



22nd-24th February | 2023 | Bay Area, Ca | 6th Annual

Conference Day 1: Wednesday, 22nd February 2022

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

Amber Trivedi, Chief Operating Officer, **Blue Note Therapeutics**

9:10am **Keynote Panel Discussion: What are the Building Blocks for Making a Successful Digital Therapeutic in Healthcare Today?**

- How has digital healthcare evolved over the past 5 years?
- What does the current landscape look like today?
- What are the fundamental elements to making a successful digital therapeutic product?
- Are some factors more impactful than others? Where should companies focus their attention?
- Where do digital healthcare companies seem to be tripping up?

Moderator: **Owen McCarthy**, President & Co-Founder, **MedRhythms**

Shah Nawaz, Chief Technology Officer / Vice President of Digital Technologies & Engineering, **Regeneron**

Omid Toloui, Vice President, Innovation, **Elevance Health**

Edmondo Robinson, Chief Digital Officer, **Moffitt Cancer Center**

Elena Mustatea, Chief Executive Officer & Co-Founder, **Bold Health**

9:50am **Keynote Panel Discussion: Details Matter: The Evolution of Evidence Standards in Digital Health**

Digital health evidence standards are evolving rapidly. More than 60 frameworks have been proposed to assess evidentiary support for digital health interventions. This poses challenges to digital health solutions providers (DHSPs) who wish to generate compelling clinical evidence. How might current standards of evidence quality change by the time a trial concludes? Which standards are most aligned with an organization's vision and strategy? This session will address the past, present, and ideal future states of evidence standards for digital health interventions. We will discuss concrete steps that may help DHSPs future proof their evidence generation strategy in this rapidly evolving space. Key gaps in the field will be explored. Finally, our expert panel will

suggest concrete steps that may help close current gaps and accelerate progress in digital health.

- Understand concrete steps that may help digital health solutions providers “future proof” their evidence generation strategy.
- Increase understanding around the current state of evidence standards in digital health.
- Appreciate the importance of “fundamentals” in digital health trials.
- Know how to avoid common pitfalls in evidence generation for digital health interventions.
- Increase awareness of key gaps and opportunities to advance the field.

Jordan Silberman, Director of Clinical Analytics & Research, **Elevance Health**

Jennifer Goldack, CEO, **Digital Medicine Society**

Steve Schwartz, Head of Clinical Science & Innovation, **Tridium**

David Klonoff, President, **Diabetes Technology Society** | Clinical Professor of Medicine, **U.C San Francisco**

10:25am

Morning Refreshments & Networking

DTx West 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

11:05am **Presentation: The Do’s and Dont’s When Running a Digital Therapeutics Clinical Trial**

- Important factors not to overlook in running a digital health clinical trial
- What can new companies entering the industry do to ensure they launch an effective clinical trial?
- What does a ‘good’ clinical trial look like?

Jessica Lake, Chief Science Officer, **Limbox**

Track 2 Value

11:05am **Presentation: Digital Care for All: How Digital Therapeutics Are Solving Global Healthcare Challenges**

- Learn about novel applications of DTx in Asia and other Emerging markets
- Understand how solutions in Asia and emerging markets are solving similar challenges faced in the US/EU
- Discuss how DTx companies, providers, payers and other stakeholders from the US/EU can leverage emerging market models
- Discuss how DTx companies in Asia and emerging markets can access US/EU markets

Theo Ahadome, Chief Business Officer, **Wellthy Therapeutics**

11:30am **Panel Discussion: Adapting the Future of DTx Clinical Trials**

- An outline of the current state of affairs within digital health clinical trials
- Are we where we expected to be today?
- What are the fundamental barriers that affect digital therapeutic clinical trial pathways?
- What are the pros and cons of using decentralized clinical trials over a site-based system?
- How are companies working to combat concerns regarding socio-economic, gender and racial equity in clinical trials?
- What seems to be holding decentralized clinical trials back from being fully adopted?
- How are companies planning to innovate clinical trials?
- Where must we see regulatory changes made to help reshape digital therapeutic clinical trials?
- How far do we still have to go and how do we get there?

