



Understanding the True Value within Digital Health

23-25th February 2022

San Mateo, CA & Online | 5th Annual

Conference Day 1: Wednesday, 23rd February 2022	
9:00am	Chairs Opening Remarks and Setting the Scene Acacia Parks , Chief Science Officer, Happify Health
9:10am	Keynote Presentation: Utilizing Digital Therapeutics Within the VA David Shulkin , Ninth Secretary, U.S. Department of Veteran Affairs
9:35am	Keynote Panel Discussion: How can Utilizing Digital Therapeutics Provide Better Care to the Veteran Population? <p>The VA has a unique process that creates specific needs and challenges in serving veterans. This panel will explore how to address the veteran population with digital therapeutics whether through a large employer or by partnering directly with the VA. Providing care for veterans is no longer just about contracting with the VA. Many employers have taken measures to provide better care to their veteran employees.</p> <ul style="list-style-type: none">• Hear from those who have experience partnering with the VA: the process, timing and challenges of creating these partnerships?• How is the VA structured and what are the best ways to penetrate the VA?• What are the different ways of contracting with the VA?• How important is clinical evidence when the VA considers new technology?• How can employers serve veteran employees with digital therapeutics? <p>Moderated by: Debra Reisenthell, Founding CEO, Freespira Joe Pereukupka, Chief Commercial Officer, EVERSANA Ryan Sadlo, VP, Growth, Wellsheet Ruth Lowenthal, VP, Total Rewards, Xcel Energy</p>
10:15am	Morning Refreshments and Networking

10:55am **Fireside Chat: What's next: Transition from Private to Public for a Digital Health Company**

As the digital therapeutics industry matures, we have been witness to a number of mergers, acquisitions and exits across the space. However, more than 80% of companies that achieved a public exit did it through a SPAC merger. This session, led by leading companies who have achieved just that, will deep dive into the *'how's, why's and what's next'* in becoming a publicly traded digital therapeutics company.

Julia Strandberg, Chief Commercial Officer, **Pear Therapeutics**

Charlie Steel, Chief Financial Officer, **Babylon**

11:35am **Presentation: An Insight into a Corporate VC Funds Approach at Investing and Partnering within the Digital Therapeutics Industry**

- Planting seeds and building the portfolio
- Building momentum and engaging the corporate parent
- Acting as a bridge between corporate parent and startups

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

12:00pm **Panel Discussion: What is the True Value within Digital Health?**

In the first half of 2021 \$14.7 Billion was raised by Digital Health startups, surpassing the total funding raised in 2020 within the industry. With such a massive injection of capital, digital therapeutics have the opportunity to accelerate their growth and truly establish themselves within healthcare. This panel, led by experts in the field, will dive into the intricacies of raising capital and the potential implications of injecting such huge capital into the space.

- Why have we seen such an influx in funding and value within the digital therapeutics industry in 2021?
- Is this influx a natural progression or has the global pandemic catalyzed the value of the industry?
- What are the opportunities for digital therapeutics companies that come with this injection of value into the industry?
- What are the potential implications for this rapid increase of value into the industry?
- What steps can the industry take to ensure it continues on this upward trajectory?
- What is the role of corporate venture capital vs institutional VCs?
- An insight into funding and building the next generation of digital therapeutics companies

David Stevenson, Managing Director, **Merck Global Health Innovation Fund**

Santosh Shanbhag, Chief Financial Officer, **Akili Interactive**

Randall Stanicky, Chief Financial Officer, **Click Therapeutics**

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

Bilal Khan, Chief Financial Officer, **Happify Health**

12:40pm

Lunch

2:00pm **Panel Discussion: Exploring the Mutually Beneficial Relationship Between Digital Therapeutics and Employers**

The integration of digital therapeutics into the employer landscape has seen success over recent years. With the adoption of digital health tools, employees are able to stay healthy while also being productive at work. This, of course, leads to increased happiness, productivity and less time out of the office while also allowing for a reliable revenue stream for the DTx partner. This panel, led by experienced leaders in the space, will dive into why the DTx and employer partnership could be a match made in heaven.

