



**Advancing Digital Therapeutics into Mainstream Healthcare**

**4th Annual**  
**February 23 - 35 | Virtual**  
**7:00am-4:30pm PST | 10:00am-7:30pm EST**

**Conference Day 1: Tuesday, February 23<sup>rd</sup>, 2021**

**Workshop 1 - The Digital Therapeutics Payer Masterclass**

Over the past year, digital therapeutics have been thrown into the spotlight, filling the need for remote patient care. Developing a digital therapeutic and undergoing rigorous clinical trials is only half the battle. The next step is securing reliable and replicable reimbursement. This 3-hour workshop, led by payers with a wealth of knowledge and experience of the space, will dive into what payers are searching for from a DTx company and how best to work with payers for maximum effect.

Workshop Leaders:

**Theresa Juday**, Director, Speciality Innovation, **CVS Caremark**

**Ryan Lawton**, Chief Architect, Customer Experience & Engagement, **Blue Shield of California**

### Agenda

**8:00am | 11:00am** Presentation: What do Digital Therapeutics Really Mean to Payers?

- A brief overview of the where digital therapeutics and payers have previously crossed paths
- A discussion into where payers believe the true value of digital therapeutics lie
- A look into how best to approach and work with payers for mutual benefit

**8:30am | 11:30am** Breakout Discussions

Splitting into smaller groups, you will discuss the in's and out's of how payers and DTx companies can partner for mutual success. Make notes on the virtual platform for all members of the group to contribute to, on the following:

- What do payers look for when evaluating potential digital therapeutics partners?
- As a DTx company, what evidence should I be providing to best demonstrate my value?
- What does a good DTx / Payers partnership look like?
- How can payers aid with patient adoption, adherence, and product scalability?
- What can we do in a DTx / payer partnership to help break the mold and accelerate digital therapeutics into the modern healthcare system?

**9:30am | 12:30am** Life Admin Break

Go and grab a coffee, have a stretch, and let the dog out. We'll be starting up again in 30 minutes

**10:00am | 1:00pm** 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, via interactive polls, will be raised 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 how-to initially approach and work with payers
- Up-to-date information what payers are looking for from digital therapeutics companies to consider working together
- An understanding of how to demonstrate your value to payers effectively and efficiently
- A clear understanding of the payer landscape and their mindsets
- Your questions answered by industry leaders and your peers

**11:00am | 2:00pm End of Workshop 1**

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**Conference Day 1: Tuesday, February 23<sup>th</sup>, 2021**

**Workshop 2 - Telehealth & Digital Therapeutics Masterclass**

There has always been a requirement for remote patient care to ensure all patients are fully cared for. However, over the past year, we have seen a boom in the need for remote care to be implemented at scale. This workshop, led by telehealth and digital therapeutic leaders, will deep-dive into the ever-growing need for remote care, underlying its capabilities, benefits, and if they truly believe that remote patient care at scale is a permanent fixture in modern healthcare.

Workshop Leaders:

**Berkley Nelson**, VP, Commercial, **Bigfoot Biomedical**

**Antoun Nabhan**, VP, Commercial, **Pear Therapeutics**

#### **Agenda**

**12:00am | 3:00pm** Presentation: How telehealth and DTx can fill the requirement for remote patient care?

- A Brief overview of the where DTx and telehealth are carving out their place within the healthcare system
- A discussion on why options for remote patient care is at an all-time high
- A look at when we could be seeing DTx and Telehealth used regularly alongside traditional therapeutics

**12:30am | 3:30pm** Breakout Discussions

Splitting into smaller groups, you will discuss the in's and out's of where the opportunities for digital therapeutics and telehealth truly lie within the world of healthcare and how far this can continue to grow. Make notes on the virtual platform for all members of the group to contribute to, on the following:

- How can digital therapeutics and telehealth disrupt the current healthcare system for improved patient care and outcomes?
- Has the global pandemic opened the door for remote patient care solutions to really scale up?
- Where are some current success stories in the industry and what can we learn from them?
- How do digital therapeutics companies and telehealth need to think differently to improve adoption?
- What can we learn from other areas of digital health?

**1:30pm | 4:30pm** Life Admin Break

Go and grab a coffee, have a stretch and let the dog out. We'll be starting up again at 3pm!

