



# DTx EUROPE

## Defining Routes to Market for Digital Therapeutics

London, UK | June 18th-20th, 2019

**Workshop Day, Tuesday, 18th of June 2019**

### **Workshop 1: The Fundamentals of Digital Therapeutics**

As the digital therapeutics industry continues to swell with its growing pioneers, the next wave of innovators and new sectors entering into the space, there is a need for newcomers to have their fundamental questions answered. Led by pioneers of the industry, this deep-dive workshop will provide newcomers to the digital therapeutics industry the opportunity to be fully clued up on the basics and primed for the main conference.

#### **Workshop Leaders:**

**Austin Speier**, Chief Strategy Officer, **Click Therapeutics**

**Konstantin Mehl**, Chief Executive Officer, **Kaia Health**

#### **Agenda**

9:00 **Presentation:** What is the Current State of Play with the Digital Therapeutics Industry?

- How has the digital therapeutics industry got to this point in its history?
- What are the current definitions and main sectors involved in digital therapeutic development and adoption?

9:30 **Breakout Discussions:**

Splitting into smaller working groups, each group will discuss their current views on digital therapeutics as a concept and their views on the different facets of the industry.

- Are we comfortable with the definition of a digital therapeutic?
- What are the different business models being pursued by digital therapeutic companies?

- Generally speaking, how do insurers, pharma and regulatory authorities view digital therapeutics?
- What lessons can we draw on from working with other related industries?
- What remaining questions do we have about digital therapeutics?

10:30 Refreshment Break

11:00 Feedback Discussions:

Representative(s) from each group share the main points from their discussion to the whole group. Additional questions from moderators and other group members will be raised during this collaborative discussion. Summary thoughts will then be shared by the moderator(s) and all participants will leave with the below:

**Leave this workshop with:**

- Fundamental questions answered around what a digital therapeutic is being defined as compared to other digital interventions
- A deeper understanding of the current insurers and hospitals perspectives on digital therapeutics and how these are looking to be advanced
- Up-to-date information on the different ways pharma are involved in the industry
- Strong appreciation for the regulatory landscape of digital health
- A stronger appreciation of the crucial questions facing the industry that will be tackled during the rest of the Summit.

12:00 End of Workshop

**Tuesday, 18th of June 2019**

**Workshop 2: USA Deep Dive**

Digital therapeutics continue to break new ground in the USA with regards to regulation, implementation and commercialisation. There is a clear opportunity for global businesses to penetrate this market but they must understand its fundamental principles in order to do so. Led by industry pioneers, this workshop will provide answers to the fundamental questions for those looking to understand more about the U.S. digital therapeutics landscape.

**Workshop Leaders:**

**Yuri Maricich**, Chief Medical Officer, **Pear Therapeutics**

**Ed Cox**, Chief Executive Officer, **Dthera Sciences**

**Mette Dyhrberg**, Chief Executive Officer, **Mymee**

**Agenda**

1:00 Presentation: What are the Fundamentals of the Digital Therapeutics Landscape in the USA?

- What are the key differences between Europe and the USA?
- Who are the companies making the most progress in this market?

1:30 Breakout Discussions:

Splitting into smaller working groups, each group will discuss their current views on the U.S. landscape and discuss specific questions, including:

- What are the fundamental building blocks of the U.S. healthcare system?
- How are digital therapeutic companies working with large employers to secure reimbursement?
- How are digital therapeutic companies working with private payers and providers to obtain reimbursement?
- What does the current regulatory landscape look like in the U.S.?
- What are the opportunities for European companies to expand into the U.S.?

2:30 Refreshment Break

3:00 Feedback Discussions:

Representative(s) from each group share the main points from their discussion to the whole group. Additional questions from moderators and other group members will be raised during this collaborative discussion. Summary thoughts will then be shared by the moderator(s) and all participants will leave with the below:

Leave this workshop with:

- A fundamental understanding of the US healthcare system and how it relates to digital health
- A deeper understanding of the go-to-market strategies that are leading the way in the U.S.
- Up-to-date information on the current digital health regulatory landscape
- Food for thoughts on the ways to expand into the U.S.
- A deeper understanding of the likely future direction of the digital therapeutics landscape in the U.S.

4:00 End of Workshop

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**Conference Day 1, Wednesday, June 19th 2019**

8:00 Registration, Breakfast & Networking

9:00 **Chair's Opening Remarks & Setting the Scene**

- How has the industry progressed over the last 12 months?
- What should we expect to have learnt by the end of DTx Europe 2019?

