Society of Behavioral Medicine Conference

BI SIG Meeting April 13, 2012

Attendees

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Interest</th>
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<tbody>
<tr>
<td>Thomas Houston</td>
<td><a href="mailto:Thomas.houston@umassmed.edu">Thomas.houston@umassmed.edu</a></td>
<td>health informatics, communication, behavioral science</td>
</tr>
<tr>
<td>Barrett Phillips</td>
<td><a href="mailto:Barrett.phillips@umassmed.edu">Barrett.phillips@umassmed.edu</a></td>
<td>mHealth implementation</td>
</tr>
<tr>
<td>David Mohr</td>
<td><a href="mailto:d-mohr@northwestern.edu">d-mohr@northwestern.edu</a></td>
<td>Behavioral tech, intervention design, integrating engineering and behavioral science</td>
</tr>
<tr>
<td>Nathan Cobb</td>
<td><a href="mailto:acobb@legacyforhealth.org">acobb@legacyforhealth.org</a></td>
<td>Social network, intervention design</td>
</tr>
<tr>
<td>Devin Mann</td>
<td><a href="mailto:dmann@bu.edu">dmann@bu.edu</a></td>
<td>EHR/PHR/mHealth</td>
</tr>
<tr>
<td>Eun-Shim Nahm</td>
<td><a href="mailto:enahm@son.umaryland.edu">enahm@son.umaryland.edu</a></td>
<td>eHealth/mHealth</td>
</tr>
<tr>
<td>Brad Applegate</td>
<td><a href="mailto:bwapplegate@bhadols.com">bwapplegate@bhadols.com</a></td>
<td>Mobile apps</td>
</tr>
<tr>
<td>Edwin Boudreaux</td>
<td><a href="mailto:Edwin.boudreaux@umassmed.edu">Edwin.boudreaux@umassmed.edu</a></td>
<td>eHealth/mHealth</td>
</tr>
<tr>
<td>Kevin Hwang</td>
<td><a href="mailto:Kevin.o.hwang@uth.tmc.edu">Kevin.o.hwang@uth.tmc.edu</a></td>
<td>eHealth/mHealth for obesity and cancer screenings</td>
</tr>
<tr>
<td>Herb Severson</td>
<td><a href="mailto:herb@ori.org">herb@ori.org</a></td>
<td>Mobile apps</td>
</tr>
<tr>
<td>Caroline Richardon</td>
<td><a href="mailto:caroli@umich.edu">caroli@umich.edu</a></td>
<td>P.A. and D.M. IT medical interventions</td>
</tr>
<tr>
<td>Kate Lorig</td>
<td><a href="mailto:loring@sanford.edu">loring@sanford.edu</a></td>
<td></td>
</tr>
<tr>
<td>Eric Hekler</td>
<td><a href="mailto:ehekl@asu.edu">ehekl@asu.edu</a></td>
<td></td>
</tr>
<tr>
<td>Rajani Sadasivam</td>
<td><a href="mailto:Rajani.sadasivam@umassmed.edu">Rajani.sadasivam@umassmed.edu</a></td>
<td>Behavioral technology interventions</td>
</tr>
<tr>
<td>Jorie Butler</td>
<td><a href="mailto:jorie.butler@psych.uth.edu">jorie.butler@psych.uth.edu</a></td>
<td>EHR/patient facing informatics</td>
</tr>
<tr>
<td>Jyu-Lin Chen</td>
<td><a href="mailto:Jyulin.chen@ucsf.edu">Jyulin.chen@ucsf.edu</a></td>
<td></td>
</tr>
<tr>
<td>Jingxiong Jiang</td>
<td><a href="mailto:Jingxiong@hotmail.com">Jingxiong@hotmail.com</a></td>
<td></td>
</tr>
<tr>
<td>Elizabeth Johnson</td>
<td><a href="mailto:Elizabeth.johnson1@va.gov">Elizabeth.johnson1@va.gov</a></td>
<td>eHealth/mHealth</td>
</tr>
<tr>
<td>Andrea Busby</td>
<td><a href="mailto:Andrea.busby@va.gov">Andrea.busby@va.gov</a></td>
<td>eHealth/mHealth</td>
</tr>
<tr>
<td>Jing Wang</td>
<td><a href="mailto:Jing.wang@uth.tmc.edu">Jing.wang@uth.tmc.edu</a></td>
<td>mHealth in obesity and D.M.</td>
</tr>
<tr>
<td>Becca Krukowski</td>
<td><a href="mailto:rakrukowski@uams.edu">rakrukowski@uams.edu</a></td>
<td>Technology for obesity interventions</td>
</tr>
<tr>
<td>Bryan Gibson</td>
<td><a href="mailto:Bryan.gibson@uth.edu">Bryan.gibson@uth.edu</a></td>
<td>PHR, mHealth</td>
</tr>
<tr>
<td>Julie Wright</td>
<td><a href="mailto:Julie.wright@umb.edu">Julie.wright@umb.edu</a></td>
<td>PHR</td>
</tr>
<tr>
<td>Beth Bock</td>
<td><a href="mailto:Bbock@lifespan.org">Bbock@lifespan.org</a></td>
<td></td>
</tr>
<tr>
<td>Debbie Thompson</td>
<td><a href="mailto:dit@bcm.edu">dit@bcm.edu</a></td>
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Minutes

