

The Global Event for Pharma Specialists
Dedicated to Advancing DTx



DIGITAL THERAPEUTICS GLOBAL

JANUARY 18 2022

100% ONLINE

Digitally Revolutionizing the Future of Global Healthcare



CUTTING-EDGE INSIGHT DELIVERED BY INDUSTRY LEADERS:



Jessica Shull,
Director of Digital
Therapeutics,
Vicore Pharma



Dr Sachin S Shah,
Global Medical
Partner, Digital
Health & Devices,
GSK



Smit Patel,
Director of Digital
Medicine,
**DIME, Digital
Medicine Society**



Dario Motti, PhD,
Global Principal
Scientist,
Digital Health
Technologies,
Roche



Megan Coder,
VP of Global
Policy,
**Digital
Therapeutics
Alliance**

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Your 2022 Agenda:

Global healthcare is amidst a digital revolution.

Development of digital health software, tools and devices create not only value, but also enhance patient outcomes, building new sustainable business models for those embracing change.

However, the paradigm shift from traditional pharma to companion and standalone digital therapeutics is complex, with many barriers to adoption.

Through a series of presentations and interactive discussions, you will acquire the necessary tools to:

Define the fundamentals and **develop a strategic roadmap** for successful development, integration and implementation of digital therapeutics

Create a route to market and navigate pathways to facilitate the transition towards **compliance, commercialization, and monetization** of digital therapeutics

Manage clinical development and validation of digital therapeutics by implementing suitable strategies for evidence-based measurements, data governance and cybersecurity

Identify and select suitable partners and solution providers to **develop new commercial opportunities** and create valuable collaborations that accelerate the advancement of DTx

Improve patient-centricity, engagement and experience by utilizing DTx as a standalone or companion treatment to facilitate adherence, improve efficacy and enhance outcomes

Guide stakeholders through cultural change and develop a digital mindset critical for the transition towards digital medicine initiatives

Here are just some of the amazing elements of our Virtual event experience:

01

Free access to ALL sessions and exhibitors

02

Interactive Virtual Roundtable Discussion groups where you can have your questions answered

03

On-demand access to all recordings after the event

04

Flexibility to select the sessions that are important to you

05

No travel costs and time spent away from the office

Your 2022 Speakers Include:



Basker Gummadi,
Senior Director Digital Therapeutics,
Bristol Myers Squibb



Dr Deepti Sodhi Jaggi,
Global Head Patient Insights and Solutions,
Astellas Pharma



Jessica Shull,
Director of Digital Therapeutics,
Vicore Pharma



Dr Sachin S Shah,
Global Medical Partner, Digital Health & Devices,
GSK



Megan Coder,
VP of Global Policy,
Digital Therapeutics Alliance



Mikaela K Odlander,
Director and Head of Digital Therapeutics EMEAA,
Orexo Pharmaceuticals



Zina Manji,
Senior Director, Regulatory Affairs Lead -
Innovation, US,
GSK



Loreen M Brown,
LMSW, Global Head, Digital Patient Support
Solution,
Medocity



Walter Greenleaf PhD,
Neuroscientist, Virtual Reality, and Digital Health
Expert, Virtual Human Interaction Lab,
Stanford University



Bert Hartog,
Research and Development Operations, Senior
Director Clinical Innovation,
**The Janssen Pharmaceutical Companies
of Johnson & Johnson**



Smit Patel,
Director of Digital Medicine, DIME,
Digital Medicine Society



Dario Motti, PhD,
Global Principal Scientist, Digital Health
Technologies,
Roche



Eleftheria Pissadaki, PhD,
Manager, Systems Neuroscientist, Biogen Digital
Health (BDH),
Biogen



Emily Luvison,
Principal Lead Cybersecurity Compliance for
Digital Health Technologies,
Genentech



Gergely Vertes,
Medical Device Innovation Lead,
UCB



Dominick Kennerson,
Digital & Commercial Innovation, Global Head
G4A Digital Health Partnerships,
Bayer

Who You Will Meet

This summit is designed for VPs,
Directors, Heads, Managers,
Scientists and Specialists from:

- Digital Therapeutics / DTx
- Digital Health / Digital Medicine / Personalized Medicine / Precision Medicine
- Digital Healthcare / Connected Health
- Clinical Innovation / Clinical Development / Clinical R&D
- Digital Patient Health / Patient-Centricity / Patient Outcomes / Patient Insights / Real World Evidence (RWE)
- Regulatory Affairs / Medical Affairs
- Emerging Technology / Innovation
- Commercial Innovation
- Data Science & Analytics
- Artificial Intelligence (AI) / Machine Learning (ML)

Our sponsors include technology,
service & solution providers
specializing in:

- Digital Therapeutics / DTx
- App, Platform and Software Development
- Virtual Reality (VR) & Augmented Reality (AR)
- Data Science & Analytics
- Artificial Intelligence (AI) / Machine Learning (ML)
- Cloud Services & Connectivity
- Cybersecurity
- Commercialization & Strategy Consulting



Agenda: 18 January 2022

Pacific Standard Time

07:25 – 07:30

Opening Remarks from AMG World

07:30 – 08:30



VIRTUAL ROUNDTABLE

Clinical Development & Validation of Digital Therapeutics

This discussion will assess evidence-based measurement, effective data strategies and key considerations for developing validated DTx solutions.