**Marc Sluijs**, Founder, [DigitalHealth.Network](#)

## **Digital Therapeutics: The Next Generation of Healthcare**

9:10 Keynote - **Lessons Learnt from the Frontline of Digital Therapeutics - Pear Therapeutics**

- What are the benefits of digital therapeutics in substance use disorders?
- A look at the key aspects of “prescription digital therapeutics” and the impacts of this business model
- What have been the lessons learnt with pharma partners and commercial launch?

**Yuri Maricich**, Chief Medical Officer, [Pear Therapeutics](#)

9:35 Keynote - **Lessons Learnt from the Frontline of Digital Therapeutics - WellDoc**

- A look at the journey from approval, through launch and post-launch of a digital therapeutic
- What have been the commercial lessons learnt so far?
- Discussion will focus around the socioeconomic impact of this digital therapeutic product

**Anand Iyer**, Chief Strategy Officer, [WellDoc](#)

9:50 Panel - **Advancing the Next Generation of Healthcare: The Crucial Questions Facing Digital Therapeutics**

As healthcare becomes more digital, crucial challenges remain in order to connect this fragmented landscape. Tap into the minds of digital therapeutic thought leaders to hear how they are working to overcome implementation challenges. Hear their thoughts on crucial questions facing the digital therapeutics industry, including:

- How are digital therapeutics being viewed in Europe?
- How are companies building and demonstrating the value of digital therapeutics?
- How are the leading go-to-market strategies impacting the scalability of digital therapeutics?
- As an industry, what do we need to do to help support regulatory bodies?
- Generally speaking, what are the fundamental factors to consider when working with healthcare systems?
- How are pharma influencing the direction of digital therapeutics?
- With such a gathering of pioneers at this summit, what does the panel hope to achieve in the next 2 days?

**Jessica Shull**, Digital Health Manager, **Bellvitge University Hospital** | Strategic Advisor, **DTA**  
**Lana Ghanem**, Managing Director, **Hikma Ventures**  
**Anand Iyer**, Chief Strategy Officer, **WellDoc**  
**Edward Kliphuis**, Investment Director, **M Ventures**  
**Yuri Maricich**, Chief Medical Officer, **Pear Therapeutics**

10:20 **Morning Refreshments & Networking**

**Under the Microscope: Crucial DTx Questions:**

These small group discussions provide a unique opportunity to get into the key detail of the challenges and opportunities of crucial questions facing digital therapeutics. Each session has been curated to bring expert moderators together in order for attendees to find questions in a peer-to-peer format. Attendees will be able to attend 2 roundtables, which are 40 minutes each. Get ready for plenty of takeaways in this 80-minute session!

11:00 Workshop Session A

<p>Roundtable 1A) <b>Clinical Workflow Integration: Getting Your Digital Therapeutics Prescribed and Monitored from the Clinician’s EMRt</b></p> <p><b>Brian Clancy</b>, Co-Lead &amp; Associate Director, AppScript, <b>IQVIA</b>  <b>Michael Krupnick</b>, Director of Product, AppScript, <b>IQVIA</b></p>	<p>Roundtable 2A) <b>What Partnership Models are Companies Adopting to Accelerate Implementation and Commercialization?</b></p>	<p>Roundtable 3A) <b>Digital Therapeutics in the UK Healthcare System - Ecosystem Perspectives to Build the Future of Digital Health</b></p>
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11:40 Workshop Session B

<p>Roundtable 1B) <b>Clinical Workflow Integration: Getting Your Digital Therapeutics Prescribed and Monitored from the Clinician’s EMRt</b></p> <p><b>Brian Clancy</b>, Co-Lead &amp; Associate Director, AppScript, <b>IQVIA</b>  <b>Michael Krupnick</b>, Director of Product, AppScript, <b>IQVIA</b></p>	<p>Roundtable 2B) <b>What Partnership Models are Companies Adopting to Accelerate Implementation and Commercialization?</b></p>	<p>Roundtable 3B) <b>Digital Therapeutics in the UK Healthcare System - Ecosystem Perspectives to Build the Future of Digital Health</b></p>
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12:20

## Lunch & Networking

### Implementing & Reimbursing Digital Therapeutics

2:00 Presentation - **Digital Therapeutics for Back Pain - Reimbursement in Germany**

- A look at how digital therapeutics are being developed chronic back pain
- Discussion will focus on how conversations with German healthcare authorities were approached
- Lessons learnt from the implementation and reimbursement so far

**Konstantin Mehl**, Chief Executive Officer, **Kaia Health**

2:25 Presentation - **Developing and Implementing Neurorehabilitation Digital Therapeutics**

