



## 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**

**Joe Perekupka**, Chief Commercial Officer, **EVERSANA**

9:10am **Keynote Presentation: Using Virtual Care and Digital Solutions to Care for Veterans**

**The Honorable David J. Shulkin, M.D.**, Ninth Secretary, **The U.S. Department of Veteran Affairs**

9:35am **Keynote Panel Discussion: How Can Utilizing Digital Therapeutics Provide Better Care to The Veteran Population?**

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.

- 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?

Moderated by: **Debra Reisenthell**, Founding CEO, **Freespira**

**Joe Perekupka**, Chief Commercial Officer, **EVERSANA**

**Ryan Sadlo**, VP, Growth, **Wellsheet**

**Ruth Lowenthal**, VP, Total Rewards, **Xcel Energy**

10:15am

**Morning Refreshments and Networking**

#### 10:55am **Panel Discussion: A Deep-Dive into the Scaling-Up Strategies utilized by Digital Therapeutics Companies**

As the digital therapeutics industry matures, we have been witness to a number of mergers, acquisitions and exits across the space. This panel, led by experts in the space who have navigated SPAC mergers and acquisitions, will dive into the “*how’s, why’s and what’s next*” of these impressive scale-up strategies.

- An explanation of the scale-up methods utilized by those on the panel
- Why are these rapid-growth methods utilized by DTx companies and what are the opportunities that these provide?
- Understanding the potential pitfalls of SPAC mergers and acquisitions and how to navigate these
- What advice would you give to a digital therapeutic company looking at SPAC mergers and acquisitions in the near future?

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

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

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

**Pierre Leurent**, Founder & Co-CEO, **Voluntis** | President, Digital Health, **Aptar**

**Sai Shankar**, President, Digital Health, **Aptar** | Co-CEO, **Voluntis**

#### 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**

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

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

**Bilal Khan**, Chief Financial Officer, **Happify Health**  
**Lana Ghanem**, Managing Director, **Hikma Ventures**

12:40pm

## Lunch

2:35pm **Co-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**

3:00pm **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?
- What are pharma's preferences in their digital health efforts? Partnering, in-house development or both?
- How can Pharma create successful partnerships with advocacy and technology partners to advance digital strategies?
- What role does Pharma play in defining the success of digital therapeutics?

**Steve Peretz**, Group Director, Health Experience & Product Strategy, **Appnovation**  
**Josh Raysman**, VP, Digital Innovation Lab, **Pfizer**  
**Doug Lee**, VP, Business Development & Licensing | Global Head, Digital & Data Science, **Bayer**  
**David Salmon**, Head of Digital Innovation & Capabilities, Global Oncology, **AstraZeneca**

3:40pm

## Afternoon Refreshments & Networking

#### 4:25pm **Panel Discussion: How to Create a Viable Digital Therapeutics Business**

When starting the journey of building a digital therapeutics company, there are many steps to consider that will lead to the success of the business. After developing an effective product and finding success in the clinic, many businesses are unaware of *all* the available business models available to them. This panel, led by industry experts, will explore the commercial models and opportunities that are available for the DTx industry.

- What are the more common business models available that DTx companies have found success in?
- How can you best identify the right business models for your own digital intervention?
- Outlining the common mistakes and misconceptions of commercializing and gaining reimbursement as a DTx company

**Kamal Jethwani**, Co-Founder & CEO, **Decimal Health**

**Jaydev Thakkar**, Chief Operating Officer, **Biofourmis**

**Afsana Akhter**, Chief Executive Officer, **Psious by Amelia**

**Liesl Oldstone**, VP, Health Economics & Market Access, **AppliedVR**

#### 5:05pm **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**

#### 5:30pm **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 standardizing 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?

**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**  
**Dan Weinstein**, Associate Principal, **ZS Medullan**

6:10pm **Chairs Closing Remarks**

**Joe Perekupka**, Chief Commercial Officer, **EVERSANA**

## Close of DTx West 2022 Day 1

**Conference Day 2: Wednesday, 24th 2021**

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

**Brian Harris**, Co-Founder & CEO, **MedRhythms**

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**

9:50am **Presentation: Getting Real Provider Traction with a DTx solution - Case Study of Psious**

Psious by Amelia has successfully developed a Virtual Reality platform for mental health and is being used by more than 2000 therapists across the US and Europe. The company has defined a robust business model and is growing rapidly, thanks to its close collaboration with clinicians. Clinicians are a key access point to patients and Psious has shown how a Go-To-Market path with Providers can be achieved for DTx companies. Psious will share the evidence supporting its solution, how the solution works, and the key factors enabling its rapid growth.

