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21st-23rd February | 2024 | Hollywood, CA | 7th Annual

**Conference Day 1: Wednesday, 21st February 2024**

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

9:10am **Keynote Presentation: Digital Therapeutics in 2024**

- A breakdown from the Digital Therapeutics Alliance into the current state of DTx in 2024
- What valuable insights can we learn from the market's performance in the past year?
- How is the DTA working to improve access to digital therapeutics in healthcare?

**Andy Molnar**, Chief Executive Officer, **Digital Therapeutics Alliance**

9:25am **Keynote Fireside Chat: Lobbying DTx from the Top of Capitol Hill**

- Hear from the lobbyists
- Explore the US government's perspective on digital therapeutics and its potential impact on the nation's healthcare landscape. What's the government's vision?
- What is the access to prescription digital therapeutics bill and what does this mean for the DTx industry?
- What measures are being taken to regulate the DTx space while promoting innovation and patient safety?

**Adam Colborn**, Director of Government Affairs, **AMCP**

**Kevin Brennan**, Principal, **Bluebird Strategies**

9:55am **Keynote Panel Discussion: Pioneering Harmony in Digital Therapeutics: Uniting Stakeholders for a Fruitful Future**

- How can stakeholders collaborate to ensure that digital therapeutics are seamlessly integrated into existing healthcare systems, placing patient needs at the forefront?
- What are the key challenges and opportunities for regulatory bodies in adapting to the rapid advancements in digital therapeutics?
- How can payers, innovators, and pharmaceutical companies work together to create equitable access to digital therapeutics?

- How can stakeholders collaboratively gather, analyze, and leverage real-world data to establish the efficacy, safety, and long-term benefits of digital therapeutics in diverse patient populations?
- What is it going to take from each element of the industry to break DTx into the mainstream? What can you do better?

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

**Gautam Shah**, Chief Product Officer, Carelon, **Elevance Health**

**Anand Iyer**, Chief Analytics Officer, **Welldoc**

**Dawn Gotkiewicz**, Pediatrician, **UPMC Children's Community Pediatrics**

**Sean Khozin**, Senior Partner, Life Sciences & Healthcare, **BRAVEN**

**Speaker TBA**, **FDA**

10:55am **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**

**Commercial**

11:20am **Presentation: Building Credibility and Reach: How to Define Your Business Identity**

- What are the key strategies for establishing credibility and trust?
- How can digital therapeutics companies effectively find and engage patients for better outcomes?
- How do you define and target your ideal patient demographic?
- What are some examples of successful marketing strategies and what is it that sets them apart?

**Track 2**

**Evidence**

11:20am **Fireside Chat: Defining the Evidence Standards for Digital Therapeutics**

- How can we ensure strong evidence of effectiveness for diverse digital therapeutics in real-world settings?
- What novel methods validate the lasting impact of evidence-based digital therapeutics on behavior and outcomes?
- How do we maintain rigorous evidence standards while enabling agile development of patient-centered digital therapeutics?

**Juhee Cho**, Professor, **Samsung Medical Center**

<p><b>Matt Omernick</b>, Former Chief Creative Officer / Advisor, <b>Formerly Akili Interactive</b></p>	<p><b>Robert Gabbay</b>, Chief Scientific &amp; Medical Officer, <b>American Diabetes Center</b></p>
<p>11:45am <b>Panel Discussion: Managing a Symbiotic Relationship Between DTx and Payers</b></p> <ul style="list-style-type: none"> <li>• What are the fundamental puzzle pieces for a scalable digital therapeutic business?</li> <li>• Who should DTx companies be thinking of partnering with to help scale-up business?</li> <li>• Are other markets outside the US more attractive for some companies? Who has had success elsewhere and how did they do it?</li> <li>• What are the key differences to defining your business model in Europe, Asia and the US?</li> <li>• How will we tackle provider/patient education and engagement to increase uptake of DTx?</li> </ul> <p><b>Joe Perekupka</b>, Chief Executive Officer, <b>Freespira</b>  <b>Jason Parent</b>, Director, Clinical Innovation, <b>Point32Health</b>  <b>Michelle Russell</b>, Senior Director, Client Success, <b>Freespira</b>  <b>Karen Fischbach</b>, Strategic Business Lead, <b>Point32Health</b></p>	<p>11:45am <b>Panel Discussion: Advancing Health Equity: Strategies for Inclusive Clinical Trial Recruitment and Design</b></p> <ul style="list-style-type: none"> <li>• How can we strive for health equality and diversity in digital health clinical trials?</li> <li>• What are some of the key barriers and challenges faced in achieving health equity through clinical trials, and how can these barriers be effectively addressed?</li> <li>• In what ways can researchers and healthcare professionals design culturally sensitive and patient-centric clinical trials to accommodate diverse populations?</li> <li>• What innovative strategies can be implemented to improve access to clinical trial opportunities for underrepresented communities?</li> <li>• What are innovative research methodologies for advancing health equity in digital mental health intervention research?</li> </ul> <p><b>Smit Patel</b>, Associate Program Director, <b>Digital Medicine Society</b>  <b>Simon Thomas</b>, President, <b>Freespira</b>  <b>Athena Robinson</b>, Chief Clinical Officer, <b>Woebot Health</b>  <b>Ramita Tandon</b>, Chief Clinical Trials Officer, <b>Walgreens</b></p>
<p>12:30pm <b>Lunch &amp; Networking</b></p>	

