



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

Conference Day 1: Wednesday, 21st February 2024

8:00am **Registration, Breakfast & Networking**

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

Danny Kim, Head of WELT USA, **WELT**

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?

Lani Hessen, Vice President of Patient Access, **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?

Moderator: **Danny Kim**, Head of WELT USA, **WELT**

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

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

Anand Iyer, Chief Analytics Officer, **WellDoc**

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

Kathryn Drzewiecki, Policy Advisor, Center for Devices & Radiological Devices, **FDA**

10:45am

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

Danny Kim, Head of WELT USA, **WELT**

Track 2

Evidence

Benjamin Alouf, Chief Medical Officer, **Digital Therapeutics Alliance**

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?

Matt Omernick, Co-Founder & Former Chief Creative Officer, Advisor,
Formerly Akili Interactive

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**
Robert Gabbay, Chief Scientific & Medical Officer, **American Diabetes Center**

11:45am **Panel Discussion: Managing a Symbiotic Relationship Between DTx and Payers**

- What foundational strategies are essential for DTx companies to establish and sustain strong relationships with payers, ensuring mutual benefit and success?
- In the journey of maintaining the Payer-DTx relationship, what key practices have proven effective in navigating reimbursement challenges?
- Could you highlight the significance of the Point32Health Innovation Challenge in fostering collaborations between payers and DTx innovators?
- What role do innovative partnership models play in strengthening the symbiotic bond between payers and DTx entities?
- Strategies for sustained engagement: How can DTx companies and payers collaborate on provider and patient education to ensure increased uptake and utilization of digital therapeutics?

Joe Perekupka, Chief Executive Officer, **Freemira**
Jason Parent, Director, Clinical Innovation, **Point32Health**

11:45am **Panel Discussion: Advancing Health Equity: Strategies for Inclusive Clinical Trial Recruitment and Design**

- How can we strive for health equality and diversity in digital health clinical trials?
- 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?
- In what ways can researchers and healthcare professionals design culturally sensitive and patient-centric clinical trials to accommodate diverse populations?
- What innovative strategies can be implemented to improve access to clinical trial opportunities for underrepresented communities?
- What are innovative research methodologies for advancing health equity in digital mental health intervention research?

Moderator: **Jessica Lake**, Director of Medical Affairs, **Freemira**
Simon Thomas, President, **Freemira**
Athena Robinson, Chief Clinical Officer, **Woebot Health**

<p>Michelle Russell, Senior Director, Client Success, Freespira Karen Fischbach, Strategic Business Lead, Point32Health</p>	<p>Kendal Whitlock, Head of Digital Optimization and Community Engagement, Walgreens</p>
<p>12:30pm Lunch & Networking</p>	
<p>2:00pm Presentation: The Opportunities and Hurdles in Telemedicine Integration with DTx</p> <ul style="list-style-type: none"> • How can the integration of telemedicine with DTx enhance patient outcomes and access to healthcare services? • What are the main challenges and obstacles in effectively integrating telemedicine with DTx solutions? • What role does data interoperability play in facilitating seamless collaboration between telemedicine platforms and digital therapeutics, and how can privacy concerns be effectively managed? <p>Mike Rosenbluth, Chief Executive Officer, Swing Therapeutics</p>	<p>2:00pm Presentation: A Word from the FDA: What's Our Vision for Advancing Healthcare Through Digital Therapeutics?</p> <ul style="list-style-type: none"> • What are the key considerations that the FDA takes into account when evaluating and approving digital therapeutic tools? • How will the FDA continue to keep pace with new technologies and novel treatment modalities? • How can different stakeholders in the industry better collaborate with the FDA to streamline regulatory change? <p>Bray Patrick-Lake, Senior Digital Health Specialist, Digital Health Center of Excellence, FDA</p>
<p>2:25pm Fireside Chat: How to Gain Market Access and Commercial Success Through Partnerships & Alliances</p> <ul style="list-style-type: none"> • Learn how to identify potential partnerships & alliances that are win-win scenarios for all parties involved • Understand the importance of existing clinical workflows and how best to integrate a new digital tool to deliver value while minimizing disruption • Discover the different levels of possible integration, from simple co-promotion to technical device integration, all the way to revenue sharing models <p>Dave Conn, Executive VP Partnerships & Alliance, Glooko Frank Karbe, Chief Executive Officer, Better Therapeutics</p>	<p>2:25pm Presentation: Elevating Impact: Driving Effectiveness in Digital Therapeutics Through User Engagement</p> <ul style="list-style-type: none"> • What are the key design strategies for developing meaningful DTx solutions that nurture user engagement? • How does the complexity of the wider ecosystem impact product development? • What methods can be used to uncover latent user behaviors and measure effectiveness of DTx solutions beyond RCTs? • In what ways can the combination of human factors, behavioral science and UX design guide evidence-based product development and maximize the chances of success? <p>Andrea Pisa, Senior Human Factors Consultant, TEAM Consulting Ben Cox, Head of Digital Health, TEAM Consulting</p>

