

DAY 1	DAY 2	DAY 3
Terms & Perspectives	Methods & Technologies	Techniques & Case Studies
<p>9:00 – 9:30 AM <b>Welcome and Introduction to Digital Health Strategy</b> What is the definition of digital health? What are the practical applications of digital health in life sciences today? <i>Prof. Stan Kachnowski, Chair, HITLAB</i></p> <p>9:30 – 10:00 AM <b>Team Building Activity</b> <i>Prof. Stan Kachnowski, Chair, HITLAB</i></p> <p>10:00AM – 12:30 PM <b>The Pharma Value Creation Process Standard in Medical Technology and Innovation</b> What are the mandatory standards in medical technology and innovation? Which standards bring value to pharma? <i>Prof. Frank Lichtenberg, Courtney C. Brown Professor of Business, Columbia Business School</i></p>	<p>9:00 – 9:15 AM <b>Opening Remarks</b> <i>Prof. Stan Kachnowski, Chair, HITLAB</i></p> <p>9:15 – 10:45 AM <b>Overview of Digital Health: Proven, In Trial, Emerging</b> Which electronic tools are proven to work outside of cure settings? How is efficacy being measured? <i>Prof. Olena Mamykina, Florence Irving Assistant Professor of Bioinformatics, Columbia University</i></p> <p>11:00 – 11:45 AM <b>Everything You Need to Know About Digital Health</b> Digital health &amp; intellectual property, FDA &amp; reimbursement considerations, Privacy &amp; cybersecurity <i>Roger Kuan, Partner, McDermott Will &amp; Emery</i></p> <p>11:45 AM – 12:30 PM <b>Non-Operational Pilots: Saving big pharma billions of dollars each year</b> <i>Katrina Mateo, Director, Digital Health Research, HITLAB</i> <i>Savira Dargar, Director, Research &amp; Strategy HITLAB</i></p>	<p>9:00 – 9:15 AM <b>Opening Remarks</b> <i>Prof. Stan Kachnowski, Chair, HITLAB</i></p> <p>9:15 – 10:45 AM <b>Introduction to Portfolio Theory: Planning Methods</b> Introduction and Industry Context, Portfolio Strategy to Inform Business Model Choices, An Approach to Build Digital Products <i>Peter Pfeiffer, Senior Partner, McKinsey &amp; Company</i> <i>Rita McGrath, Professor of Management, Columbia Business School</i> <i>Sari Kaganoff, Associate Partner, McKinsey &amp; Company</i> <i>John Hammitt, former Global CIO, eJNJ</i></p> <p>11:00 - 11:45 AM <b>Digital Strategy Workshop:</b> Break into teams</p> <p>11:45 - 12:30 PM <b>Report on Group Digital Health Strategy</b></p>
<p><b>LUNCH 12:30 – 1:30 PM</b></p>	<p><b>LUNCH 12:30 – 1:30 PM</b></p>	<p><b>LUNCH 12:30 – 1:30 PM</b></p>
<p>1:30 – 2:15 PM <b>Diagnostic Perspectives on Digital Health Therapeutics</b> How are population health programs using digital health? How does pharma align with health plans? <i>Richard Schwabacher, Vice President, Consumer Experience, Digital Marketing and Innovation, Pfizer</i></p> <p>2:15 – 3:00 PM <b>The Physician and Hospital Perspective: The Challenge of Using 1970s Technology in a 21st Century Digital World</b> How does digital technology affect the physician-patient bond? How are physicians collaborating with outside stakeholders to improve patient engagement? <i>Jason Lazar, MD, MPH, Director of Non-Invasive Cardiology, Downstate Medical Center</i></p> <p>3:15 – 4:00 PM <b>The Public Health Perspective: Government and Digital Health</b> How is digital health changing public health? Where is the diffusion taking place? <i>April Smith-Hirak, Acting Regional Health Administrator, US Department of Health and Human Services</i></p> <p>4:00 – 4:45 PM <b>The Pharma Perspective: The Digital Health Venture Fund Strategy</b> Has the history of the pharma digital health venture fund produced any successes? What have we learned about past digital health venture funds? <i>Bill Taranto, President, Merck Global Ventures</i></p> <p>6:30 - 8:00 PM <b>Networking Reception:</b> Location: TBD</p>	<p>1:30 – 2:15 PM <b>From Angels to A Rounds: The Journey to Funding Early Stage Startups</b> Why is digital health investing important to your strategy? How does an organization conduct due diligence on digital health startups? <i>Robert Lorenzo, Founding Partner, Eden Roc Capital</i></p> <p>2:15 – 3:00 PM <b>The ABCs of Digital Health Investing: From Drips to Downfalls</b> Why has digital health investing grown 400% over the past 3 years? Where should pharma invest now? <i>Harsha Murthy, MBA, Managing Partner, Consummate Capital, LLC.</i></p> <p>3:15 – 4:00 PM <b>Case Studies on Digital Therapeutics</b> Defining digital therapeutic. Pathways to FDA approval: past and present guidelines for FDA approval. <i>Dr. Stan Kachnowski, Chair, HITLAB</i></p> <p>4:00 – 4:45 PM <b>Biosensors, Wearables, and VR: Tools of the Trade in Digital Health</b> What is the problem we are trying to solve today in healthcare? What are biosensors, wearables, and VR in digital health today? <i>Natalie Schneider, Vice President Digital Health, Samsung</i></p>	<p>1:30 – 2:15 PM <b>Google &amp; Digital Health Strategy: Case Studies</b> How does someone develop a partnership with Google? How has Google helped Bayer pharmaceuticals improve their revenues? <i>Melissa Saw, Global Digital Manager, Bayer U.S.</i> <i>Stefani Klaskow, Health Industry Lead, Google</i></p> <p>2:15 – 3:00 PM <b>The Novartis Biome: Helping the Digital Health Ecosystem Impact Drug Development</b> How did a team of three people implement the Novartis biome? How has the Novartis biome helped improve research and development efficiency and commercial sales? <i>Robin Roberts, Head of Innovation and Strategy, Novartis Biome</i></p> <p>3:15 – 4:45 PM <b>How Digital has Changed Healthcare by Empowering the Patient</b> What do you consider the unconventional strategies of digital health life sciences today? How can these strategies disrupt the future of the healthcare ecosystem and empower patients? <i>Matthew Holt, CEO, Smack Health, Co-founder Health 2.0</i></p>
<p>Synopsis &amp; Conclusion by Prof. Kachnowski</p>	<p>Synopsis &amp; Conclusion by Prof. Kachnowski</p>	<p>Synopsis &amp; Conclusion by Prof. Kachnowski</p>