<p>2:00pm <b>Presentation: The Opportunities and Hurdles in Telemedicine Integration with DTx</b></p> <ul style="list-style-type: none"> <li>• How can the integration of telemedicine with DTx enhance patient outcomes and access to healthcare services?</li> <li>• What are the main challenges and obstacles in effectively integrating telemedicine with DTx solutions?</li> <li>• What role does data interoperability play in facilitating seamless collaboration between telemedicine platforms and digital therapeutics, and how can privacy concerns be effectively managed?</li> </ul> <p><b>Mike Rosenbluth</b>, Chief Executive Officer, <b>Swing Therapeutics</b></p>	<p>2:00pm <b>Presentation: A Sit Down with the FDA: What's Our Vision for Advancing Healthcare Through Digital Therapeutics?</b></p> <ul style="list-style-type: none"> <li>• What are the key considerations that the FDA takes into account when evaluating and approving digital therapeutic tools?</li> <li>• How will the FDA continue to keep pace with new technologies and novel treatment modalities?</li> <li>• How can different stakeholders in the industry better collaborate with the FDA to streamline regulatory change?</li> </ul> <p><b>Speaker TBA</b>, <b>FDA</b></p>
<p>2:25pm <b>Open Discussion and Q&amp;A: Investors of the HealthTech Revolution Empowering Digital Therapeutics</b></p> <ul style="list-style-type: none"> <li>• What are the key checkpoints an investor looks for in a DTx start-up when getting ready to invest? What makes a company stand out?</li> <li>• How has the investment landscape changed over the past 3 years and where do we stand today?</li> <li>• What are the risks associated with digital therapeutics investments, and what's the ultimate reward they seek?</li> <li>• Besides financial backing, how can investors and innovators successfully work together to align on each other's visions and goals?</li> <li>• What is one last piece of advice each investor has for the audience?</li> </ul> <p><b>Linda Li</b>, Partner, <b>Cleveland Clinic Ventures</b>  <b>Ahmad Fayyad</b>, Investment Associate, <b>Hikma Pharmaceuticals</b>  <b>Yuma Nishikawa</b>, Venture Capitalist, <b>DG Daiwa Ventures</b>  <b>David Kim</b>, Managing Director, <b>DigiTx Partners</b></p>	<p>2:25pm <b>Panel Discussion: Translating Evidence into Practice: How to Implement DTx Solutions into Clinical Settings</b></p> <ul style="list-style-type: none"> <li>• What are the key challenges that healthcare providers face when integrating digital therapeutics into their clinical practice?</li> <li>• Where is there resistance to digital tools in clinical settings and how can this be addressed?</li> <li>• What role do regulatory bodies play in streamlining the uptake of digital therapeutics in hospitals?</li> <li>• How can DTx developers and healthcare professionals collaborate with other stakeholder groups to optimize adoption?</li> <li>• What role will DTx lead to play in the clinic? What opportunities and challenges lie ahead?</li> </ul> <p>Moderator: <b>Benjamin Alouf</b>, Former Chief Medical Officer, <b>Formerly Limbix</b>  <b>Daniel Emina</b>, Associate Medical Director , <b>Amen Clinics Inc.</b>  <b>Amy Edgar</b>, Founder &amp; Innovator, <b>Children's Integrated Center for Success</b>  <b>Smit Patel</b>, Associate Program Director, <b>Digital Medicine Society</b></p>