Jessica McKinney, VP, Medical Affairs and Clinical Advocacy, **Renovia**
Ramita Tandon, Chief Clinical Trials Officer, **Walgreens Boots Alliance**
Athena Robinson, Chief Clinical Officer, **Woebot Health**
Jason Kahn, Chief Science Officer & Co-Founder, **Mightier**

11:30am **Panel Discussion: Creative Commercial Pathways - What Else Works?**

- There are several commercial models that exist for DTx outside of those seeking claims-based reimbursement as PDTs
- Highlight differences in product profiles between PDTs and those using alternate commercial models
- Discuss potential customer segments - employers, providers, health plans both through claims and through vendor
- Share examples of DTx, digital health, and virtual care companies and products that use these various models
- With reimbursement and adoption continuing to be an obstacle, how are companies innovating business models to maintain growth?
- Who should DTx companies be thinking of partnering with to help scale-up business?
- What actions must we see moving forward from all stakeholders in the industry to break DTx in mainstream healthcare?

Ronen Jashek, Co-Founder & COO, **Theranica**
Adam Kaufman, Former GM & SVP, Healthcare & Diabetes, **Formally WW**
John Renander, Co-Founder & CEO, **Alex Therapeutics**
Patricia Bradley, Chief Commercial Officer, **MindMaze**

12:30pm

Lunch & Networking

2:00pm **Presentation: Clinical Trial Innovation Using a High Sensitivity Digital Endpoints: A Case Study Using SV95C, the First EMA Qualified Digital Endpoint for Use in Pivotal Trials in Duchenne Muscular Dystrophy**

- How high sensitivity digital endpoints can provide unique disease insights
- Regulators accept clinically meaningful digital endpoints for drug approval, when captured with valid and suitable technology
- Health authority qualified digital endpoints can revolutionize pivotal trial design and post-approval disease monitoring

Paul Strijbos, Neurotech Innovation Leader, **Roche**

2:00pm **Presentation: Common Pitch Mistakes Causing Investors to “Pass” ...and How to Fix Them**

Startup founding teams are finding it increasingly difficult to attract investment. By the time you recognize what mistakes you’ve made in your pitch , it’s usually too late. You’ve missed an opportunity. Unfortunately, you’ll never get a second chance to make that first impression.

- Goals of the pitch
- Understanding what your audience really wants
- Five catastrophic - but common - mistakes in your pitch
- A proven structure to follow
- How to adapt pitch materials for product intro conversations with customers

Matthew Tucker, Chief Commercial Officer, **Nightware**

2:25pm **Fireside Chat: “Having Your Cake and Eating It Too”: A Discussion on How to Extract Value from Embedded AI in DTx While Ensuring Safety, Accessibility and Equity**

- Can AI and machine learning be utilized in DTx be safely integrated in regulated digital platforms?
- If we can crack the code on how to harness AI to personalize healthcare whilst, will this be the future of digital medicine?

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

2:25pm **Fireside Chat: A Payor’s Experience Using the DTA’s DTx Value Assessment Guide**

- The DTA Value Assessment Guide serves as a tool for HCDMs and DTx manufacturers to use in assessing baseline information about the product, its value, and impact in real-world settings as they enter into product access and contracting discussions.
- Here we explore a payer’s experience using the Value Assessment Guide and observe their takeaways
- Is lack of education holding payers back from stepping over the line to reimburse digital health products?

Andy Molnar, Chief Executive Officer, **Digital Therapeutics Alliance**
Jason Parent, Director of Clinical Innovation, **Point32Health**

3:05pm

Afternoon Refreshments & Networking

3:35pm **Presentation: Where is Digital Health Today? A Review by the NHS**

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

3:35pm **Panel Discussion: Successfully Innovating as Regulatory Science Evolves: In 2023, Where Do We Stand and What Do We Do Next?**

Rapidly evolving landscape of digital therapeutics (DTx) are opening doors to a newer set of products, ranging from modern-day software-based medical devices to combinational drug-device products. Such development in the field is exciting and as a regulatory science evolves, brings with it a number of questions around such topics as level of regulatory oversight, navigating pathways to optimize product strategies, evidentiary needs for regulated DTx products for decision-making and more.

- How can we see regulatory strategy become a commercial differentiator for digital therapeutics solution?
- How to bridge modern-day software-based medical devices with the new and past FDA regulations
- How can identifying the right regulatory pathway for your digital therapeutics impact reimbursement, patient adoption and health outcomes?

