

# SOCIETY of BEHAVIORAL MEDICINE

*Better Health Through Behavior Change*

## Board Minutes

**6 – 8:30 p.m., Thursday, November 2, 2017**

**8 a.m. – 2:30 p.m., Friday, November 3, 2017**

**The George Hotel, Leaders BC, 15 E Street NW, Washington, DC, 20001**

### ATTENDEES

<b>In Attendance (Alphabetical Order)</b>		
Elva M. Arredondo, PhD – Member Delegate*	Marian L. Fitzgibbon, PhD – Health Policy Council Chair*	Kevin S. Masters, PhD – Editor, Annals of Behavioral Medicine
Monica L. Baskin, PhD – Member Delegate*	Kristi D. Graves, PhD – Chair, Council on Special Interest Groups*	Sherry Pagoto, PhD – President-Elect*
Gary G. Bennett, PhD – President *	Lorna Haughton McNeill, MPH, PhD – Chair, Membership Council*	James F. Sallis, Jr., PhD – Immediate Past President & Nominating Committee Chair*
Joanna Buscemi, PhD – Chair, Health Policy Committee	Eric Hekler, PhD – Co-Chair, Program Committee	Margaret Schneider, PhD – Member Delegate*
Heather Cole-Lewis, PhD – Digital Health Council Chair*	Bradford W. Hesse, PhD – Communications Advisor	Rachel C. Shelton, ScD, MPH – Chair, Program Committee
David E. Conroy, PhD – Chair, Publications and Communications Council*	Amy Huebschmann, MD – Chair, Education, Training, and Career Development Council*	William J. Sieber, PhD – Editor, Outlook
Michael A. Diefenbach, PhD – Secretary/Treasurer and Chair, Finance Committee*	E. Amy Janke, PhD – Chair, Scientific & Professional Liaison Council*	
<b>Regrets (Alphabetical Order)</b>		
Edwin B. Fisher, PhD – Awards Committee	Suzanne M. Miller, PhD – Editor, Translational Behavioral Medicine	Rajani S. Sadasivam, PhD – Editor, SBM Website/Social Media Team
<b>Staff &amp; Guests (Alphabetical Order)</b>		
Lindsay Bullock – Senior Media and Member Communications Manager	Daniel Smith – Infinia Group	Kate Wolin, ScD – Chair, Industry Meeting Working Group
Mary Dean, JD, CAE – Executive Director	Tara Withington, CAE – Consulting Partner	John Wright – Infinia Group

\* = voting member; quorum = 7 voting members

### MINUTES – THURSDAY

#### **Call to Order and Call for Disclosures**

Dr. Bennett called the meeting to order at 6:45 p.m. ET on Thursday, November 2. He called for any conflicts to be disclosed. No disclosures were made.

#### **Hill Visit Debriefing**

Board members and other select SBM members spent the day meeting with health policy legislative assistants in U.S. Senate offices. Board members said the two key issues that came up in nearly every office were the opioid epidemic and rural health. In general, members said having four SBM representatives on each visit (rather than two) was helpful; it showed strength and allowed more people with pertinent expertise to answer aides' questions.

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## **Approval of July Board Meeting Minutes and Council/Committee Reports**

**MOTION: Moved by Dr. Bennett and seconded by Dr. Conroy to approve the July 2017 Board of Directors meeting minutes and all reports. The motion carried.**

## **Approval of 2018 Operating Budget**

Dr. Diefenbach presented the proposed 2018 budget. The budget includes 3% increases in income and expenses and conservatively estimates income from investments, membership, and meeting registration.

**MOTION: Moved by Dr. Hekler and seconded by Dr. Conroy to approve 2018 budget. The motion carried.**

## **Discussion of Council/Committee Chair Appointment and On-Boarding**

Dr. Pagoto said there is variability in how new council and committee chairs are trained. Some groups have more structure and overlap of chairs' terms than others. The SIG Council is a large group and longer on-boarding would be helpful. It may also make sense to have the council nominate a new chair for approval by the SBM president-elect, rather than having the president-elect choose someone. Drs. Pagoto and Graves suggested a call for nominations be distributed among the SIG Council members; the president would choose a new chair from the nominations and that person would assume the role of chair-elect early for a smoother transition. Based on their experiences, council chairs said six months would be an ideal amount of overlap, and they suggested that all council and committees could benefit from this structure. No official vote is required to enact this change. Ms. Dean and SBM staff will institutionalize a practice where new chairs are approved by the Board in November, they assume a chair-elect role for six months and then take over as chair at the next Annual Meeting, and the prior chair stays on as past-chair for six months until approximately the next November.