- Are large employers exploring digital health tools for employee benefits and total rewards?
- How can digital therapeutics integrate into employee benefits?
- Are large employer partnerships a reliable reimbursement pathway for digital therapeutics companies?
- How can DTx companies begin the conversation with large employers?
- Will digital therapeutics be a mainstay in the future of employee benefits?

Lisa Woods, VP, Physician & Emotional Wellbeing, **Walmart**

Jennifer Paisley, VP, Total Rewards & HR Operations, **Valmont Industries**

2:40pm **Presentation: The Intersection between Pharma and Digital Therapeutics - Industry Insights from Both Sides**

Digital therapeutics companies are flexible, fast-moving and have seen growth at an exponential level. Pharmaceutical companies, on the other hand, traditionally work at a slower rate and are slower to adopt new changes within healthcare. In an industry where partnerships have both blossomed and cracked apart, this session, led by an expert who has worked in both industries, will explore the differences, similarities and key takeaways on how best to work successfully with each other.

- What are the similarities and differences between digital therapeutics companies in the digital health field?
- Can we identify some of the friction points in the intrinsic processes between digital therapeutics companies and pharma companies?
- How can DTx companies and Pharma best work together to compliment the strengths of each stakeholder for a mutually beneficial partnership?

Blake Schiller, Vice President, Marketing, **Akili Interactive**

Melinda Decker, Former Chief Commercial Officer, **Mymee**

3:10pm **Panel Discussion: What does 'Digital' mean to Pharma?**

Over recent years, we've seen the pharmaceutical industry become more involved with digital healthcare through external partnerships and internal efforts. However, the exact role of digital changes from company to company. This panel, led by the experts of digital within pharma, will explore exactly what digital means to them and their respective organisations.

- What does digital mean to your respective pharmaceutical company?
- How does digital health align with pharma's traditional therapeutics approach?
- What are pharma's preferences in their digital health efforts? Partnering, in-house development or both?
- Is digital a part of the mainstream efforts of the pharmaceutical industry? If not, when will this be the case?

Dennis Urbaniak, EVP, Digital Therapeutics, **Orexo AB**

Josh Raysman, VP, Digital Innovation Lab, **Pfizer**

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

Judith Reece, VP, Digital Development, **GSK**

3:50pm

Afternoon Refreshments & Networking

4:30pm **Presentation: Innovating Around the Needs of the Patient**

While innovating within the healthcare industry, keeping the patient at the center of the discussion is crucial to ensure impactful health outcomes. As a healthcare payer, identifying the right digital product to adopt and providing them to the right patient is paramount in creating an effective and streamlined healthcare system. This session will explore, from the payer perspective, what it means to innovate around the needs of the patients.

- How are payers working with patient groups to ensure they are cultivating the right digital product for the right patient?
- Are payers falling victim to 'Shiny Hammer Syndrome' and how can we work against this?
- How can digital therapeutics companies work with payers to streamline value-based adoption of digital tools for the patients?

Omid Toloui, VP, Innovation, **Anthem**

4:55pm **Panel Discussion: Defining the Standards for Payer Evaluation of DTx**

Digital therapeutics have demonstrated both clinical and economic value within healthcare. However, the uptake of digital therapeutics by payers has been slow and ongoing. This panel, led by a mix of innovative payers and leading DTx companies, will outline how standardising payer evaluation of digital therapeutics could lead to increased payer adoption, reliable DTx reimbursement and accelerated adoption by patients.

- What are payers looking for when assessing coverage for a digital therapeutic?
- Is there a standard for payer evaluation of digital therapeutics?
- How can we streamline the process of connecting payers and DTx companies for increased and improved coverage?
- Is value-based contracting the best path forward for DTx & payer partnerships?
- Is it possible to set a defined process for digital therapeutics companies to get in front of payers?

