

*phorix*  
better by design

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HEALTHCARE

CSL  
corporate startup lab  
A CMU Swartz Center Initiative

GU  
GANNON  
UNIVERSITY



05/  
2021

# Connecting with the Patient of the Future:

FIRST ANNUAL PITTSBURGH  
DIGITAL THERAPEUTICS FORUM

## SPEAKERS



**Paul Nielsen**  
– Optum

VP, Advanced  
Technology  
Collaborative



**Eileen  
Rodgers** –  
Highmark

Director of the  
VITAL Innovation  
program at  
Highmark Health



**Dr. Robert L.  
Kormos** –  
Abbott

Division Vice  
President Global  
Medical Affairs  
Heart Failure



**Mohanad  
Fors** –  
Almirail

Head of Global  
Digital Innovation



**Dr. Nikolas  
Karkanias** –  
Pfizer

Global Digital  
Client Partner,  
Hospital Business  
and Enterprise  
Medical Affairs



**Hallie  
Johnson** –  
Carnegie  
Mellon  
University

Startup Showcase  
Host & Academic  
Program Manager,  
Swartz Center for  
Entrepreneurship,  
Corporate Startup  
Lab



**Meghan  
Lenhart** –  
Echo  
Strategies

Echo Healthcare  
Customer  
Concierge &  
Content Weaving



**Mark Duman**  
– MRPharmS

Chief Patient  
Officer



**Sathya  
Elumaiai** –  
Aidar  
MouthLab

Founder



**Dave  
Mawhinney** –  
Carnegie  
Mellon  
University

Executive  
Director, Swartz  
Center for  
Entrepreneurship



**Dr. Pamela  
Peele** –  
UPMC  
Health Plan  
& UPMC  
Enterprises

Chief Analytics  
Officer



**Richard  
Citrin** –  
Citrin  
Consulting

President



**Matthew Tucker**  
– MedTech  
Strategies

Builder of MedTech  
companies



**Dominick  
Kennerson** –  
Bayer  
Pharmaceuticals

Global Head G4A -  
Digital Health  
Partnerships



**Dr. Brian Kelly** –  
IQVIA

Solutions Leader  
Respiratory Care



**Dr. Edward G.  
Power** – Pfizer

Vice President, North  
America Medical Affairs



**Cherry Bharati** –  
Echo Healthcare

Research and Analysis



**Rebecca Nugent**  
– Carnegie  
Mellon  
University

Associate Department  
Head, Director of  
Undergraduate Studies,  
Statistics and Data  
Science Department



**Joe Perekupka** –  
Freespira

Chief Commercial  
Officer



**Owen McCarthy**  
– MedRhythms

President



**Mark Liber** –  
Kaia Health

Vice President, Growth



**Neil Soni** –  
Extovate

Co-Founder & Carnegie  
Mellon Corporate  
Startup Lab Advisor

**Anthony Como** –  
Philips

Solutions Leader  
Respiratory Care  
Philips Connected Care

**David Hamilton** –  
GlobalLogic

Group Vice President -  
Healthcare & Life  
Sciences

**Jamie McGovern**  
– Kymetis

Founder

**Chris Schnatterly**  
– Rest Assured  
Technologies

Chief Executive Officer

**Maxwell Sims** –  
Carnegie Mellon  
University

Corporate Startup Lab,  
Optum Studio



# ***Connecting with the Patient of the Future***

## ***First Annual Pittsburgh Digital Therapeutics Forum***

### **Agenda**

Final v12 May 6, 2021

#### ***Tuesday, May 11th***

##### **1:00pm – Welcome & Forum Fly Over**

by *Lou Musante*, Founder Echo Strategies Echo Healthcare & *Dave Mawhinney*, Executive Director, Swartz Center for Entrepreneurship at Carnegie Mellon University

**1:05pm – First Customer: Working Together with Pharma** by *Dr. Nikolas Karkanias*, Global Digital Client Partner, Hospital Business and Enterprise Medical Affairs and *Neil Soni*, Co-Founder, Extovate & Carnegie Mellon Corporate Startup Lab Advisor Hosted by *Dr. Mark Lightowler*, Founder & CEO Phorix, Ltd

##### **1:45pm - Startup Showcase**

by *Sathya Elumaiai*, Founder Aidar MouthLab (John Hopkins Spin-off)

##### **1:50pm – Break**

**2:00pm – The Impact of Hospital at Home:** By *Dr. Edward Power*, Vice President, North America Medical Affairs, Hospital Business and *Anthony Como*, Solutions Leader Respiratory Care, Philips Connected Care Hosted by *Dr. Rick Stachel*, Program Director, MHA, Gannon University