**2:00pm | 5:00pm** 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, via interactive polls, will be raised 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 industry of remote patient care
- A deeper understanding of how telehealth and digital therapeutics can fill the need for remote care
- An understanding of how the implementation of remote care at scale will have an effect on the wider healthcare industry
- Being in the know for what this industry could grow to if implementation is executed at scale
- Your questions answered by industry-leading experts and your peers

**3:00pm | 6:00pm** End of Workshop 2

**Conference Day 2: Wednesday, February 24<sup>th</sup>, 2021**

**7:00am | 10:00am** 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.

**8:00am | 11:00am Chairs Opening Remarks and Setting the Scene**

**Sarah Jackson**, Chief of Staff, **Click Therapeutics**

**8:05am | 11:05am Keynote Presentation: A Working DTx and Payer Relationship**

Over the past year, all eyes have been on the digital therapeutics industry including that of payers. This fireside chat will put the relationship between Welldoc & CVS Health under the microscope, understanding how the partnership began, how both companies are both benefiting and their plans for the future.

**Anand Iyer**, Chief Strategy Officer, **Welldoc**  
**Kenneth Snow**, Medical Director, **CVSHealth**

**8:35am | 11:35am Wellness Break**

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

**8:40am | 11:40pm Keynote Panel Discussion: How are Digital Therapeutics Going to Change the Healthcare Industry Globally?**

Hear from the pioneers and leaders of the digital healthcare space who are making the first strides into making digital therapeutics a mainstream in modern medicine. This panel, made up of leaders from across the globe, will discuss who digital therapeutics has the capabilities to change healthcare across the world.

- What can digital therapeutics provide to the current healthcare climate to improve patient care and outcomes?
- After such exponential advances over the past year, how can we ensure we keep driving forward as an industry?
- Where have we seen successful integration of digital into a healthcare system and how can we learn from this?
- What other industries can we learn from?
- What is holding digital therapeutics back from global healthcare success?

**Dr. Gottfried Ludewig**, Head of Division 5, Digitalisation & Innovation, **German Federal Ministry of Health**

**Louise Schaper**, Chief Executive Officer, **Australasian Institute of Digital Health**

**Bakul Patel**, Director, Division of Digital Health & Director, Digital Health Center of Excellence, **FDA**

**Megan Coder**, Executive Director, **Digital Therapeutics Alliance**

**Saeju Jeong**, Co-Founder & CEO, **Noom**

**9:10am | 12:10pm** 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.

**9:10am | 12:10pm** Keynote Panel Discussion Q&A

Use this time to ask questions of the members of the panel discussion. This is your opportunity to really ask those who are leading the charge at changing the healthcare systems the most pressing questions.

**Dr. Gottfried Ludewig**, Head of Division 5, Digitalisation & Innovation, **German Federal Ministry of Health**

**Louise Schaper**, Chief Executive Officer, **Australasian Institute of Digital Health**

**Bakul Patel**, Director, Division of Digital Health & Director, Digital Health Center of Excellence, **FDA**

**Megan Coder**, Executive Director, **Digital Therapeutics Alliance**

**Saeju Jeong**, Co-Founder & CEO, **Noom**

**9:30am | 12:30pm Wellness Break**

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

**9:35am | 12:35pm Fireside Chat - A sit-down with Pear Therapeutics and Several of Its Early Payer Partners**

In 2020, we've seen a number of huge announcements around digital therapeutics reimbursement and Pear Therapeutics has been the center of this exciting news more than most. This session, involving the catalysts and deal-makers themselves, will deep dive into the whys and hows these partnerships came into fruition and what awesome looks like moving forward.

**Michael Pace**, VP, Market Access, Value & Evidence, **Pear Therapeutics**

**Samir Mistry**, VP, Pharmacy, **Preferred One**

**Katie Archer**, Director, Health and Welfare Plans Benefits Design, Planning and Analysis, **The Hartford Financial Services Group, Inc.**

**Renee Wallace**, Clinical Pharmacist, **Serve You Rx**

**10:25am | 1:25pm Wellness Break**

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

**10:30am | 1:30pm Presentation: An Akili Interactive Case Study - The FDA has Entered the Game**

Having been leaders of the industry since the industry began, Akili have recently received FDA approval for the world's first prescription video game therapeutic, EndeavorRx. This is how it happened.

- An insight into Akili's vision from development to FDA approval
- A discussion regarding Akili's journey working with the FDA
- What's next for Akili Interactive?