- A look at how clinically-validated games are being developed for neurological disorders
- Discussion will focus on how conversations with healthcare systems and insurers in Denmark were approached
- Discussion will also focus on the leading regulatory and reimbursement questions facing digital therapeutics at the European level

**Kim Baden-Kristensen**, Co-Founder & Chief Executive Officer, **Brain+**

2:50 Presentation - **Developing and Scaling Digital Therapeutics Across Multiple Disease States**

- A look at how GAIA have been integrating digital therapeutics into healthcare systems in Europe and beyond
- Case studies showcasing how GAIA have been developing robust digital therapeutic pipelines for over a decade
- Discussion will focus on business models and routes to commercialisation

**Matthias Zenker**, Partner, **GAIA AG**

3:15

## Afternoon Refreshments & Networking

### Digging Deeper: Go-to-Market Strategies & Healthcare Ecosystem Perspectives

### 3:50 Panel - **How are Different Business Models Impacting the Adoption and Scalability of Digital Therapeutics?**

Securing reimbursement is the crucial discussion facing the digital therapeutics industry. Get under the skin of digital therapeutic leaders who have secured reimbursement and understand how this has been achieved. Pose your specific questions to this panel of experts and hear their thoughts on crucial topics, such as:

- How should digital therapeutic companies construct their core strategy around building and demonstrating evidence?
- What impact does each leading business model have on the adoption and scalability?
- How should digital therapeutic companies communicate the core differences between digital therapeutics and other digital health offerings?
- How are private insurers viewing validated digital interventions?
- How do we work with insurers and providers to ensure pricing models capture the true value of digital therapeutics?
- Should companies be focusing on health economic outcomes rather than regulatory clearance?

**Kim Baden-Kristensen**, Co-Founder & Chief Executive Officer, **Brain+**

**Konstantin Mehl**, Chief Executive Officer, **Kaia Health**

**Bechara Saab**, Co-Founder, Chief Scientist & Chief Executive Officer, **Mobio Interactive**

**Matthias Zenker**, Partner, **GAIA AG**

### 4:35 Panel - **Healthcare Ecosystem Perspectives: Building Frameworks for Digital Therapeutics**

The established healthcare organisations and systems are going to define the level of success that digital therapeutics will achieve. Representatives from leading healthcare bodies will discuss what digital therapeutics need to do in order to achieve adoption in Europe. Tap into leading minds and hear their thoughts on crucial questions, such as:

- What do digital therapeutic companies need to do to best demonstrate value?
- How do digital therapeutic companies need to approach working with national healthcare systems?
- How should digital therapeutic companies help healthcare systems with the adaptation of the processes and infrastructures that need to adapt to digital?
- How do private insurers view validated digital healthcare for their members?
- What is the current and likely view from European regulators on digital therapeutics?
- How should digital therapeutic companies work with regulatory bodies to ensure patient safety and maximise results for patients?

**Marco Marsella**, Head of eHealth, Wellbeing and Ageing Unit, **European Commission**

**Hakim Yadi**, Co-Chief Executive Officer, **Closed Loop Medicine**

**Elena Mustatea**, CEO & Co-Founder, **Bold Health**

**Vincent Hennemand**, VP, Strategy, Corporate and Business Development, **Akili Interactive**

**Matthias Kuss**, Head of Health Innovation Center, **Allianz Partners**

5:20 Close of Day 1

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**Conference Day 2, Thursday, June 20th 2019**

8:00 Breakfast & Networking

9:00 Chair's Opening Remarks

- Recap of Day 1 – what lessons have been learnt already and what discussions stood out?
- A look ahead at Day 2 – what can we expect to learn today?

**Ed Cox**, Chief Executive Officer, **Dthera Sciences**

**Pharma & Digital Therapeutics**

9:10 Presentation - **Commercialising and Scaling Prescription Digital Therapeutics**

- A look at how Sandoz are incorporating digital therapeutics into core business units
- Case studies focusing on commercialising and scaling a digital therapeutic from deal-signing until now
- Discussion will focus on the lessons learnt so far from the partnership with Pear Therapeutics

**Andre Heeg**, Chief Digital Officer, **Sandoz**

9:40 Fireside Chat - **Pharma & Digital Therapeutic Partnership - Click Therapeutics & Otsuka**

- A look at how Otsuka are incorporating digital therapeutics into core business units
- Case studies focusing on commercialising and scaling a digital therapeutic from deal-signing until now
- Discussion will focus on the lessons learnt so far from the partnership with Click Therapeutics

**David Klein**, Chief Executive Officer, **Click Therapeutics**

**Sahil Kirpekar**, Head, Business Development, Europe, **Otsuka Pharmaceuticals**

10:10 Panel - **Pharma and Digital Therapeutics: The Go-to Partnership Model?**

With more and more digital therapeutic-pharma partnerships being initiated, more questions are being asked about the long-term nature of these working relationships. Hear from pharma and digital therapeutic companies who are working with each other to develop, commercialise and scale these products. Hear their thoughts on:

- What are the common factors of a DTx-pharma partnership starting to look like?
- At what level do pharma “value” the addition of digital therapeutics to their strategies?
- Operationally, how do you actually combine tech with drugs into a unified product?