**Renaë Beaumont**, Assistant Professor of Psychology in Clinical Psychiatry, **Weill Cornell Medicine**  
**Sabrina Braham**, Assistant Clinical Professor, Pediatrics, **Stanford University School of Medicine**

3:15pm

### Afternoon Refreshments & Networking

3:55pm **Panel Discussion: Exploring the Criteria and Processes for Achieving Reimbursement of DTx: Let's Hear From the Payers**

- To put it blank, what are payers doing right and what are payers doing wrong when it comes to DTx reimbursement?
- Now, what are DTx innovators doing right and how can they help improve the process?
- What can be done on both sides (payer and innovator) to better facilitate discussion and negotiations regarding reimbursement?
- What criteria do payers take into account when trying to evaluate the effectiveness of digital tools for reimbursement?
- What role does clinical validation and evidence generation play when negotiating with insurance plans? Are we lacking evidence?
- What is one last piece of advice each payer has for the audience?

**Jordan Silberman**, Director of Clinical Analytics and Research, Office of Med Policy & Tech Assessment, **Elevance Health**

**Samuel Ridout**, Director of Research, **Kaiser Permanente**

**Herk Confer**, VP Partnerships, UHG Strategy & Innovation, **UnitedHealth Group**

**Jason Parent**, Director, Clinical Innovation, **Point32Health**

**Timothy Law**, Chief Medical Officer, **Highmark**

4:50pm **Chairs Closing Remarks**

5:00pm

### Drinks Reception

6:00pm

### Close of DTx West 2024 Day 1

**Conference Day 2: Thursday, 22nd February, 2024**

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

**9:10am Keynote Fireside Chat: Collaborating to Reshape the Future of Healthcare: Partnership is the Secret to Success**

- What led to the formation of partnership, and how did you align on goals and metrics of success?
- What are the key characteristics companies seek in potential digital therapeutic partners?
- How can DTx companies support their partners to achieve their own goals to create a mutually beneficial alliance?
- Looking 5 years into the future, how do you see partnerships playing a role in the DTx category's evolution?

**Marissa Pittard**, Head of New Market Development, **Big Health**  
**Speaker, TBA**

**9:45am Keynote Panel Discussion: Exploring the Pathways to Digital Therapeutics Partnerships: What Are Your Options?**

- What factors should DTx companies consider when evaluating potential partnership opportunities in the healthcare ecosystem?
- How can digital therapeutics startups and established players identify the right partners to complement their strengths and drive mutual growth?
- How do you determine your best partner? Is it pharma, HCPs, employers, etc.?
- What can DTx offer these different stakeholder groups?
- What are some successful stories of digital therapeutics partnerships and we can learn from them?

