

The Digital Therapeutics Conference

In association with the Digital Therapeutics Alliance

In The Exhibition at eyeforpharma Barcelona 2020

	April 1st
6:45AM–7:30AM OUTSIDE	eyeforpharma morning run. Start your day right and join the eyeforpharma team for a 5k run along Barcelona's beautiful coastline. All levels welcome. Meet at the AC Hotel reception for a 6.45 departure.
9:05AM–9:25AM	Future therapy: the Novartis roadmap for Digital Therapeutics <ul style="list-style-type: none"> • See how Novartis is building digital therapies into its portfolio and the interplay with traditional therapies • How regulators and pharma need to evolve in cooperation for the benefit of patients Jeremy Sohn, VP, Global Head of Digital BD&L, Novartis
9:25AM–9:45AM	Activating the Ecosystem around DTx: a vital activity for enabling adoption <ul style="list-style-type: none"> • Why education and awareness are critical for every DTx initiative - the last mile • Importance of demonstrating the health economics of DTx - country stakeholder groups are champions • Proposing the investigation of a Joint European Assessment Framework for DTx Jessica Shull, European Lead, Digital Therapeutics Alliance

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9:45AM–10:25AM	<p>Panel: Exploring the physician and patient perspective on DTx: Is it in their consciousness?</p> <ul style="list-style-type: none"> • Get an exclusive view into the physician’s perspective on DTx across 21 countries (via Ipsos’ Digital Doctor 2020 study) • Explore what “informed” patients think of the potential of DTx and how this effects their drivers and barriers to adoption (via Ipsos’ Patient Influencers study, in partnership with WEGO Health) <p>Reena Sangar, Global Head, Connected Health, Ipsos</p>
10:05AM–10:30AM	<p>Partnership in practice: Happify and Sanofi’s new platform for patient engagement and quality of life</p> <ul style="list-style-type: none"> • Why addressing key co-morbidities for individuals living with multiple sclerosis (MS), including depression and anxiety, digitally, opens new doors • Understand the key synergies such as relationships with large US health plans and employers • How the partnership conducted a global pilot study across 50 countries through social media, leveraging their existing consumer digital therapeutic platform <p>Chris Wasden, Head of HappifyDTx, Happify Health</p>
<p>SIGN-UP FOR FREE FOR THIS CONFERENCE. (FOR BIO AND PHARMA ONLY)</p> <p>Contact Izzy Gladstone igladstone@eyeforpharma.com</p>	
10:25AM–11:05AM EXHIBITION HALL	<p><u>COFFEE BREAK, NETWORKING SESSIONS AND INTERACTIVE SOLUTION ZONE</u></p>

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11:05AM–11:30AM	<p>Get approved: understand Medical Device Regulations (MDR) and requirements from Notified Bodies</p> <ul style="list-style-type: none"> • Balance evolving products with the rigour required for a safe regulatory environment • Examine the Notified Body's interpretation and how to shepherd your product through to market <p>Robert Madjino, Director, Clinical Assessment, TUV SUD</p>
1:00PM–2:00PM EXHIBITION HALL	<p>LUNCH, NETWORKING SESSION AND INTERACTIVE SOLUTION ZONE</p>
2:20PM–2:40PM	<p>Panel: The pathway to prescriptions: navigate the varying national regulatory & reimbursement criteria in France, Belgium and the UK</p> <ul style="list-style-type: none"> • Examine the plans and intentions of each of the national institutions currently reimbursing DTx • Gain true comprehension of what has led us to this point and the nuances of how reimbursement is projected over the next 5 years <p>Steven Vandeput, Advisor Extramuros & Digital Health, beMedTech</p> <p>Chris Chesters, Senior Scientific Adviser, NICE</p> <p>Sam Shah, Global Clinical & Digital Advisor, Healthcare UK, Department for International Trade</p>

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2:40PM–3:00PM	<p>PANEL: Getting paid: how leading companies have journeyed to reimbursement across the EU</p> <ul style="list-style-type: none"> Hear the twists and tales as early trailblazers have sought to become viable businesses <p>Rossana Alessandrello, Coordinator of Innovation & Value Based Procurement, AQuAS</p> <p>Maryne Cotty-Eslous, Founder, L, ucine</p> <p>Adam Kirk, Clinical Director, My mHealth</p> <p>Lloyd Humphreys, Head of Europe, SilverCloud Health</p> <p>Sam Shah, Global Clinical & Digital Advisor, Healthcare UK, Department for International Trade</p>
10:25AM–11:05AM EXHIBITION HALL	<p><u>COFFEE BREAK, NETWORKING SESSIONS AND INTERACTIVE SOLUTION ZONE</u></p>
4:00PM–4:20PM	<p>Panel: Work with the patient as a partner to co-create and co-evolve digital therapies</p> <ul style="list-style-type: none"> Establish a patient-first mindset and understand the best ways to facilitate patient involvement in your development Incorporate the science of behaviour change to provide greater traction and outcomes for patients Explore ways to raise digital adherence and better patient outcomes <p>David Verdura, Chief Operating Officer, Curelator</p> <p>Enric Barba Ibañez, Patient & Digital Health Advocate</p> <p>Door Vonk, Founder, Tired of Cancer</p>

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	Olivier Jarry, President & Chief Commercial Officer, DarioHealth
4:40PM–5:00PM	<p>Fireside chat: Standalone or integrated? Determine whether DTx should be a separate business unit within your company</p> <ul style="list-style-type: none"> Discuss what is the catalyst for your DTx products and explore how this should inform its commercial and operational purpose <p>Francesca Wuttke, Chief Digital Officer, Almirall</p> <p>Stephen Dunne, Chief Digital Therapeutics Officer, Alpha</p>
5:00PM–5:40PM	<p>Panel: Harness the DTx data opportunity: insight from gathering RWE on the front lines</p> <ul style="list-style-type: none"> How to develop an effective feedback loop to ensure your product evolution is based on solid evidence Are you using data well? Understand the multiple utilities of good data stewardship in seeking patient access and value Determine the outcomes-based agreements you may be able to forge through exemplary data <p>Austin Speier, Chief Strategy Officer, Click Therapeutics</p> <p>Simon Leigh, Head of Research & Value Demonstration, Orcha</p> <p>Ramon Hernandez Vecino, Head of Real-World Evidence Data & Analytics, Sanofi</p>
5:40PM–6:40PM EXHIBITION HALL	<u>NETWORKING DRINKS RECEPTION IN THE EXHIBITION HALL</u>

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6:00PM–7:50PM
HILTON DIAGONAL MAR

**THE PHARMA NETWORKING PARTY – LOCATED AT THE NEWLY
RENOVATED ROOFTOP PURO BEACH BAR AT THE HILTON
DIAGONAL MAR**

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Contact Izzy Gladstone igladstone@eyeforpharma.com