2:50pm **Presentation: Re-assessing DTx Growth Strategies In A World Of Increasing Data Availability And Generative AI**

- How to assess new market or product opportunities created by the increasing access to data? What are the main value propositions and rationale to thinking holistically about combining third-party data with DTx core offerings?
- How is the landscape of data used for healthcare applications changing? What are the key considerations to navigate the variety of data types and sources available for enhancing DTx value proposition for different stakeholders? How to understand variations in advantages and disadvantages of different data types and source types?
- What are key considerations to approaching the implementation of GenAI to the use and understanding and use of healthcare data?
- Which frameworks and methods can be best implemented to determine data linkages and integrations in offerings?

Doug Foster, Partner, **ADS**

2:50pm **Panel Discussion: Translating Evidence into Practice: How to Implement DTx Solutions into Clinical Settings**

- What are the key challenges that healthcare providers face when integrating digital therapeutics into their clinical practice?
- Where is there resistance to digital tools in clinical settings and how can this be addressed?
- What role do regulatory bodies play in streamlining the uptake of digital therapeutics in hospitals?
- How can DTx developers and healthcare professionals collaborate with other stakeholder groups to optimize adoption?
- What role will DTx lead to play in the clinic? What opportunities and challenges lie ahead?

Moderator: **Benjamin Alouf**, Chief Medical Officer, **Digital Therapeutics Alliance**

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

Amy Edgar, Founder & Innovator, **Blackbird Health**

Renae Beaumont, Assistant Professor of Psychology in Clinical Psychiatry, **Weill Cornell Medicine**

Sabrina Braham, Assistant Clinical Professor, Pediatrics, **Stanford University School of Medicine**

3:30pm

Afternoon Refreshments & Networking

4:00pm **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?

Moderator: **Stephanie Roberts**, Head of Market Access, **Luminopia**

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

Samuel Ridout, Director of Research, KP San Jose Psychiatry Residency Program, **Kaiser Permanente**

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

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

4:50pm **Chairs Closing Remarks**

Danny Kim, Head of WELT USA, **WELT**

5w2:00pm

Close of DTx West 2024 Day 1

Conference Day 2: Thursday, 22nd February, 2024

8:00am Registration, Breakfast & Networking

9:00am Chair Opening Remarks & Setting the Scene

Siva Nadarajah, Co-Founder & President, **JOGO Health**

9:10am Keynote Panel Discussion: Innovation in Heart Failure: Astellas, Eko Health and Welldoc's Collaboration in Developing a Connected, Sensor-Powered Heart Health Solution

In a novel collaboration, Astellas, Eko Health and Welldoc are revolutionizing heart failure care by incorporating sensor-enabled digital health management of key physiological biomarkers and patient self-management behaviors associated with heart failure

- In this keynote, Astellas, Eko Health and Welldoc will: Explore how this 3-way partnership between pharma, digital health and sensor hardware can mitigate the frequency of acute decompensation events in patients grappling with heart failure, improve overall health and contribute to economic ROI.
- Discuss how this collaborative effort marks a significant leap forward in the pursuit of personalized, data-driven care for individuals living with heart failure.
- Review the next steps in the journey for this innovative, patient-centered solution

Patrick Keenan, Director, Digital Health Program Lead, Rx+ Business Accelerator, **Astellas Pharma**

Chris Economos, VP of Life Science, **EKO Health**

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

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?

Moderator: **Julia Henkels**, Principal, **Cascade Health**

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

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

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

Missy Pittard, Head of Partnerships & Enterprise Marketing, **Big Health**

10:40am

Morning Refreshments & Networking

11:20am **Panel Discussion: Establishing Laboratories for the Optimization of Digital Health**

- Considering the framework of laboratories for Digital Health, what are the areas of interest of NIMH on DTx for the next decade?
- How can we leverage existing commercial partnerships to establish laboratories for Digital Health optimization?
- 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?

