



8<sup>th</sup> Annual

# DTx WEST

**March 13-14, 2025**

Town and Country Resort | San Diego, CA



## The Pivotal Moment for Digital Therapeutics *Next-Generation Digital Healthcare*

### 2025 Featured Speakers



**Ed Cox**

Head & General Manager, Digital Health & Medicines, Pfizer Inc.



**Timothy Law, MD**

Chief Medical Officer, Highmark Health



**Cindy Welsh**

Vice President, System TeleAcute & Respiratory Care, MidWest, Advocate Health



**Samuel Ridout**

Director, Research, Kaiser Permanente San Jose Psychiatry Residency Program, Kaiser Permanente



**Juhee Cho**

Director, Center for Clinical Epidemiology, Samsung Medical Center



**Gazal Vakili**

Country Head, Digital Health Innovation & Corporate Development, FrontAct, Sumitomo Pharma



**Andreas Caduff, PhD**

Health Tech, Digital Health, Amazon



**Paul Upham**

Global Head, Smart Devices, Roche / Genentech

#DTxWest

[DTxGlobalSummit.com/West](https://DTxGlobalSummit.com/West)

# Dear Colleagues,

The Digital Therapeutics industry is at another **pivotal point** in its history and there is arguably no greater time than since the field was founded for us to come together.

Whilst we have faced significant challenges over the previous few years, there have also been countless successes along the way. Many companies are delivering for patients with unmet medical needs, and it is now **more crucial than ever** for us to share how we succeeded or why we didn't as we build the future of validated digital healthcare together.

## Enter DTx West 2025...

Since 2018, The DTx Series has been **the** meeting point for the industry, and I am personally delighted that this will continue. Over the years, significant deal-making, knowledge sharing and industry-defining conversations have taken place at DTx and DTx West 2025 is primed to **build upon this impact**.

Marrying the "old" with the "new," DTx West maintains the core principles and feel, whilst also evolving to ensure that it continues to **deliver for everyone in the industry**. The field is entering its next chapter, and so is The DTx Series. From the new reimbursement opportunities and changing business models through to updated evidence standards and clinical advancements, DTx West 2025 will ensure that all core topics are deciphered. Couple this with diverse representation from leadership positions across healthcare, the impact of this event will be felt for years to come.

And therefore, I invite you to join us on March 13-14, 2025 in San Diego, CA to help drive forward the **next generation of validated digital healthcare**.

I look forward to welcoming you!

Kind regards,



**Jason Green**

Senior Conference Director & Founder, DTx Series  
Cambridge Innovation Institute



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**"I have attended the DTx West and East events since their inception. I have found that these events are more focused on the challenges, needs, successes, and opportunities for the digital health industry than any other industry events. It brings together digital health technology companies, health payers, pharmaceutical companies, healthcare providers, and other service providers that are helping to move the industry forward."**

Chris Wasden, Senior Vice President, Pharma, Dario Health

# Sponsorship Opportunities

## PLATINUM SPONSOR

### Exhibit Hall & Delegate Passes

- One 8'x10' exhibit space
- Four (4) main conference registrations for your team
- One (1) main conference registration for your company's speaker
- Two (2) exhibit staff registrations

### Branding

- One (1) 25-minute presentation to all session attendees as part of the main conference program
- Includes participation in panel discussion during the conference agenda
- Enhanced Branding – your choice of (select one):
  - Co-Sponsorship of opening reception
  - Sponsorship of networking lunch
  - Badge lanyards
- Presentation promoted within the event website, conference program agendas, and onsite signage
- Corporate logo on the cover of the final conference brochure denoting Platinum Sponsorship
- Corporate logo with link on the homepage of the event website denoting Platinum Sponsorship
- Full contact information of all conference attendees (GDPR compliant)
- Onsite signage designating your company as a Platinum sponsor
- Approximately 2 weeks pre-event: included in email to all registered attendees with other Platinum Sponsors

## GOLD SPONSOR

### Exhibit Hall & Delegate Passes

- One 8'x10' exhibit space
- Three (3) main conference registrations for your team
- One (1) main conference registration for your speaker
- Two (2) booth staff registrations

