

DAY 1	DAY 2	DAY 3
Terms & Perspectives	Methods & Technologies	Techniques & Case Studies
<p>9:00 – 9:30 AM Welcome and Introduction to Digital Health Strategy 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 Team Building Activity <i>Prof. Stan Kachnowski, Chair, HITLAB</i></p> <p>10:00AM – 12:30 PM The Pharma Value Creation Process Standard in Medical Technology and Innovation 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 Opening Remarks <i>Prof. Stan Kachnowski, Chair, HITLAB</i></p> <p>9:15 – 10:45 AM Overview of Digital Health: Proven, In Trial, Emerging 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 Everything You Need to Know About Digital Health Digital health & intellectual property, FDA & reimbursement considerations, Privacy & cybersecurity <i>Roger Kuan, Partner, McDermott Will & Emery</i></p> <p>11:45 AM – 12:30 PM Non-Operational Pilots: Saving big pharma billions of dollars each year <i>Katrina Mateo, Director, Digital Health Research, HITLAB</i> <i>Savira Dargar, Director, Research & Strategy HITLAB</i></p>	<p>9:00 – 9:15 AM Opening Remarks <i>Prof. Stan Kachnowski, Chair, HITLAB</i></p> <p>9:15 – 10:45 AM Introduction to Portfolio Theory: Planning Methods Introduction and Industry Context, Portfolio Strategy to Inform Business Model Choices, An Approach to Build Digital Products <i>Peter Pfeiffer, Senior Partner, McKinsey & Company</i> <i>Rita McGrath, Professor of Management, Columbia Business School</i> <i>Sari Kaganoff, Associate Partner, McKinsey & Company</i> <i>John Hammitt, former Global CIO, eJN</i></p> <p>11:00 - 11:45 AM Digital Strategy Workshop: Break into teams</p> <p>11:45 - 12:30 PM Report on Group Digital Health Strategy</p>
LUNCH 12:30 – 1:30 PM	LUNCH 12:30 – 1:30 PM	LUNCH 12:30 – 1:30 PM
<p>1:30 – 2:15 PM Diagnostic Perspectives on Digital Health Therapeutics 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 The Physician and Hospital Perspective: The Challenge of Using 1970s Technology in a 21st Century Digital World 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 The Public Health Perspective: Government and Digital Health 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 The Pharma Perspective: The Digital Health Venture Fund Strategy 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 Networking Reception: Location: TBD</p>	<p>1:30 – 2:15 PM From Angels to A Rounds: The Journey to Funding Early Stage Startups 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 The ABCs of Digital Health Investing: From Drips to Downfalls 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 Case Studies on Digital Therapeutics 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 Biosensors, Wearables, and VR: Tools of the Trade in Digital Health 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 Google & Digital Health Strategy: Case Studies 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 The Novartis Biome: Helping the Digital Health Ecosystem Impact Drug Development 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 How Digital has Changed Healthcare by Empowering the Patient 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>
Synopsis & Conclusion by Prof. Kachnowski	Synopsis & Conclusion by Prof. Kachnowski	Synopsis & Conclusion by Prof. Kachnowski