Moderator: **Daniel Duffy**, Senior Digital Health Scientist, **Amwell**

Angel Enrique, Senior Digital Health Scientist, **Amwell**

Todd Farchione, Director of Unified Protocol Research Programs & Associate Professor, **Boston University**

Adam Haim, Chief - Treatment and Preventive Intervention Research Branch, **National Institute for Mental Health**

11:50am **Panel Discussion: The Product, Provider and Patient: The Three Pillars of Healthcare**

Product Perspective

- How do you define a successful healthcare product in today's rapidly evolving healthcare landscape?
- How can healthcare products be designed to address specific patient needs and improve overall health outcomes?

Provider Perspective

- 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 & OCD Program, **Allegheny Health Network**

Patient of **Freespira**

12:20pm Fireside Chat: DTx and Pharma Sustaining a Dynamic Partnership for Long-Term Success

- How do DTx and Pharma companies foster a common vision to address patient needs effectively?
- What has been at the core of your success in achieving a long-standing business relationship?
- Where are other companies (Pharma and DTx) tripping up in their collaborative efforts?

Moderator: **Lisa Palko**, Executive Director, **Society for Digital Mental Health**

Mariya Petrova, Director of Medical Affairs, **Click Therapeutics**

David Mohr, President, **Society for Digital Mental Health**

Andrew Heller, Director, Value and Access, Mental Health, **Boehringer Ingelheim**

12:50pm

Lunch and Networking

DTx West will now be split into two workshops. These workshops will run twice allowing you to participate in both workshops.

2:00pm **Workshop 1: Entrepreneurial Strategies: Forging Profitable Business Models for DTx Start-Ups**

- What challenges do DTx start-ups face in developing profitable business models, and how can they overcome them?
- How can DTx start-ups identify and execute their best route to market strategy to maximize profitability?
- Share successful case studies of DTx start-ups that monetized their solutions and the strategies they used.
- How can DTx entrepreneurs balance delivering health outcomes and demonstrating value to payers, employers, HCPs, patients etc?

Hosted by **Julia Henkels**, Principal, **Cascade Health**

2:00pm **Workshop 2: DTx 101: Unraveling the Layers of Digital Therapeutics**

- What defines digital therapeutics and how do they differ from traditional interventions?
- How do digital therapeutics use evidence-based interventions and clinical validation for patient benefits?
- How do healthcare providers and patients integrate digital therapeutics into treatment plans?
- What challenges might patients face with digital therapeutics, and how can providers support them?
- What steps must be taken from all stakeholders in the industry to fast-track DTx?

Hosted by **Lani Hessen**, Vice President of Patient Access, **Digital Therapeutics Alliance**

Both workshops will run once more. Attendees now have five minutes to switch.

3:35pm

Afternoon Refreshments and Networking

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?

Moderator: **Adam Kaufman**, Interim Project Lead - Marketplace, Mayo Clinic Platform, **Mayo Clinic**

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

4:50pm **Chairs Closing Remarks**

Siva Nadarajah, Co-Founder & President, **JOGO Health**

5:00pm

Close of DTx West 2024 Day 2

Conference Day 3: Friday, 23rd February, 2024

8:00am **Registration, Breakfast & Networking**

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

Acacia Parks, Founder, **Liquid Amber**

9:10am **Live Demo: Peeking Under the Hood: Core Product Design Challenges in DTx and How Leaders are Addressing Them**

For all the time we spend talking about different DTx products, it's rare to get a glimpse under the hood, to see what a particular DTx actually DOES and why. In this session, panelists from three DTx companies with very different products will answer core questions, with screenshots and media to illustrate

- What does your product do and how do you know it actually does it?
- How do you test and optimize for engagement?
- How do you make the most out of the digital product format? What's most unique about your product?

Moderator: **Acacia Parks**, Founder, **Liquid Amber**

Nayan Ghosh, Head of Commercial & Regulatory Strategy, **Arcade Therapeutics**

Andrzej Jonczyk, Co-Founder & US CEO, **Prosoma**

9:30am **Meet the Digital Therapeutic Innovators: The DTx West 2024 Poster 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 **Fireside Chat: 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 does 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**

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

11:10pm **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**

11:50pm **Chairs Closing Remarks**

Acacia Parks, Founder, **Liquid Amber**

12:00pm

Close of DTx West 2024