**10:30am | 1:30pm Presentation: The 5 Biggest Mistakes I've Made in 2020**

With digital therapeutics trending moving from strength to strength, it's easy to see that the industry is making the right moves for success. However, this open and honest presentation will dive into the few times a leading DTx company made mistakes and the lessons they learned from them

- An in-depth discussion on the top 5 mistakes Woebot Health made during 2020
- A look into how Woebot turned these mistakes into



**Eddie Martucci**, Chief Executive Officer, **Akili Interactive**

- positive learning experiences
- A lasting statement on how best you can learn from your mistakes in an emerging industry

**Athena Robinson**, Chief Clinical Officer, **Woebot Health**

**10:55am | 1:55pm**

### Lunch

Finally, a conference lunch that is entirely your choice!

Use this extended break to stretch your legs, grab some food and recharge.

Day 2 of DTx West 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.

DTx West 2021 will now split into two tracks.

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

**Track 1**  
**Crucial Case Studies**

Location: **Stage**

**Track 2**  
**Dynamic Discussions**

Location: **Sessions**

**1:00pm | 4:00pm Presentation by Cognoa**

Hear from some of the top names in the space regarding their new pivotal trial data and recent submission to the FDA. Years in the making, this is not to be missed.

- An insight into Cognoa's new pivotal trial data
- An overview of Cognoa's workings with the FDA during their recent submission
- What's next for Cognoa?

**Sharief Taraman**, Chief Medical Officer, **Cognoa**

**1:30pm | 4:30pm Wellness Break**

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

**1:00pm | 4:00pm Panel Discussion: How do we Define Enforcement Discretion Exactly?**

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

- A discussion on what exactly enforcement discretion is
- How can we ensure we are staying within the guidelines when so many are unsure of where they lie?
- Understanding how best to work the regulatory bodies to outline exactly what is required

Actively or passively take part in this discussion.

**Acacia Parks**, Chief Science Officer, **Happify Health**

**Marisa Cruz**, Chief Medical Officer, **Limbix**

**Lucia Savage**, Chief Privacy and Regulatory Officer, **Omada Health**

**Ankur Kaushal**, VP, Regulatory Affairs & Quality, **Big Health**

**Susan Baumgartner**, VP, Product Management & Regulatory Affairs, **electRx**

**1:35pm | 4:35pm Presentation: An Deep-Dive into Biofourmis' Unique Commercial Model**

With the healthcare system ready for remote care to take its place alongside traditional drugs and the industry flooded with great solutions, how can you best demonstrate your value in your product to potential partners?

- A deep dive into the work Biofourmis are doing
- A look at the unique model Biofourmis have developed for commercial success
- What are the future plans for Biofourmis?

**Kuldeep Singh Rajput**, Founder & CEO, **Biofourmis**

**1:40pm | 4:40pm Wellness Break**

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

**2:00pm | 5:00pm Wellness Break**

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

**2:05pm | 5:05pm Presentation: Creating *THE* Universal Platform for Brain Health**

- The vision for the “universal platform for brain health”
- The next frontier in neuro-care - Overview of our digital therapeutics that are in different stages of early to advanced research and development
- A look at the future of neuro-digital therapeutics as a whole, including what’s next for regulations

**1:45pm | 4:45pm Panel Discussion: The Frontline Requirement for Remote Patient Care**

Digital Therapeutics are clinically validated through vigorous trials. However, a door that is not fully unlocked yet is effective and efficient integration into clinicians workflows. The panel will dive into what frontline clinicians think of DTx and remote medicine in general.

- What do clinicians really think of digital therapeutics?
- Has the recent COVID 19 pandemic changed the opinions of clinicians regarding DTx?
- How are we working with clinicians to ensure smooth integration into their workflow?
- What will it take to have digital therapeutics prescribed at

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

the same rate as traditional drugs?

Raj Khandwalla, Director of Digital Therapeutics, **Cedars-Sinai**

Simon Lin, Chief Research Information Officer, **Nationwide Children's Hospital**

Valerie Sullivan, President & CEO, **etectRx**

Jennifer Johns, SVP, Strategic Accounts, **Propeller Health**

YiDing Yu, Chief Medical Officer, **Vetera Health**

**2:30pm | 5:30pm** Wellness Break

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

### Location: Sessions

**2:35pm | 5:35pm** Panel Discussion: A Patient-First Perspective on Digital Therapeutics

Hear from real patients who have found themselves involved in the DTx diagnostics, therapeutics and clinical trials. This session will tell you all you need to know about what patients truly think of Digital Therapeutics, right from the horse's mouth.