- Harmonizing the diversity of approaches to DTx development: Defining equivalent digital measures which align technology with pharma priorities and support clinical objectives
- How to effectively balance the contrasting lifecycles of technology development and traditional pharma medications, when evaluating companion and standalone DTx solutions
- Devising the clinical investigations of digital therapeutics: Navigating the challenges, unknowns, and potential opportunities to optimize evidence generation
- Introducing objectivity into measurement when quantifying subjective RWE in behavioural therapies
- Unlocking the intrinsic value of real-world evidence and data from digital therapeutics to create sustainable opportunities for pharma, patients and stakeholders
- Examining the importance of developing a clear strategy and framework for effective data enablement and optimized decision-making

Panelists:

Dario Motti, PhD Global Principal Scientist, Digital Health Technologies, **Roche**

Bert Hartog, Research and Development Operations, Senior Director Clinical Innovation,

The Janssen Pharmaceutical Companies of Johnson & Johnson

Dr Sachin S Shah, Global Medical Partner, Digital Health & Devices, **GSK**

Gergely Vertes, Medical Device Innovation Lead, **UCB**

08:35 – 09:35



VIRTUAL ROUNDTABLE

Accelerating the Journey Towards Compliance, Reimbursement & Commercialization of Digital Therapeutics

This discussion will examine the key benefits, potential challenges and how to develop suitable partnerships that raise awareness and facilitate the transition.

- How can DTx create value-added opportunities for Pharma?: Developing a complementary portfolio of digital health tools that deliver holistic patient care
- Demystifying digital therapeutics for stakeholders, payors, HCP's and patients: Paving the way for transition, adoption and reimbursement of digital health tools
- Evaluating and defining suitable routes to market: What options are available, what part do patients and HCP's play, and how can we collaborate to streamline the process?
- Navigating the global regulatory landscape: Considering the geographical differences and collaborative learning to increase the pace of progress
- Developing capability for DTx: Identifying and selecting suitable partners, technology and talent to facilitate development of digital therapeutics
- Adapting agile pharma business models: What can pharma do to successfully integrate DTx into their portfolio?

Panelists:

Zina Manji, Senior Director, Regulatory Affairs Lead – Innovation, US, **GSK**

Dr Deepti Sodhi Jaggi, Global Head Patient Insights and Solutions, **Astellas Pharma**

Jessica Shull, Director of Digital Therapeutics, **Vicore Pharma**

Mikaela K Odlander, Director and Head of Digital Therapeutics EMEA, **Orexo Pharmaceuticals**

Agenda: 18 January 2022

Pacific Standard Time

09:40 – 10:10



**KEYNOTE
PRESENTATION**

Finding the Analogue in the Digital World: A Retrospective View on the Role of Digital Therapeutics for Neuro-Degenerative Disease

- Understanding the data and reviewing the process: A reflective look at how we intelligently approach the utilization of digital tools to detect, predict and manage cognitive degeneration.
- Examining the critical role of digital biomarkers in the development of DTx solutions. What types of technology can be harnessed for measurement, feedback and intervention?
- Leveraging technology for improved healthcare solutions: How can digital therapeutics support traditional medicine for enhanced patient choice and personalized treatments?
- Our journey so far and what is next for our future with DTx and Digital Health Tools?

Eleftheria Pissadaki, PhD, Manager, Systems Neuroscientist, Biogen Digital Health (BDH), **Biogen**

10:15 – 10:45

The Future of Digital Therapeutics: Technology and Data Driven Healthcare

- Embracing the digital age: Conveying the potential benefits of DTx and demonstrating the possibilities for multi-stakeholders
- Leveraging AI, ML, data science and novel technologies for greater patient insights and smarter outcomes through digital therapeutics
- How can emerging technology be harnessed for compliant and efficacious digital alternatives and companions to traditional medicines?
- What is next for DTx, digital medicine and the future of pharma?