Corrado Panno, VP, Business Development, **Magellan Health**

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

Katya Siddal, VP, Product Development & Innovation, **Blue Cross and Blue Shield of Kansas City**

Alex Waldron, Chief Executive Officer, **Wellinks**

5:35pm **Chairs Closing Remarks**

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

Close of DTx West 2022 Day 1

Conference Day 2: Wednesday, 24th 2021

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

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

9:10am **Keynote Presentation: An Insight into the Mind of a Digital Therapeutics Prescriber**

Although established across numerous healthcare systems within and outside of the US, the uptake of digital therapeutics by providers has been a slow process. This session, led by real prescribers of digital therapeutics, will dive into the intricacies of provider adoption and the process of implementing digital therapeutics into a patients healthcare journey.

Audrey Kern, Global Medical Director, **Pear Therapeutics**

9:35am **Fireside Chat: Building Creative Partnerships within Digital Therapeutics - A MedRhythms & Universal Music Group Case Study**

Since the inception of the digital therapeutics industry, we've seen a number of partnerships between DTx companies and various stakeholders within the field blossom and prove impactful. However, these partnerships are typically between Payer Groups, Providers Systems, Pharma and Government Bodies. The session, led by the pioneers within two seemingly distinct industries, will explore the intricacies of thinking outside the box and building creative partnerships to improve both patient outreach and outcomes.

- How and why has this partnership between MedRhythms and Universal Music Group come to fruition?
- What opportunities can this partnership provide for each respective company?
- How does this partnership differ from the more traditional partnerships we've seen over recent years within the DTx industry?
- How will this partnering of two industry leaders aid in reaching more patients and improving health outcomes?
- Is it time to start thinking more creatively around the partners digital therapeutics companies are working with and are partnerships like this likely to be more common in the future?
- What excites you about this partnership?

Brian Harris, Co-Founder & CEO, **MedRhythms**
Representative from **Universal Music Group**

10:15am

Morning Refreshments & Networking

10:55am **Panel Discussion: How can Digital Therapeutics Companies & Providers Groups Collaborate for Greater Efficiency and Transparency?**

Although we've seen some success in the market for digital therapeutics, uptake by providers has been off to a slow start. However, over recent years we've seen more innovation provider groups utilize these new therapeutic approaches with success. This session, led by frontline healthcare providers and digital therapeutic companies, will explore how the integration of digital therapeutics into the healthcare system can lead to both higher quality of care and improve clinical success.

Santosh Mohan, VP, Digital, **Moffitt Cancer Center**

Leanne Mauriello, Director, Lifestyle Medicine, **Spectrum Health**

Francisco Rhein, System VP, IT Innovation & Digital Care Transformation, **CommonSpirit Health**

Alankar Gupta, VP, Medical Affairs & Clinical Development, **Click Therapeutics**

11:35am **Presentation: Patient Recruitment in DTx Clinical Trials - Why DTx Trials Require Unique Approaches**

Adam Samson, Senior Director, Clinical Operations & Customer Success, **Curebase**

12:00pm **Presentation: Providing the Industry with an Update on the Clinical Landscape within Digital Therapeutics**

- An in-depth look as to if there is a defined bar of validation set for digital therapeutic clinical trials
- Do FDA and non-FDA regulated Digital therapeutics require different levels of validation or should it be uniform?
- A look at the current requirements for DTx clinical trials to be considered successful.

Gina Kackloudis, Director of Clinical Operations, **Happify Health**

12:25pm

Lunch

1:30pm **Presentation: How Big Health are Tackling Wider Mental Health Issues by Addressing Sleep**

- An insight into the recent study looking into the prevalence of mental health and insomnia across multiple populations
- What is the impact of under-served populations on mental health?
- How are Big Health addressing wider mental health issues starting with sleep as a starting point?

Colin Espie, Co-Founder & Chief Scientist, **Big Health**

1:55pm **Presentation: Intelligent Healing**

There is a need to usher in a new era of care, one that better connects the body and mind and shortens the growing distance between need and care. At Happify Health, we call this Intelligent Healing and we deliver it by configuring personalized digital therapeutics and care solutions to deliver each person the care they need.