- A discussion on the patient's initial thoughts when first hearing about digital therapeutics and how their perspective changed during the treatment
- A deepdive into how the patient compare digital therapeutics with traditional drugs
- A look into the patient's perspective on using digital therapeutics moving forward for further treatment
- A critical analysis of what could be improved to help better improve patient outcomes and engagement
- An understanding of exactly how digital therapeutics are currently affecting the lives of patients

Moderated by **Amir Lahav**, Healthcare Intelligence Consultant, Digital Transformation and RWE, **Mitsubishi Tanabe Pharma America**

**Sarah Cooper**, Product Design, **MedRhythms**  
**Patient Representative** from **MedRhythms**  
**Sharief Taraman**, Chief Medical Officer, **Cognoa**  
**Patient Representative** from **Cognoa**  
**Delora Denney**, Patient & Clinical Support Advisor, **Curelator**

**3:05pm | 6:05pm Open Q&A with Speakers**

Use this time to ask questions of the members of the previous discussion. Speak to the patients directly and pose them your questions to further understand the real impact digital therapeutics can have on patient care and experience.

Moderated by **Amir Lahav**, Healthcare Intelligence Consultant, Digital Transformation and RWE, **Mitsubishi Tanabe Pharma America**  
**Sarah Cooper**, Product Design, **MedRhythms**  
**Patient Representative** from **MedRhythms**  
**Sharief Taraman**, Chief Medical Officer, **Cognoa**  
**Patient Representative** from **Cognoa**  
**Delora Denney**, Patient & Clinical Support Advisor, **Curelator**

**3:30pm | 6:30pm 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.

**4:30pm | 7:30pm End of DTx West 2021 Day 2**

**Conference Day 3: Thursday, February 25<sup>th</sup>, 2021**

**7:00am | 10:00am 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

**8:00am | 11:00am Chairs Opening Remarks: Digital Transformation Trends to Watch in 2021 and Beyond**

While some digital technologies are starting to become part of the mainstream health lexicon, there are many more still carving out their name and recognition. The next decade is sure to be the real test for the DTx revolution.

**Amir Lahav**, Healthcare Intelligence Consultant, Digital Transformation and RWE, **Mitsubishi Tanabe Pharma America**

**8:20am | 11:20am Keynote Fireside Chat: Digital Therapeutics and Pharmaceutical Partnerships – A landmark collaboration to solve for a complex disease**

Click Therapeutics, a leader in digital therapeutics, and Boehringer Ingelheim, a leading global pharmaceutical company, announced one of the latest industry collaborations underlining the growing interest of big pharma in digital therapeutics and the significant value of such collaborations. Our keynote will explore this collaboration on the development and commercialization of a novel prescription digital therapeutic for the treatment of schizophrenia. We will particularly explore how the collaboration aims to make such an innovative treatment modality broadly accessible, as well as how each company is leveraging the collaboration as an opportunity to further learn and contribute in treating patients in an unprecedented way.

- Why was this partnership, and this partner specifically, attractive to you?
- What is your vision for the partnership?
- How does the partnership enable each company to better address patient needs?
- How do you hope this partnership shapes the digital therapeutics landscape?

**David Klein**, Chief Executive Officer, **Click Therapeutics**

**Ross Muken**, Chief Financial Officer, **Click Therapeutics**

**Jan Stefan Scheld**, Corporate Senior Vice President, Therapeutic Area Head CNS, Retinopathies & Emerging Areas, **Boehringer Ingelheim**

**Ioannis Sapountzis**, Corporate SVP & Global Head BD&L, **Boehringer Ingelheim**

**9:00am | 12:00pm** Wellness Break

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

**9:05am | 12:05pm** **Keynote Panel Presentation: A Deepdive into the Payer Perspective of Digital Therapeutics**

Over the past year, there has been an increased need and demand for remote patient care. The digital therapeutics industry has stepped forward with plans to fill this demand. Much of their success depends on reimbursement and ROI from payers. This panel will put payers in the spotlight to find out exactly what they think of digital therapeutics

- How have the events over the past year changed the mindset of payers when considering digital therapeutics?
- What does a good payer/DTx partnership look like?
- What are payers looking for in digital therapeutics companies to move forward with partnerships?
- Where do payers think is the ceiling for digital therapeutics in the modern healthcare system?
- In a payers perspective, how far has the DTx industry come since DTx West 2020?

**Theresa Juday**, Director, Speciality Innovation, **CVS Caremark**

**Michael Sherman**, Chief Medical Officer, **Harvard Pilgrim Healthcare**

**Ryan Lawton**, Chief Architect, Customer Experience & Engagement, **Blue Shield of California**  
**Elizabeth Kwo**, Staff Vice President, Clinical Data Analytics, **Anthem**

**9:35am | 12:35pm Open Q&A with Speakers**

Use this time to ask questions of the members of the panel. Ask your questions to these payers to better understand their thoughts on the digital therapeutics industry.