10:50 – 11:20

Networking Break and Virtual Exhibition

11:20 – 11:50



**KEYNOTE
PRESENTATION**

Digital Therapeutics and Digital Health from a Cybersecurity Perspective

- Cybersecurity, Privacy and Regulation: Understanding the associated risk management complexities and best-practice processes when developing DTx and digital medicine solutions
- Focusing on cybersecurity from the outset: Incorporation by design and by default when developing digital therapeutics, digital health tools and SaMD
- Evaluating infrastructure and resources for compliance: What is required to maintain data integrity and security, with continuously evolving digital solutions?
- Executing secure operations and maintenance: Educating stakeholders to the ongoing process and paradigm shift of digital vs traditional medicine

Emily Luvison, Principal Lead Cybersecurity Compliance for Digital Health Technologies, **Genentech**

11:55 – 12:25

The Role of Digital Therapeutics in Enhancing Patient-Centricity, Adherence, Engagement and Experience

- User experience as the critical piece of the puzzle: Selecting, identifying and developing DTx platforms that facilitate adherence, improve efficacy and enhance patient outcomes
- How can digital therapeutics reduce costs and save time when administering healthcare?
- Examining the mutual benefits for payors, patients, HCP's and pharma
- Involving patients from the outset: Driving engagement and increasing openness to the use of digital therapeutics as a companion or standalone option
- Real world evidence and data: What does this mean for the future of patient care and how can we utilise data science for optimal patient outcomes?

12:25 – 12:55

Networking Lunch and Virtual Exhibition

Agenda: 18 January 2022

Pacific Standard Time

13:00 – 14:00



VIRTUAL ROUNDTABLE

Education, Partnerships, Technology and Opportunity: The Building Blocks for Advancing Digital Therapeutics

This discussion will explore the importance of developing strategic partnerships with key stakeholders to create value and develop new commercial opportunities. Our panelists will examine how to take a collaborative approach to embracing emerging technology and innovation for the continued development and accelerated advancement of digital therapeutics.

- How can we work cohesively as an industry to raise awareness and understanding of DTx as a companion or standalone alternative to traditional pharma?
- What part do academia, associations and alliances have to play in facilitating the pathways for an accelerated journey towards the wider adoption of DTx?
- Examining the cross-border scalability of digital therapeutics: Devising a best-practice strategy and framework to unlock a global opportunity with digital health tools
- Developing strategic partnerships and collaborations: Creating value through technology, enabling commercial opportunities and addressing patient needs
- Fostering digital culture, mindset and transition: Connecting the dots between academia, industry, talent and technology to educate, drive change and bridge skills-gaps

Moderator:

Loreen M Brown, LMSW, Global Head, Digital Patient Support Solution, **Medocity**

Panelists:

Basker Gummadi, Senior Director Digital Therapeutics, **Bristol Myers Squibb**

Megan Coder, VP of Global Policy, **Digital Therapeutics Alliance**

Smit Patel, Director of Digital Medicine, DIME, **Digital Medicine Society**

Dominick Kennerson, Digital & Commercial Innovation, Global Head G4A Digital Health Partnerships, **Bayer**

Walter Greenleaf PhD, Neuroscientist, Virtual Reality, and Digital Health Expert, Virtual Human Interaction Lab, **Stanford University**

14:05 – 14:35

Embracing Digital Therapeutics and the Progressive Future of Digital Health

- What does the future of pharma look like? Examining personalized healthcare supported by digital therapeutics, digital health, and technology solutions
- Driving collaborative development and continual progress: What can we do collectively to accelerate the development and adoption of DTx as a trusted tool for patient healthcare?
- Capitalizing on the digital age to revolutionise and shape the future of global health: How can we leverage technology and innovation for optimal patient outcomes, enhanced treatments, and sustainable pharma portfolios?
- Creating an effective framework for DTx implementation: Defining the key fundamentals and developing a best-practice roadmap for success
- Facilitating change and culture transition: Encouraging pharma workforce development and transformation in preparation for digital medicine

Smit Patel, Director of Digital Medicine, DIME, **Digital Medicine Society**

14:40

Close of the conference

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How can you get involved as a sponsor?

You will be positioned as industry experts amongst the most prominent and influential players within the pharmaceutical and biotechnology sector. The Digital Therapeutics Global Virtual Event will offer maximum coverage and exposure to a highly engaged and motivated audience, providing a hugely exciting opportunity and platform for you to effectively position your brand whilst highlighting your capabilities to a Global audience.

What will you receive as part of sponsorship package?

- ➔ A one hour closed door roundtable facilitation role with fully qualified delegates where you will moderate the discussion with qualified panelists
- ➔ 30-minute virtual presentation with both audio and visual content which is broadcast to a live audience within your target demographic, promoting thought leadership and generating quality leads.
- ➔ The opportunity to establish contact with qualified budget holders prior to the event to optimize the discussion and ensure your topic is aligned and your time optimized
- ➔ Virtual pre-arranged one-to-one meetings with qualified delegates that are actively that are actively looking for solutions to solve their problems.
- ➔ Thought leadership and brand awareness

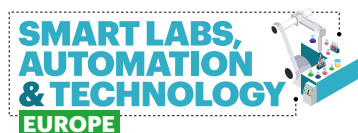
We would welcome the opportunity to discuss various options in more detail, for more information please contact:



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