**Xavier Palomer**, Founder and Exec-Chairman, **Psious by Amelia**

10:15am **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?

Moderated by **Heidi Duerr**, Associate Editorial Director, **Psychiatric Times**  
**Colin Espie**, Co-Founder & Chief Scientist, **Big Health**

10:40am

## Morning Refreshments & Networking

### 11:10am **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.

- What are the challenges to implementing digital tools into a clinicians workflow?
- How can digital therapeutic companies work with providers to ensure a smooth integration into the healthcare workflow?
- Where do changes need to occur within the healthcare system to enable digital solutions to be effectively implemented?
- What are the hurdles around data interoperability when implementing DTx into the healthcare system?
- What are some of the success stories we've seen when using digital therapeutics in the clinic?
- When can we expect to see widespread adoption of digital interventions within healthcare?

**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**

**Ema Offidani**, Director of Clinical Science, **Lumos Labs**

### 11:50am **Presentation: Patient Recruitment in DTx Clinical Trials - Why DTx Trials Require Unique Approaches**

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

### 12:15pm **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**

12:40pm

## Lunch

### 1:40pm **Presentation: Key Considerations for Pharma when Developing a Digital Therapeutic**

The development of a digital therapy is not easy, especially when you consider more complex solutions with advanced algorithms for monitoring and dose titration. Led by an expert with over a decade of experience driving technology

innovation for clinical development, this session will cover major considerations pharmaceutical companies should evaluate prior to determining an optimal plan for creating a digital therapeutic.

- Building vs buying
- Sensor requirements
- Regulatory pathways

**Jaydev Thakkar**, Chief Operating Officer, **Biofourmis**

#### 2:05pm **Fireside Chat: How a Transatlantic Partnership Is Shaping the Way We Care for Those Suffering From Substance Abuse**

Creating mutually beneficial partnerships has demonstrated being an effective path to success within the industry from achieving reimbursement, establishing products within new markets and reaching more patients with their digital solutions. This session, led by two of the leaders within the space, will explore how this transatlantic partnership is shaping the way we care for those suffering from substance abuse.

- An insight into Orexo AB's and GAIA AG's transatlantic partnership and how it came into fruition
- How are Orexo and GAIA's partnership moving the needle in substance abuse treatment and care?
- What are the goals for this partnership and how are both companies utilizing each other's expertise to achieve these?

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

**Dennis Urbaniak**, Executive Vice President, Digital Therapeutics, **Orexo AB**

#### 2:45pm **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**

3:10pm

## Afternoon Refreshments & Networking

### 3:40pm Panel Discussion—Minding the Gap: How to Align Expectations and Realities for Pharma when Building a Regulated Digital Health Solution and SaMD

BrightInsight and HealthXL conducted a recent survey of more than 30 biopharma executives and found that there was an underestimation of the cost and time to bring SaMD to market. In fact, 100% of pharma execs surveyed agreed that SaMD initiatives take longer and cost more than originally believed. Why the disconnect? Many of the delays with timing and increased costs experienced bringing SaMD to market come from factors that were not forecasted as pharma are still relatively new to the space. While it is still early days for SaMD in biopharma, there are many lessons that can be learned from those who have launched digital products.

This panel will discuss how to bridge the gap between expectations and reality, by considering the many factors that impact costs and timelines, including:

- Should you go it alone or partner? And how do you pick the right partner with regulatory and process experience. Our survey found that the majority of pharma opted to partner rather than build or acquire.
- How establishing a clear business model can set goals and expectations. Having both internal understanding and buy-in to drive efforts within the SaMD space.
- How to think like a startup- a shift in mindset toward innovation and agile processes, will allow for better timeline estimations and execution.
- How to save time and money by anticipating and preparing for regulatory requirements.