**Theresa Juday**, Director, Speciality Innovation, **CVS Caremark**  
**Michael Sherman**, Chief Medical Officer, **Harvard Pilgrim Healthcare**  
**Ryan Lawton**, Chief Architect, Customer Experience & Engagement, **Blue Shield of California**  
**Elizabeth Kwo**, Staff Vice President, Clinical Data Analytics, **Anthem**

**9:55am | 12:55pm Speed Networking**

Grab yourself a coffee and head over to the Networking Area for some speed networking. Here you will be paired up with another member of the audience in a brief 1 on 1 session, learning all about those sat across from you, exchanging contact details before eventually saying farewell and being paired up with your next industry colleague.

Your next business partner might just be one click away.

**Location: Sessions**

**10:30am | 1:30pm Panel Discussion: Injecting Capital into Digital Therapeutics**

With all eyes on remote care solutions, DTx has really been in the spotlight this year. This panel discussion will provide an updated



perspective of what investors truly think of digital therapeutics after a year of a highly accelerated industry boom

- Since the recent pandemic, are investors more or less likely to be pulling the trigger on DTx investments?
- How has the DTx investment landscape changed since DTx West 2020?
- A discussion into what investors need to see from DTx companies to consider investing
- Aside from injecting capital into the business, how can investors help DTx companies grow?
- Where is the ceiling for digital therapeutics?

**Cris De Luca**, Global Head, Digital Investments, **Sanofi Ventures**

**Yizhen Dong**, Partner, **Global Founders Capital**

**Elan Tye**, Principal, **JAZZ Venture Partners**

**Chihiro Hosoya**, Head of Venture Management and Business Development, Rx+ Business Accelerator, **Astellas Pharma**

**Raj Pallapothu**, Managing Director, **Bio 9 Ventures**

**Andrey Ostrovsky**, Managing Partner, **Social Innovation Partners**

**11:00am | 2:00pm Open Q&A With Speakers**

Use this time to ask questions of the panelists. Pose your questions to the expert investors to ensure you're fully in-the-know when it comes to securing investment.

**Cris De Luca**, Global Head, Digital Investments, **Sanofi Ventures**

**Yizhen Dong**, Partner, **Global Founders Capital**

**Elan Tye**, Principal, **JAZZ Venture Partners**

**Chihiro Hosoya**, Head of Venture Management and Business Development, Rx+ Business Accelerator, **Astellas Pharma**

**Raj Pallapothu**, Managing Director, **Bio 9 Ventures**

**Andrey Ostrovsky**, Managing Partner, **Social Innovation Partners**

**11:20am | 2:20pm Wellness Break**

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

**11:25am | 2:25pm Interactive Roundtable: How has Pharma's mindset on DTx changed over the past year?**

This interactive, discussion-led session will enable you to be fully up-to-date on how pharma views 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:

- Given the COVID 19 global pandemic and push for remote care, how has pharma's view changed on digital therapeutics?
- What will it take for digital therapeutics to be a staple in medicine alongside traditional drugs?
- How are pharma looking to continue incorporating digital in their main pipeline efforts?

Actively or passively take part in this discussion.

**Joris Van Dam**, Executive Director, Head of Digital Therapeutics, **Novartis**

**Francesca Wutke**, Chief Digital Officer, **Almirall**

**Jacob Sunol**, Chief Digital Officer, **Ipsen**

**Suhas Krishna**, Executive Director, Digital Therapeutics, **Bristol Myers Squibb**

**Jin Lee**, Director of Digital Health Product & Commercial Strategy, **Astellas Pharma**

**11:55am | 2:55pm Open Q&A With Speakers**

Use this time to ask questions of the members of the panelists. Pose your questions to the pharma experts to fully understand how their perspective may have changed over recent months.

**Joris Van Dam**, Executive Director, Head of Digital Therapeutics, **Novartis**

**Francesca Wutke**, Chief Digital Officer, **Almirall**

**Jacob Sunol**, Chief Digital Officer, **Ipsen**

**Suhas Krishna**, Executive Director, Digital Therapeutics, **Bristol Myers Squibb**

**Jin Lee**, Director of Digital Health Product & Commercial Strategy, **Astellas Pharma**

**12:15am | 3:15pm Chairs Closing Remarks**

**End of DTx West 2021**