### Branding

- One (1) 25-minute presentation to all session attendees as part of the main conference program
- Branding – your choice of (select one):
  - Sponsorship of networking breakfast
  - Sponsorship of refreshment break
- Presentation promoted within the event website, conference program agendas, and on-site signage
- Corporate logo on the cover of the final conference brochure denoting Gold Sponsorship
- Corporate logo with link on the homepage of the event website denoting Gold Sponsorship
- On-site signage designating your company as a Gold sponsor
- Post-event custom e-blast, HTML provided to CII

## SILVER SPONSOR

### Exhibit Hall & Delegate Passes

- One 8'x10' exhibit space
- Two (2) main conference registrations for your team
- Two (2) exhibit staff registrations

### Branding

- Branding – your choice of (select one):
  - Sponsorship of networking coffee break
  - Participation in panel discussion during the conference agenda (topic/time TBD)
  - Literature Chair-Drop inside session room
  - Meter Board Advertisement (approximately 7' x 3.5'; double-sided, full color advertisement)
  - Additional Full-Conference Registration
- Corporate logo inside the final conference brochure
- Corporate logo with link on the event website

## SUPPORTING / EXHIBIT SPONSOR

### Exhibit Hall & Delegate Passes

- One 8'x10' exhibit space
- One (1) main conference registration
- Two (2) exhibit staff registrations

### Branding

- Corporate logo inside the final conference brochure
- Corporate logo with link on the event website

## Sponsorships include:

- Conference discount for your clients & prospects: Provide your list and CHI will send an email on your behalf OR we will provide you with a code for you to send out offering up to \$200 off the cost to attend
- Additional full conference registrations available at a discount for your staff (Limited to 5)
- 50-word company description in the conference materials

## Additional sponsorship opportunities include:

- Conference Notebooks
- Travel Coffee Mug
- Tote Bag Insert
- Literature Distribution

## For more information, please contact:



### Companies A-K

Jon Stroup

Lead Business Development Manager

(+1) 781-972-5483

[jstroup@healthtech.com](mailto:jstroup@healthtech.com)



### Companies L-Z

Aimee Croke

Business Development Manager

(781) 292-0777

[acroke@cambridgeinnovationinstitute.com](mailto:acroke@cambridgeinnovationinstitute.com)



**THURSDAY, MARCH 13**

7:15 am Registration Open

8:00 Networking Breakfast

**THE FUTURE OF VALIDATED DIGITAL HEALTHCARE**

9:00 Organizer's Remarks

Jason Green, Senior Conference Producer, Cambridge Healthtech Institute

9:05 Chair's Opening Remarks

Acacia Parks, PhD, CEO, Liquid Amber Consulting



**9:10 KEYNOTE CASE STUDY: How Software-Enhanced Drugs Will Change the Future of Care**  
 Shaheen E. Lakhan, MD, PhD, FAAN, Chief Medical & Scientific Officer, Click Therapeutics, Inc.

- How can rigorously developed prescription digital therapeutics address the unresolved neurological components of disease, close gaps in care, and maximize treatment success?
- What synergies exist between PDTs and pharmacotherapies that create value for pharma, patients, payers, and providers as both standalone and combination treatments?
- How will pharma start to digitize their pharmaceutical pipelines given recent draft guidance from FDA on Prescription Drug Use-Related Software (PDURS)?

**9:40 KEYNOTE PANEL DISCUSSION: The Digital Therapeutics & The Digital Healthcare Revolution**



**Moderator:** Acacia Parks, PhD, CEO, Liquid Amber Consulting

- What's next in our connected healthcare journey, which key trends should we anticipate shaping the industry in the coming years?
- Which breakthroughs do you anticipate in diagnostics and treatment with the continued integration of these technologies?
- How can healthcare providers and technology developers enhance patient involvement and adherence to digital health interventions?

**Panelists:**  
 Andreas Caduff, PhD, Health Tech, Digital Health, Amazon  
 Edward Cox, Head & General Manager, Digital Health & Medicines (DHM), Pfizer Inc.  
 Juhee Cho, Director, Center for Clinical Epidemiology, Samsung Medical Center  
 Brian A. Harris, Founder & CEO, MedRhythms, Inc.

10:40 Coffee Break

**STORIES FROM THE FRONT LINE OF HEALTHCARE**

11:25 CASE STUDY: Integrating Digital Innovations into Clinical Care—A Clinician's Perspective

Renaë Beaumont, Associate Professor of Psychology in Clinical Psychiatry, Weill Cornell Medicine, New York Presbyterian Hospital

Drivers for clinician adoption of digital health tools—improved patient outcomes are not enough. Lessons learned from what's worked and what hasn't. Where to next with DTx?