**Paul Upham**, Head, Smart Devices, **Roche/Genentech**

**David Matthews**, Chief Customer Officer, **BrightInsight**

**Rachel Sha**, Global Head of Digital Strategy, Partnering & Governance, **Sanofi**

### 4:20pm Presentation: Incorporating Disparate Feedback (UX, SME, Clinical Outcomes & Analytics) Into Product Development

**Jessica Lake**, Chief Science Officer, **Limbix**

### 4:45pm Panel Discussion: Designing Digital Therapeutics around the Needs of the Patients

Digital therapeutics have the potential to deliver the holy grail in healthcare: tangible health outcomes and an engaging patient experience. And yet, building agile processes and quality management in a regulated environment can be enigmatic for teams. This session will explore what it looks like in practice to design DTx around both patient needs and FDA regulations and guidance, and what types of partnerships and processes can help us get there.

- What role does a Summative Validation Study play in preparing a new DTx for the market? What defines 'success'?
- What are the high level expectations of a validation study from the FDA's standpoint?
- Where do Human Factors professionals see in-house pitfalls?
- How do you know your product designs are ready? (E.g. 'final'?)
- What are the key lessons learned from completing a summative study? How can teams continue with continuous improvement?
- Are 'agile' vs 'regulated' processes in conflict or complementary?

**Sarah Cooper**, Product Manager, **MedRhythms**

**Jackie Ulaszek**, Partner, **Bold Insight**

**Allison Paul**, Senior Researcher, **Bold Insight**

5:25pm **Chairs Closing Remarks**

**Brian Harris**, Co-Founder & CEO, **MedRhythms**

## 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**

9:05am **Keynote Panel Discussion: Building Key Partnerships to Break into the New Markets**

Digital therapeutics are now being used globally to treat and care for patients across a range of disease states. However, breaking a DTx product into a new market comes with its challenges and hurdles. Many DTx companies have partnered with large organizations in the Asian markets to help with the integration of their digital solution into the healthcare ecosystem. This panel, led by experts in the space, will discuss how their partnerships came to fruition and how they are utilizing the expertise from both sides.

- How can these key partnerships help with expanding into new markets?
- What is the process in finding the 'right' partner when looking to move into new markets?
- Understanding the synergy between DTx and Pharma partnerships - how can partners utilize each other's strengths?
- When integrating into a new country's healthcare system, how can you ensure support for patients and providers in ways that are both culturally and clinically effective?
- What are the greatest obstacles that need to be considered when establishing your digital solution within a new market and how can building the right partnership ensure a smooth process?
- What are the key learnings from those on the panel with regards to building these tactical partnerships?

**Anand Iyer**, Chief Strategy Officer, **Welldoc**

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

**Kenichiro Nishii**, Lead, Regulatory Affairs & Business Development, **CureApp**

**Seiya Kuraoka**, Associate Manager, Digital Transformation Planning Department, **Daiichi Sankyo Company, Limited**

## Digital Therapeutics Innovation Showcase

9:45am **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**

10:10am **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**

10:35am **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**

11:00am

**Morning Refreshments & Networking**

11:30am **Presentation: Functional Innovation for Global Disease-Modifying DTx**

Patients are the center of all our innovations. But are we thinking globally enough? We take a look at how a global, patient-first approach to functional innovation can push the industry forward.

- Why less could mean more for gaining traction and speed in implementation
- How to bring "the new normal" to today's "normal"
- What can we do to globalize DTx?

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

11:55am **Presentation: How Digital Therapeutics Can Empower People to Take Care of Their Mental Health Long-term**

Up to 50% of people relapse after their first depressive episode. Recent research shows that with the help of new digital care models, providing people continuous remote care and access to digital tools can help them towards long-lasting behavioral change and prevent relapse. In this talk, Meru Health's CEO, Kristian Ranta, will share how we can start addressing the root cause of depression and other mental health conditions, so we can support people on their path to lifelong mental wellbeing.

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

12:20pm **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.

- Where within the industry does innovation need to occur to create the next inflection point of the digital therapeutics industry?
- How can we drive industry alignment to catalyze digital solutions into the hands of the patients?
- What has been the greatest driver, aside from the pandemic, within the DTx industry so far and what do you believe the next will be?
- Throughout 2021, the industry saw massive growth. Do we expect this to continue through 2022?

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

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

**Travis Bond**, Chief Executive Officer, **Altoida**

**Matthew Cohlma**, Executive Director, **Providence Digital Innovation Group**

1:00pm **Chairs Closing Remarks**

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

1:05pm

**Close of DTx West 2022**