- What do digital therapeutic companies look for when analyzing what pharma to work with?
- How are pharma deciding what countries to expand into with novel healthcare solutions
- How will pharma integrate digital therapeutics into their sales and marketing machines?
- What would early success from the first DTx-Pharma partnerships mean for other pharma?

**Eugene Borukhovich**, Global Head, Digital Health Incubation & Innovation, **Bayer**

**Steve Burns**, VP, Project Leadership and Digital Therapeutics, **AstraZeneca**

**Florian Schubert**, Director, Digital Strategy, **Sandoz**

**Alexandre Capet**, Chief Operating Officer, **Voluntis**

10:55

### Morning Refreshments & Networking

### Digital Therapeutics Showcase

11:25 Presentation - **Developing Digital Therapeutics to Enable Healthy Aging**

- Discussion will focus on the development of digital therapeutics for age-related conditions
- A look at how a core platform is being developed for multiple health conditions, including menopause, arthritis, heart disease, and Alzheimer's Disease
- How to ensure that innovations in digital therapeutics are inclusive

**Arfa Rehman**, Chief Executive Officer & Co-Founder, **Virtue Health**

11:45 Presentation - **Developing and Scaling Digital Sedation**

- A look at the core research principles surrounding developing a validated digital therapeutics for patients with stress, anxiety and pain self-management
- Results from recent clinical studies will be showcased
- Discussion will also focus on the go-to-market strategies for these products

**Mario Huyghe**, Chief Executive Officer, **Oncomfort**

12:05 Presentation - **How to Build and Scale Digital Therapeutics in Emerging Markets**

- What are the gaps in healthcare which digital therapeutics can solve?
- How different do digital therapeutics need to be built, to work in emerging markets?
- What are the different ways to scale and commercialize in emerging markets through go-to-market strategies?

**Abhishek Shah**, Chief Executive Officer, **Wellthy Therapeutics**

12:25 Presentation - **Developing Digital Therapeutics to Combat Cancer-related Fatigue**

- How can digital therapeutics help cancer patients?
- Discussion will focus on results from RCT's in Europe and the U.S.
- A look at where digital therapeutics for cancer patients can fit in healthcare ecosystems

**Door Vonk**, Co-Founder & CCO, **Tired of Cancer**

**Atse Aukes**, Head of Product, **Tired of Cancer**

12:45

**Lunch & Networking**

**Shaping the Future of the Industry**

1:45 Panel - **Industry Goals, Market Predictions and Take Home Messages**

Significant progress is being made in the development, implementation and reimbursement of digital therapeutics but crucial questions remain to ensure unmet medical needs are fully met. Hear closing thoughts from industry leaders as to what we need to do as an industry to maximise the success of digital therapeutics:

- As an industry, what do we agree that we need to focus our efforts on collectively to improve digital therapeutic implementation?
- How do we as an industry need to support the regulators and national health care systems in creating new pathways for digital therapeutics, that accelerate wide-scale adoption and allow the full benefit of "digital" to be captured?
- What are the current predictions of how the digital therapeutic market will mature and consolidate over the next five years?
- How do we balance embracing innovations v.s. improving the more standard approaches as the industry matures?
- What impact will the first influx of meaningful revenue from prescription digital therapeutics have on the market?
- What are the take home messages for attendees from this Summit?/

**Mario Huyghe**, Chief Executive Officer, **Oncomfort**

**Arfa Rehman**, Chief Executive Officer & Co-Founder, **Virtue Health**

**Abhishek Shah**, Chief Executive Officer, **Wellthy Therapeutics**

**Door Vonk**, Co-Founder & CCO, **Tired of Cancer**

2:30 Chair's Summary

- What have been the key lessons learnt from the DTx Europe 2019?
- What are we expecting the industry to look like at DTx Europe 2020?

**Ed Cox**, Chief Executive Officer, **Dthera Sciences**

2:40 Close of DTx Europe 2019