

Technology as Therapy

HOW DIGITAL MEDICINE & DIGITAL THERAPEUTICS ARE TRANSFORMING HEALTHCARE

24 MAY 2022
MELBOURNE AND VIRTUAL

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Session	Speakers
From the Frontlines of DTx – The Pear Therapeutics Journey So Far Digital Therapeutics Alliance <i>As the leading international organization on digital therapeutic thought leadership, hear about the latest in global digital therapeutics activities and policy including the new value assessment guide.</i>	Corey McCann Pear Therapeutics
Morning Tea (30 mins)	
Clash of the Titans? Big Pharma on Digital Medicine – The Way of the Future or a Necessary Distraction <i>As the concept of digital therapeutics takes hold, how are the world's largest pharmaceutical companies embracing digital medicine – or are digital programs seen simply as a cost of doing business in 2022?</i>	Panel including Kumaran Mani AstraZeneca
Whose Data is it Anyway? <i>Data monetisation, data ownership, privacy and security are all huge issues for the sector. But who thinks they own the data? And who thinks they should own the data? Most importantly who DOES own the data? And what does that mean for the commercialisation strategies for digital health companies?</i>	Madeleine Kelly FB Rice Dr Jill Freyne CSIRO E-Health Research Centre Leanne Wells Consumer Health Forum Phil O'Sullivan Allens
Networking Lunch (45 mins)	
The Clinician's View – To Use or Not to Use, That is the Question <i>In a world where many digital medicine & DTx companies fail due to challenges in business models... what does it take to get a clinician to use, recommend, prescribe and/or pay for a digital product?</i>	Panel including Dr Amandeep Hansra
Face-Off: Regulation vs Revenue – Which Path to Take <i>As SaMD regulation really starts to drive the evidence-base in digital health in Australia, how do companies balance the regulatory pathway and duty of care to have a safe & effective product, with the need to demonstrate revenue to investors?</i>	Panel including Natasha Rawlings UniSeed Chaired by Bronwyn Le Grice ANDHealth
Afternoon Tea (30 mins)	
Challenges for DTx Companies in Australia <i>DTx is a nascent sector in Australia and there remain some systemic challenges to widespread uptake. Hear from DTx executives on the key changes that they believe will change the game for Australian DTx companies.</i>	Panel including Hugo Rourke Perx Rick Legleiter Adherium Chaired by Bronwyn Le Grice ANDHealth
Reimbursement of Digital Therapeutics – the German Model <i>The German DiGA model for reimbursement of digital health is a world leading model in use today for a wide range of conditions. Join a listing expert from Germany to outline how it works and how to get listed.</i>	Lina Behrens Flying Health Laura Nelde Flying Health

