Lead Diabetes, Humber and North Yorkshire ICB, **NHS England**

10:10am BST

Morning Refreshments & Networking

10:40m BST **Panel Discussion: The Recipe for Success: A Message from the Pioneers**

- A message from the pioneers to the next generation of DTx companies
- What are some key moments or innovations that paved the way for success in digital therapeutics and what can we learn from them?
- When reflecting, what were the most significant challenges faced, and how did you navigate them to stay afloat?
- Looking ahead, what trends or developments do you foresee shaping the future of DTx, and how can aspiring innovators prepare for this?

Hannes Klopper, Co-Founder & CEO, **HelloBetter**

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

Dennis Hermann, Head of Europe, **Kaia Health**

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

11:20am BST **Shark Tank Pitches: DTx Start-up Companies Pitch to A Panel of Investors**

Start-up DTx Companies

TBA

Investors

Erki Mölder, Managing Partner, **Verge HealthTech Fund**

Shamik Parekh, Partner, **Octopus Ventures**

Katie Baca-Motes, Angel Investor, **Springboard Health Angels**

Molly Gilmartin, Investment Manager, **AlbionVC**

12:20pm BST **Chair's Closing Remarks**

12:30pm BST

End of DTx Europe: London 2024