**11:55 PANEL DISCUSSION: Developing the Healthcare Ecosystem for Digital Adoption**

**Moderator:** Adam Kaufman, PhD, Interim Category Lead, Products, Baylor Scott & White Health

- What are the recent lessons we have learned when it comes to how best to adopt digital technologies?
- How are we working with patients to ensure these approaches are used in the most effective way?
- How have recent reimbursement updates affected our views on digital therapeutics?
- Which digital technologies are proving to be most successful for healthcare partners?
- How are providers and payers working together to implement digital approaches?

**Panelists:**

Jenna Carl, CMO, Big Health, Inc.  
 Tifanie Sbriscia, RN, MSN, CWON, Wound Care Telemedicine  
 Cindy Welsh, Vice President, System TeleAcute & Respiratory Care, Midwest, Advocate Health Care

12:55 pm Networking Luncheon

**THE BUSINESS OF DIGITAL**

**1:55 PANEL DISCUSSION: Digital and Pharma as One**

**Moderator:** Ciara Clancy, Founder & CEO, Beats Medical

- How can pharma leverage their resources, expertise, and research capabilities to drive innovation?
- What has been learned from successful and unsuccessful projects?
- Which metrics are being used to measure real-world impact and success?
- What can specifically digital therapeutics companies learn from other areas of digital health?
- Looking ahead, what is the long-term vision for pharma and digital health working together collaboratively?

**Panelists:**

John Drakenberg, Founder & CEO, Alex Therapeutics  
 Ashutosh Malhotra, Director, Digital Health Strategy & Partnerships, Europe, Daiichi Sankyo  
 Paul Upham, Global Head of Smart & Digital Devices, Roche/Genentech

**2:55 CASE STUDY: Consolidation in Digital Health for Greater Competitive and Comparative Advantage**

**Christopher L. Wasden, PhD, Senior Vice President, Pharma, DarioHealth**

During the past several years, we have seen a wholesale transformation of the competitive dynamics of the digital health industry. Many of the market leaders have gone bankrupt. Others have been sold. All have had to completely rethink their revenue and overall business model in a focused drive to profitability. We have seen a natural experiment play out with competing business models, and we now know what seems to work.

3:25 Refreshment Break

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## THE STANDARDS OF “VALIDATED” DIGITAL HEALTHCARE

### 4:00 PANEL DISCUSSION: Data-Driven Decisions—Shaping the Evidence Standards in “Validated” Digital Healthcare

Moderator: *Acacia Parks, PhD, CEO, Liquid Amber Consulting*

- Which strategies can be employed to ensure the reliability and integrity of the data used to establish evidence standards for digital therapeutics?
- How do we balance the need for defined evidence standards with the growth of innovation?
- How do we best translate the evidence standards of digital therapeutics to external parties?
- How is bias addressed in the evolution of evidence standards for digital therapeutics?

#### Panelists:

*Siva Nadarajah, Co-Founder & President, JOGO Health, Inc.*  
*Samuel Ridout, Director, Research, Kaiser Permanente San Jose Psychiatry Residency Program, Kaiser Permanente*  
*Christopher L. Wasden, PhD, Senior Vice President, Pharma, DarioHealth*

### 5:00 Close of Day

## FRIDAY, MARCH 14

### 8:00 am Registration Open

### 8:15 Networking Breakfast

## SUCCESS & INVESTMENT

### 9:15 Chair's Opening Remarks

*Adam Kaufman, PhD, Interim Category Lead, Products, Baylor Scott & White Health*

### 9:25 PANEL DISCUSSION: PTSD: The Myths, Realities, and Complexity of the Patient Experience

Moderator: *Joseph Perekupka, CEO, Freespira, Inc.*

Post-traumatic stress disorder (PTSD) is a condition that can develop in individuals who have experienced a traumatic event or series of events. PTSD has traditionally been associated with combat situations, but perceptions are evolving as we recognize the growing number of traumatic incidents occurring worldwide, such as terrorist incidents or the devastating wildfires in Los Angeles. This panel will openly discuss the challenges present in obtaining care for this disorder.