**Daniel McCaffrey**, VP of Digital Health, **Omron**

**John Drakenberg**, Founder & CEO, **Alex Therapeutics**

**Kimberley Ferguson**, Global Head of Commercial Partnerships in Personalized Healthcare, **Roche**

10:50am

**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.**

<p style="text-align: center;"><u>Track 1</u></p> <p style="text-align: center;"><b><u>Adopting DTx</u></b></p>	<p style="text-align: center;"><u>Track 2</u></p> <p style="text-align: center;"><b><u>The Role of Pharma</u></b></p>
<p>11:20am <b>Panel Discussion: Establishing Laboratories for the Optimization of Digital Health</b></p> <ul style="list-style-type: none"> <li>● Considering the framework of laboratories for Digital Health, what are the areas of interest of NIMH on DTx for the next decade?</li> <li>● How can we leverage existing commercial partnerships to establish laboratories for Digital Health optimization?</li> <li>● In the currently funded laboratory for optimizing digital mental health [Boston, KP, Amwell], what are the learnings from conducting research on advancing Precision Medicine within the DTx field?</li> </ul> <p>Moderator: <b>Daniel Duffy</b>, Senior Digital Health Scientist, <b>Amwell</b>  <b>Angel Enrique</b>, Senior Digital Health Scientist, <b>Amwell</b>  <b>Todd Farchione</b>, Director of Unified Protocol Research Programs &amp; Associate Professor, <b>Boston University</b>  <b>Adam Haim</b>, Chief - Treatment and Preventive Intervention Research Branch, <b>National Institute for Mental Health</b></p>	<p>11:20am <b>Presentation: A Case Study of a Leading Pharmaceutical Company's Integration of DTx into their Treatment Portfolio</b></p> <ul style="list-style-type: none"> <li>● What were pharma's goals and motivations for integrating digital therapeutics into their portfolio? Did it meet expectations?</li> <li>● What would be your advice for other pharmaceutical organizations considering entering the digital world?</li> </ul> <p><b>Paul Upham</b>, Head, Smart Devices, <b>Roche</b></p>
<p>11:50am <b>Panel Discussion: The Product, Provider and Patient: The Three Pillars of Healthcare</b></p> <p><b>Product Perspective</b></p> <ul style="list-style-type: none"> <li>● How do you define a successful healthcare product in today's rapidly evolving healthcare landscape?</li> <li>● How can healthcare products be designed to address specific patient needs and improve overall health outcomes?</li> </ul> <p><b>Provider Perspective</b></p>	<p>11:50am <b>Panel Discussion: DTx and Pharma Sustaining a Dynamic Partnership for Long-Term Success</b></p> <ul style="list-style-type: none"> <li>● How do DTx and Pharma companies foster a common vision to address patient needs effectively?</li> <li>● What has been at the core of your success in achieving a long-standing business relationship?</li> <li>● Where are other companies (Pharma and DTx) tripping up in their collaborative efforts?</li> </ul>

- In what ways do digital health solutions impact the provider-patient relationship
- How can healthcare providers adapt their practices to incorporate digital health tools?

**Patient Perspective**

- What's your story of using digital therapeutics to treat your healthcare condition?

**Collaboration and Integration**

- How can stakeholders collaborate to create a seamless and integrated healthcare ecosystem that benefits all three pillars - product, provider, and patient?

**Bob Cuyler**, Chief Clinical Officer, **Freespira**

**Alicia Kaplan**, Medical Director Center Adult Anxiety, **Allegheny Health Network**

**Patient** of **Freespira**

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

**Speaker, TBA**

**Speaker, TBA**

12:30pm

**Lunch and Networking**

**DTx West will now be split into four workshops. Attendees are welcome to attend one of the four that they choose. These workshops will run twice allowing you to participate in two of the four workshops available.**

*Workshops are available for our partners of the DTx Conference Series, please reach out to [dtxpartnerships@greygreenmedia.com](mailto:dtxpartnerships@greygreenmedia.com) to find out more.*



<p>2:00pm <b>Workshop 1: Entrepreneurial Strategies: Forging Profitable Business Models for DTx Start-Ups</b></p> <ul style="list-style-type: none"> <li>● What challenges do DTx start-ups face in developing profitable business models, and how can they overcome them?</li> <li>● How can DTx start-ups identify and execute their best route to market strategy to maximize profitability?</li> <li>● Share successful case studies of DTx start-ups that monetized their solutions and the strategies they used.</li> <li>● How can DTx entrepreneurs balance delivering health outcomes and demonstrating value to payers, employers, HCPs, patients etc?</li> </ul>	<p>2:00pm <b>Workshop 2: DTx 101: Unraveling the Layers of Digital Therapeutics</b></p> <ul style="list-style-type: none"> <li>● What defines digital therapeutics and how do they differ from traditional interventions?</li> <li>● How do digital therapeutics use evidence-based interventions and clinical validation for patient benefits?</li> <li>● How do healthcare providers and patients integrate digital therapeutics into treatment plans?</li> <li>● What challenges might patients face with digital therapeutics, and how can providers support them?</li> <li>● What steps must be taken from all stakeholders in the industry to fast-track DTx?</li> </ul>
<p>2:00pm <b>Workshop 3: AI &amp; Machine Learning: The Digital Healthcare Revolution</b></p> <ul style="list-style-type: none"> <li>● How are AI and machine learning transforming digital therapeutics for personalized patient care?</li> <li>● What are the ethical considerations of using AI in healthcare, and how can challenges be addressed?</li> <li>● Share examples of AI-driven digital therapeutics with positive patient outcomes.</li> <li>● How can stakeholders ensure transparency and trust in AI-powered digital solutions?</li> <li>● How do AI and machine learning optimize patient data analysis for digital therapeutics?</li> </ul>	<p>2:00pm <b>Workshop 4: From Concept to Success: Crafting Effective Digital Solutions</b></p> <ul style="list-style-type: none"> <li>● What are the building blocks to developing successful digital therapeutic solutions?</li> <li>● How to define your target product profile?</li> <li>● How can interdisciplinary collaboration lead to user-friendly digital solutions?</li> <li>● What factors contribute to successful commercialization and adoption of digital therapy?</li> <li>● How does integrating the patient perspective influence the final outcome during product development?</li> <li>● How can developers keep their solutions relevant in an evolving digital landscape?</li> </ul>
<p><b>All four workshops will run once more. Attendees now have five minutes to change rooms and choose a second workshop to participate in.</b></p>	