**2:45pm – Startup Showcase:** by *Neil Soni* Co-Founder, Extovate

##### **2:50pm - Break**

**3:00pm - Prescription DTx** by *Joe Perekupka*, Chief Commercial Officer, Freespira and *Eileen Rodgers*, Director of the VITAL Innovation Program at Highmark Health Hosted by *Lou Musante*, Founder, Echo Strategies Echo Healthcare

**3:45pm - Optional: Content Weaving Today’s Takeaways** by *Dr. Richard Citrin*, Citrin Consulting and *Meghan Lenhart*, Echo Strategies

##### **4:00pm - Day 1 Adjourns**



## ***Wednesday, May 12th***

**1:00pm - Welcome & Forum Fly Over** by *Lou Musante*, Echo Strategies Echo Healthcare and *Hallie Johnson*, Carnegie Mellon University, Tepper School of Business, Swartz Center for Entrepreneurship, Corporate Startup Lab, Academic Program Manager.

### **1:05pm - Advances in DTx**

by *Mathew Tucker* MedTech-Strategy and *Dominick Kennerson*, Global Head, G4A Digital Health Ecosystem & Engagement, Bayer Hosted by *Dr. Mark Lightowler*, Phorix Ltd.

**1:45pm – Startup Showcase:** by *Chris Schnatterly* Co-Founder, RestAssured

**1:50pm - Break**

**2:00pm – Using Real World Data for Digital Therapeutics and more** by *Dr. Rebecca Nugent*, Associate Department Head, Director of Undergraduate Studies, Statistics and Data Science Department Carnegie Mellon University, *Mr. David Hamilton*, Vice President, Healthcare & Life Sciences, GlobalLogic and *Dr. Brian Kelly*, President, Payer and Provider Solutions IQVIA (QuintilesIMS is now IQVIA) Hosted by *Dr. Rick Stachel* Program Director, MHA, Gannon University

**2:45pm - Startup Showcase:** by *Maxell Sims* Co-Founder, MindTrace Carnegie Mellon University, Corporate Startup Lab, Optum Studio

**2:50pm - Tech Showcase:** by *Mr. David Hamilton*, Vice President, Healthcare & Life Sciences, GlobalLogic

**2:55pm - Break**

### **3:00pm - Calculating the Value of Digital Therapeutics**

By *Paul Nielsen*, Vice President, Strategic Programs & Partnerships, Optum UHC, *Owen McCarthy*, CEO MedRhythms and *Mark Liber*, Vice President Growth, Kaia Health Hosted by *Lou Musante*, Founder, Echo Strategies Echo Healthcare

**3:45pm - Optional: Content Weaving Today’s Takeaways** by *Cherry Bharati*, Echo Healthcare, *Meghan Lenhart*, Echo Strategies

**4:00pm - Day 2 Adjourns**



## ***Thursday, May 13th***

**1:00pm - Welcome & Forum Fly Over** by *Lou Musante*, Echo Strategies Echo Healthcare and *Hallie Johnson*, Carnegie Mellon University, Tepper School of Business, Swartz Center for Entrepreneurship, Corporate Startup Lab, Academic Program Manager.

**1:05pm - Emerging DTx Solutions** by *Mohanad Fors*, Head of Global Digital Innovation, Almirail and *Dr. Rick Stachel*, Program Director, MHA, Gannon University Hosted by *Dr. Mark Lightowler*, Founder Phorix Ltd.

**1:50pm - Break**

**2:00pm – Changing Healthcare Related Behavior with Digital Therapeutics** by *Dr. Mark Aloia*, Global Lead, Health Behavior Change, Engagement Specialist, Philips HealthTech, *Dr. Mark Lightowler*, CEO Phorix Ltd and *Mark Duman*, MD Healthcare, Chief Patient Officer, MD Healthcare Hosted by *Dr. Rick Stachel*, Program Director, MHA, Gannon University.

**2:45pm – Tech Showcase: Kymetis and ISLE** by *Jamie McGovern*, Co-Founder, Special Faculty, Director, Masters of Statistical Practice (MSP) Program at Carnegie Mellon University

**2:50pm - Break**

**3:00pm – 2030: Where will DTx be?**

by *Dr. Pamela Peele*, Chief Analytics Officer, UPMC Enterprises, UPMC Health Plan and *Dr. Robert L Kormos*, Division Vice President Global Medical Affairs Heart Failure, Abbott. Hosted by *Lou Musante*, Founder, Echo Strategies Echo Healthcare

**3:45pm – Forum Closing and Content Weaving; Today’s Takeaways** by *Cherry Bharati*, Echo Healthcare and *Meghan Lenhart*, Echo Strategies

**4:00pm - Day 3 Forum Closing, Acknowledgement, 2022 Forum & Adjournment**

For more information or speaking at future forums, please contact *Lou Musante*, Echo Strategies  
[musante@echostrategies.biz](mailto:musante@echostrategies.biz)

**End of Agenda**