Intelligent Healing starts with the science of changing behavior and is delivered via an integrated clinical grade technology platform that can seamlessly connect patients to the care they need, when they need it, in the way they want:

- We use a richer set of data to give a more realistic view of the whole person and use Artificial Intelligence to enable the delivery of hyper-personal care journeys at scale. This enables care to be delivered more precisely with greater velocity and higher quality.
- We employ a 'factory based' approach to design and deploy a range of evidence based non-prescription and prescription digital therapeutics
- Our method of action is a diverse and clinically validated range of Therapeutic Media based on evidence-based interventions, care that people want to spend time with

Intelligent Healing creates higher quality outcomes and can unlock new value across all stakeholders. Perhaps most importantly, it has the potential to usher in a new era of care: one that is simpler, more connected, hyper-personal and responsive.

Chris Wasden, Head of Pharma Speciality Solutions & Corporate Strategy, **Happify Health**

2:20pm

Afternoon Refreshments & Networking

3:00pm Presentation: Incorporating Disparate Feedback (UX, SME, Clinical Outcomes & Analytics) Into Product Development

Jessical Lake, Chief Science Officer, **Limbix**

3:25pm Presentation: Building a Digital Therapeutics Product in a Regulated Environment

The digital therapeutics industry is packed with novel and innovative digital solutions for numerous disease states. However, not all digital therapeutics are built the same. This session, led by the experts in product development, will dive into the intricacies of building a digital health solution while holding ourselves accountable to the clinical, product and design boundaries while also building the foundations for creating health equity.

- What are the key lessons learned of building a digital therapeutics product within a regulated environment?
- How can digital therapeutics companies hold themselves accountable within the clinical, product and design boundaries of the industry?
- How can digital therapeutics companies create the foundations to ensure health equity within the industry?
- An insight into the importance of basing digital therapeutic development for widespread inclusion across social determinants

Venkat Rao, Director of product Development, **Big Health**

4:05pm Chairs Closing Remarks

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

Close of DTx West 2022 Day 2

Conference Day 3: Friday, 25th September

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

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

Digital Therapeutics Innovation Showcase

9:15am **Presentation: Using Digital Therapeutics to Improve Women's Health Across the Lifespan**

- What is the unmet need within women's health that Bone Health Technologies are addressing with digital therapeutics?
- An insight into finance building the digital solution
- A deep dive into the routes to market and commercialization of digital therapeutics

Laura Yecies, Chief Executive Officer, **Bone Health Technologies**

9:45am **Presentation: Presentation by S-Alpha Therapeutics**

- A first-look at S-Alpha Therapeutics Clinical Data
- An insight into S-Alpha Therapeutics approach at developing digital solutions for multiple disease areas
- What's next for S-Alpha Therapeutics?

SeungEun Choi, Chief Executive Officer, **S-Alpha Therapeutics**

Yong-Sun Lee, Chief Strategy Officer, **S-Alpha Therapeutics**

10:15am **Presentation: 5 Ways We've Conquered our Fear of Being Truly Patient Centric**

Most digital health companies have the good intention of being human centric whilst oftentimes ignoring the human context behind restrictive medical models. This can be boiled down to being fearful of radical truth from patients and having to face the reality that their product might not produce the desired outcomes on both the human experience and medical side. This showcase will highlight what we've learned on our successful journey to co-build the Quin app with hundreds of people with diabetes still involved in our daily operations.

- How has Quin enabled true patient centricity when developing and offering the digital health solution to diabetes patients?
- How can digital therapeutics companies include patients early on in their developmental journey?
- How are Quin continuing to include patients as they grow and scale their digital therapeutic?

Cyndi Williams, Founder & CEO, **Quin**

10:45am

Morning Refreshments & Networking

11:15am **Panel Discussion: Where does Innovation need to Occur Within the Industry to Continue Advancing Digital Therapeutics?**

The digital therapeutics industry is wide and multi-faceted with newcomers entering the industry with novel and innovative strategies seemingly at all times. This panel, led by leaders from across the industry, will dive into where

innovation must occur throughout the industry to ensure digital therapeutics continue their current growth and scale.

Ben Rosner, Associate Professor, **University of California, San Francisco**

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

11:55am **Chairs Closing Remarks**

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

12:00pm

Close of DTx West 2022