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<p>3:35pm <b>Afternoon Refreshments and Networking</b></p>	

4:10pm **Panel Discussion: The Power of Pharma in Digital Therapeutics**

- What gets the pharmaceutical industry excited about DTx?
- What are pharma's biggest concerns with DTx?
- How can pharma leverage their resources, expertise, and research capabilities to drive innovation in the digital therapeutics space?
- What metrics are being used to measure real-world impact and success?
- Looking ahead, what are the long-term visions and aspirations of pharmaceutical companies regarding their involvement in the digital therapeutics landscape?

**Davide Ricci**, US Vice President, SaMD, **Novo Nordisk**

**Julie Fishman**, Executive Director, Commercial Head (Global), Rx Business Accelerator, **Astellas Pharma**

**Hillel Lehmann**, VP, Head of Transformation & Long-Term Strategy, **Nestle Health Science**

**Krista Russell**, Head of Digital Health Solutions, **Takeda**

**Doug Lee**, VP, Business Development & Licensing | Global Head Digital & Data Science, **Bayer**

4:50pm **Chairs Closing Remarks**

5:00pm

**Close of DTx West 2024 Day 2**

**Conference Day 3: Friday, 23rd February, 2024**

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

9:10am **Meet the Digital Therapeutic Innovators: The DTx West 2024 Showcase**

*Explore how these digital therapeutics are reshaping patient care, enhancing treatment outcomes, and driving healthcare accessibility. Join us for the poster showcase and grab a glimpse into the future of healthcare delivery and how technology is paving the way for personalized, effective, and accessible therapeutic solutions.*

10:10am

### **Morning Refreshments & Networking**

10:40am **Panel Discussion: Fundraising Strategies for Digital Therapeutics Start-Ups in the Current Financial Climate: How to Stay Afloat**

- What are your options as a healthcare company looking to raise money?
- What are the key challenges and opportunities digital therapeutics start-ups face in securing funding in the current financial climate?
- How do strategic partnerships and collaborations play a role in enhancing fundraising efforts for digital therapeutics start-ups?
- What risk mitigation strategies can start-ups adopt to navigate uncertain times and maintain investor confidence?

**Jenna Tregarthen**, Co-Founder & CEO, **Bright Therapeutics**

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

**Mette Dyhrberg**, Founder & CEO, **Mymee**

11:30pm **Panel Discussion: What's Missing in DTx?**

- In the pursuit of integrating digital therapeutics into traditional healthcare systems, what are the key challenges that need to be overcome?
- Are there specific therapeutic areas or patient populations that are currently underserved by existing DTx solutions?
- Are there opportunities to integrate digital therapeutics more effectively with other healthcare interventions, such as pharmaceuticals or medical devices?
- Where will digital therapeutics be in a year's time?

**Tony Simon**, VP of Cognitive Science, **Akili Interactive**

**Andreas Caduff**, Health Tech, **Amazon**

**Frank Karbe**, Chief Executive Officer, **Better Therapeutics**

**Aradhana Goel**, Head of Product Design & Behavior Science, Digital Health Portfolio, **Bayer**

12:20pm **Chairs Closing Remarks**

12:30pm

**Close of DTx West 2024**