#### Panelists:

*Doug Bartlett, Patient and Senior Vice President, Solventum*  
*Camille McMullen, Senior Vice President, Government Relations, Freespira, Inc.*  
*Lisa Northway, Patient and Family Life Chaplain, U.S. Army*

### 10:10 PANEL DISCUSSION: The Digital Therapeutics & Digital Health Investment Landscape

Moderator: *Adam Kaufman, PhD, Interim Category Lead, Products, Baylor Scott & White Health*

- How has the investment landscape changed over the past three years, and where do we stand today?
- What are the risks associated with digital therapeutics investments, and what is the ultimate reward they seek?

- Besides financial backing, how can investors and innovators successfully work together to align with each other's visions and goals?
- What is one piece of take-home advice each investor has for the audience?

#### Panelists:

*Jay Goss, General Partner, Wavemaker Three-Sixty Health*  
*Dave Rawlins, Chief Operating Officer, Mynd Immersive*  
*Tiffany Yu, Principal, 7wireVentures*

### 10:55 Coffee Break

## CASE STUDIES & THE FUTURE

### 11:25 CASE STUDY: The Role of Digital Therapeutics in Autism, Neurodevelopment, and Value-Based Care

*Neil Hattangadi, MD, Co-Founder & CEO, Cortica*

- From a clinician's perspective, how can digital therapeutics be most effectively used alongside other therapies in autism (medical testing and treatment, behavioral therapy, developmental therapies, and family support)?
- How can DTx companies work effectively with healthcare providers? (across both research and market launch)
- Which reimbursement mechanisms (including value-based care) allow digital therapeutics to be used by healthcare providers at scale?

### 11:55 PANEL DISCUSSION: Machines Have Minds—The Role of AI & Generative Learning in Digital Health

Moderator: *Adam Kaufman, PhD, Interim Category Lead, Products, Baylor Scott & White Health*

- How are AI and machine learning transforming digital therapeutics for personalized patient care?
- What are the ethical considerations of using AI in healthcare, and how can challenges be addressed?
- Share examples of AI-driven digital health with positive patient outcomes.
- How can stakeholders ensure transparency and trust in AI-powered digital solutions?
- How do AI and machine learning optimize patient data analysis for digital health?

#### Panelists:

*Alyssa Dietz, PhD, Head, U.S. Clinical Strategy, ieso*  
*Chris Hemphill, Senior Director Commercial Intelligence, Woebot Health*  
*David Keene, Senior Director & Product & Platform Engineering Lead, Pfizer Inc.*  
*Geoffrey Tso, Digital Health, Samsung*

### 12:40 pm Close of Conference

# Members of the DTx Community Include:





# Join Us in San Diego

## HOTEL & TRAVEL INFORMATION

**Conference Venue and Hotel:**  
Town and Country Resort  
500 Hotel Circle North  
San Diego, CA 92108

For hotel reservations, please go to the  
[Travel Page](https://DTxGlobalSummit.com/West) of [DTxGlobalSummit.com/West](https://DTxGlobalSummit.com/West)

Discounted Room Rate: \$249 s/d  
Discounted Room Rate Cut-off Date: February 12, 2025





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## INDIVIDUAL CONFERENCE PRICING

*Includes access to full conference (2 days) & networking events.*

STANDARD PRICING AFTER FEBRUARY 21, 2025

INDUSTRY	ACADEMIC-GOVERNMENT-HOSPITAL, VC/INVESTMENT FIRM
\$2,199	\$1,199

## CONFERENCE DISCOUNTS\*

### GROUP DISCOUNTS ARE AVAILABLE

Have your colleagues or team attend DTx West In-Person. Purchase a full-price registration, and participants from the same organization will receive a 20% discount.

For more information on group discounts contact [Kristen Saunders](#), 781-247-6263.

### ALUMNI DISCOUNT—SAVE 20%:

CHI appreciates your participation at our events. As a result of the great loyalty you have shown us, we are pleased to extend to you the exclusive opportunity to save an additional 20% off the registration rate.

## GROUP CONFERENCE PRICING

*Includes access to full conference (2 days) & networking events.*

STANDARD PRICING AFTER FEBRUARY 21, 2025

INDUSTRY	ACADEMIC-GOVERNMENT-HOSPITAL, VC/INVESTMENT FIRM
\$1,759	\$959

## How to Register: [DTxGlobalSummit.com/West](https://DTxGlobalSummit.com/West)

[reg@healthtech.com](mailto:reg@healthtech.com) | P: 781.972.5400 or Toll-free in the U.S. 888.999.6288

Please use keycode **DTXW** when registering!

Please refer to the Registration Code below:



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