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

Megan Coder, Chief Policy Officer, **Digital Therapeutics Alliance**

Imein Bousnina, Program Director, US Regulatory Policy, **Genentech**

Anindita Saha, Assistant Director, Digital Health Center of Excellence, **FDA**

Howard Look, Chief Executive Officer, **Tidepool**

4:45pm **Chairs Closing Remarks**

Amber Trivedi, Chief Operating Officer, **Blue Note Therapeutics**

5:00pm

Close of DTx West 2023 Day 1

Conference Day 2: Thursday, 23rd February, 2023

9:00am Chair Opening Remarks & Setting the Scene

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

9:10am Keynote Fireside Chat: How Samsung and Kaiser are Using Digital Therapeutics to Improve Patient Care

- Insights into the one of the latest DTx partnerships in healthcare
- How can technology enable standard of care and drive clinical outcomes?
- How can technology help address health disparities, even during a pandemic?
- Describe a successful industry-health care organization partnership model and keys to success.

Ricky Choi, Head of Digital Health, **Samsung**

Speaker TBA, **Kaiser Permanente**

9:45am Keynote Panel Discussion: What are the Must-Haves Pharmaceutical Companies Look For In DTx - How has this Changed?

- What are key requirements pharma is looking for in digital health companies?
- Is pharma's criteria changing?
- Where should DTx companies focus their energy when seeking partnerships?
- What can pharmaceutical companies bring to DTx? When are pharmaceutical partnerships not the answer for DTx companies?
- Where does the future lie for DTx and Pharmaceutical partnerships?

Moderator: **Sarah Jackson**, Director of Business Development & Alliance Management, **Click Therapeutics**

Suhas Krishna, Vice President, Head of Product Management, Digital Health, **Bristol Myers Squibb**

Melinda Decker, Advisor and Fractional Chief Commercial Officer, **Altoida**

Brad Gescheider, Chief Commercial Officer, **Woebot Health**

Hillel Lehmann, Vice President, Transformation, **Nestle Health Science**

10:30am

Morning Refreshments & Networking

11:00am **Presentation (Case Study): Insights into Acquisitions of DTx: This is How it Happened**

- What's the roadmap to getting acquired?
- What to avoid when following this business strategy?
- Is this what the future business model looks like for digital health companies?

Bazil Azmil, Head of Growth, **Mymee**

11:25am **Panel Discussion: The Current State of DTx from the Eyes of a Digital Health Investor**

- An overview of the current landscape of digital therapeutics from the perspective of an investor
- What do investors want to see from digital therapeutic companies before they can part with their cash?
- How is inflation affecting investment?
- How can investors rope in fund strategies for founders?
- Is it accurate to compare the large influx in funding off the back of COVID-19 to now?
- What have we learnt from digital health exits over the past two years?
- How is the changing environment affecting funding for early stage start-ups and late stage start-ups?
- Where do we go from here?

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

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

Raj Pallapothu, Executive Chairman, **Bio 9 Ventures**

Galym Imanbayev, Partner, **Lightspeed Venture Partners**

Amanda Way, Principal, **Jazz Venture Partners**

12:40pm

Lunch and Networking

2:20pm **Panel Discussion: How Can DTx Leverage Telehealth?**

- The evolution of telehealth and telemedicine since the Covid-19 public health emergency
- Use of telehealth for prescription of PDTs, patient acquisition and patient support within a DTx platform
- Which commercial models and therapeutic areas in DTx would benefit most from telehealth?
- Lessons learnt from adoption of telehealth for patient acquisition and prescription in pharma

Mitchell Fong, Vice President of Virtual Care, **Renown Health**

Joe Perekupka, Chief Executive Officer, **Freespira**

Scott Snyder, Chief Digital Officer, **EVERSANA**

Jamie Meyerson, Vice President, Provider Operations, **Maven Clinic**

3:00pm **Panel Discussion: The Product, Provider and Patient - My Experience Using DTx**

- Understanding the levels to adoption of digital therapeutics tools. Insights into the experience of a doctor and patient using a digital health product.
- Why do you think physicians and patients may be apprehensive about adopting digital therapeutics into their practice?
- How can we tackle this moving forward?
- What other corporate strategies do companies have in place to tackle issues with patient and clinician implementation?
- How are we going to bring digital health to the forefront of the healthcare industry?
- What are the key factors physicians are looking to see in DTx products before they begin incorporating these into their workflow?
- What are the fundamental differences in experience, for patients and providers, when using digital health tools opposed to traditional practice?