I. New SIG Chair, Timothy Bickmore
   a. Tom Houston is stepping down to Past Chair and Beth Bock is staying on as a Chair

II. Connections with people in the technology industry
   a. Think about how we can help each other
      i. Identify tasks,
      ii. How can the BI SIG promote this relationships
b. What people we need to talk to:
   i. Start-ups
   ii. Small business
   iii. Big players such as Google or Facebook
   iv. EHR companies
      1. We could create plugins

c. How to engage?
   i. Demos
   ii. YouTube
   iii. Interactive discussions, PowerPoint presentations and phone calls aren’t going to be enough

III. Future Conferences: Engage with Social Media
    a. Preconference functions
       i. Class/Seminar: Hack-a-thon
       ii. Technology demos with roundtable discussions
       iii. Video demos, have awards
       iv. Pre conference prep – will help people stay involved and moving toward goals
          1. How we engage small business
             a. Have awards for small business in addition on SBM members

IV. Shaping 2013 Conference
    a. Use SIG calls to talk to leadership of conference
    b. Bring in people outside SBM, especially people in the technology industry
    c. Technology and behavior change is a diverse area
    d. What do people want to know?
       i. Everything technology can do
       ii. Simple functions that non-technical researchers can do
    e. Potential Session: Cutting Edge in Technology, What’s Possible
    f. Potential Session: Business and Licensing of Technology
    g. Potential Session: Computational Linguistics- methodology
    h. Potential Session: How to Construct a Study Using Social Media
    i. Add more social aspects to the conference, get people who haven’t met before talking
    j. Potential Roundtable: What can you do without Writing Code? – bring in people with expertise to create something
    k. Potential Roundtable: Create and Test an Ontology
    l. Potential Roundtable: Using Existing Technology to Create a New Product – adding behavior change evidence to systems that already exist (great for interactions with industry)
    m. We are able to provide people with principles and a wide range of technology options, it’s essential not to get caught up with one type, rather develop using many types of technology

V. Changing the name of the SIG
    a. Question of people knowing what ‘informatics’ means
    b. Ideas:
       i. Health Informatics Information Technology (IT) SIG
ii. Behavioral Information Technology SIG, (BIT SIG)
c. **Action:** Have poll on website, with optional write in

VI. Increasing Meeting Attendance
a. Not having meeting at same time as many other SIG Meetings
b. Liaison with each SIG to report back on possible connections with informatics SIG

VII. Website
a. Can’t access website without username and password
b. **Action:** Add website layers, public and private sections (public to include things mentioned below)
c. Directory of Labs & Individuals working and an area
   i. Designing Health Lab @ASU – Eric Hekler website, designinghealth.lab.asu.edu (in development)
   ii. David Mohr, Northwestern Center for Behavioral Intervention Technology (CBITS)
       www.cbits.northwestern.edu
d. Directory of Resources
   i. Northwestern CBITS- supports the development of web-based and mobile interventions. Development infrastructure is extendable, modular, allowing investigators to harness the tools, knowledge, etc. from other collaborators. Is non-profit, less expensive than other options.
   ii. Funding resources that are specifically for behavioral informatics
   iii. Experts in selected domains
   iv. University of Michigan School of Information: eHealth and social media program and Center for Health Communication Research – tailored messaging
       http://www.si.umich.edu/
e. Directory of Seminar Series
   i. Linked technology related videos from YouTube
   ii. UMich CHCR podcasts of seminars

VIII. Mentorship
a. Connections between Junior and Senior members
   i. Have a place on website where willing mentors avail themselves to junior members
   ii. Private part of website: Have contact information of all members so people can seek out advice
b. Connections between people with different expertise
   i. **Potential Session:** Ask the Expert- roundtable discussion of a topic with two chairs who can act experts but also encourage discussions of what other people know
   ii. Have expertise of members in contact section of website mentioned above

IX. Ontology
a. Problem: People making knowledge complicated to... protect it?
b. Discussion of Metadata and Ontology
c. Work with new Theory of Methods SIG
d. Contribute to Industry
e. Email Barrett if interested in being part of the Ontology Discussion