Chris Wasden, Chief Strategy Officer, **Twill**

Alyssa Dietz, Senior Director, Precision Care Strategy, **Twill**

Patient of **Twill**

4:00pm

Afternoon Refreshments & Networking

4:25pm **Presentation: Building the Digital Patient Journey**

- Getting the patients to use your product is one thing, but we must implement strategy to increase retention
- What is a digital health community?
- What models do companies have in place to increase adherence?

Bilal Khan, Chief Financial Officer, **Twill**

4:50pm **Panel Discussion: Increasing User Engagement - How to Raise the Patient's Hand?**

- Why are patient's apprehensive about using digital health products and how can we address this?
- What grabs a patient's attention?
- Does cultural and socio-economic backgrounds impact patient engagement of DTx products?
- How are companies planning to increase user awareness and education of digital health?
- Which business strategies are showing the most success and retention?

Moderator: **Elise Vierra**, Director of Content, **Limbox**

Lani Hessen, VP of Patient Access, **Digital Therapeutics Alliance**

Ricky Choi, Head of Digital Health, **Samsung**

Megan Jones Bell, Clinical Director, Consumer and Mental Health, **Google**

Yusuf Sherwani, Co-Founder & CEO, **Quit Genius**

5:30pm **Chairs Closing Remarks**

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

5:40pm

Close of DTx West 2023 Day 2

Conference Day 3: Friday, 24th February, 2023

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

Joe Perekupka, Chief Executive Officer, **Freespira**

9:05am **Keynote Panel Discussion: Combining Human and Digital Therapeutics to Reimagine Healthcare**

- Exploring a hybrid model for healthcare integrating both Digital and Human Therapeutics
- How can we better educate providers on the benefits of implementing digital into their standard of care?
- Where does DTx fit in the evolving healthcare workflow?
- Are clinicians being replaced by digital medicine?
- What key steps need to be taken before we are effectively utilizing a hybrid model of healthcare?

Moderator: **Ali Hashemi**, Co-Founder & Chairman, **Glucare.Health**

Benjamin Alouf, Chief Medical Officer, **Limbox**

Mohan Santosh, Vice President of Digital, **Moffitt Cancer Center**

Daniel Emina, Associate Medical Director, **Amen Clinics Inc.**

Sara Sarkey, Vice President of Neuroscience & Vaccines, **Takeda**

10:00am

Morning Refreshments & Networking

10:40am **Presentation: Our Experience with Nationwide Reimbursement of Digital Therapeutics in Germany**

- Regulatory innovation: How DiGA approval combines market access, nationwide reimbursement and price setting
- Not all PDTx are created equal: Product-specific differences in patient and prescriber adoption
- What's next? Moving from point solution provider to blended care platform

Hannes Klopper, Chief Executive Officer & Co-Founder, **HelloBetter**

11:05am **Presentation: How the Access Crisis in Pediatric Mental Health is Straining Families**

- Addressing the increased need for pediatric mental health care and decreasing demand.
- What are the core building blocks for digital health solutions?
- What does success in a post-covid world look like for both families and people who care (providers, payors, employers)?

Craig Lund, Chief Executive Officer & Co-Founder, **Mightier**

11:30am **Presentation: The Dynamic Duo: App-Enabled Precision Engagement Meets Population Health Management**

Komathi Stem, Chief Operating Officer, **Glooko**

11:55am **Panel Discussion: What's Next for DTx?**

- After three days of talking about everything digital therapeutics, would you say that today we are where we expected to be a year ago?
- How do we expect the discussions around Adoption, Reimbursement, Regulation, etc. to change by the next DTx West?
- How can we do better as an industry
- What are the greatest challenges that the industry must tackle before continuing on an upward trend to success?
- How can we do better as an industry?
- What is each panelist's final piece of advice for the audience?

Brent Vaughan, Chief Executive Officer, **Cognito**

Debra Reisenhel, Founding Chief Executive Officer | Vice Chair, **Freestira | Digital Therapeutics Alliance**

Shaheen Lakhan, Chief Medical Officer, **Click Therapeutics**

Speaker TBA, **Big Health**

12:20pm **Chairs Closing Remarks**

Joe Perekupka, Chief Executive Officer, **Freestira**

12:30pm

Close of DTx West 2023