## **Goals for Friday's Portion of the Meeting**

Dr. Bennett said SBM's theme this year is "extending our reach," and in that spirit many new initiatives are in the works: recurring Behavior Change Grand Rounds webinars, an SBM podcast, alternative revenue promotions, a journal publisher transition, a diversity leadership working group, and an annual meeting for industry representatives. Dr. Bennett gave special thanks to Drs. Schneider, Wolin, Hekler, Conroy, Sallis, Arredondo, and Baskin for their work on these projects.

The Executive Committee also contracted with Infinia, a marketing company, to examine SBM's brand and ways it could be improved to better communicate members' research. Infinia interviewed SBM stakeholders and peer organizations, and put together an overview and next steps, which will be presented to the Board on Friday. Some next steps will require non-trivial expenditures and multi-year investments. In anticipation of that discussion, Dr. Bennett challenged Board members to think about what they want SBM to accomplish and whether they are willing to commit financial resources to make those things happen.

## **Adjourn**

The meeting adjourned for the day at 7:46 p.m. ET.

## **MINUTES – FRIDAY**

### **Call to Order**

Dr. Bennett called the meeting to order at 8:10 a.m. ET on Friday, November 3.

### **Approval of Brand Strategy Proposal and Next Steps**

Mr. Smith explained Infinia's review of SBM, including interviews with 30+ stakeholders and research on peer organizations. He provided recommendations for a new SBM business description, brand positioning, brand

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architecture, brand story (including tagline), and strategic priorities. In general, he suggested a switch from highlighting “what we do” to highlighting “why we do it.” Board members were very supportive and offered minor wording changes. Mr. Smith also provided next steps for moving SBM in this new direction, namely a brand/website refresh and a fundraising viability study. Fundraising could pay for additional SBM staff to support SBM’s strategic priorities around policy and media communications.

**MOTION: Moved by Dr. Pagoto and seconded by Dr. Conroy to spend up to \$125,000 on a brand/website refresh and to seek RFPs for a fundraising study. The motion carried.**

## **Update on Behavior Change Grand Rounds Webinars**

Dr. Schneider said the newly launched webinar series has webinars scheduled out to May and some are already at capacity (100 registrants). Adding additional registrant capacity (for up to 500) would cost \$2,280, more than double what SBM currently pays. However the webinars are clearly popular and some non-members are paying to attend.

**MOTION: Moved by Dr. Sallis and seconded by Dr. Huebschmann to expand the webinar registrant limit to 500. The motion carried.**

## **Discussion of Annual Meeting Final Day Attendance**

Dr. Hekler discussed the possibility of moving the final day of SBM’s Annual Meeting to Friday instead of Saturday since attendance on Saturday morning is notoriously low. Any schedule change could not be made until 2021 due to existing hotel contracts. People likely leave early because of family obligations, difficulty getting reimbursement for Saturday night hotel rooms, and/or they are not participating in sessions that day. Some people may also just leave early no matter what. Dr. Schneider said some people might not be leaving, but are instead using that time to connect with colleagues informally. The Board concluded low attendance would likely be a problem no matter which day the meeting ends; rather than changing the days, it may be better to encourage more Saturday attendance.

Dr. Hekler said people may stay if they are presenting, if the content is excellent, or if they want to explore the host city. Board members suggested mobile meeting app reminders about final events, more promotion of Saturday events in emails, raffling off a free membership for students who stay, and making the closing keynote open to the public (and making sure that keynote speaker has local ties). As part of this discussion, the Board also proposed eliminating the 6-hour pre-conference sessions so the Annual Meeting could have an opening ceremony on Wednesday afternoon. This would need to be timed to preserve space and time for the Leadership Institute.

## **Approval of Industry Meeting**

Dr. Wolin presented a proposal for a smaller, more intimate annual conference for healthcare industry representatives. It would be held in the fall at a luxury resort and would allow industry to gain an understanding of behavioral medicine and how it can be used to improve what they do. Such a meeting would also increase SBM revenue, facilitate research partnerships, and promote SBM as the place to find behavior change experts. An SBM working group reviewed the structure, length, cost, location, and target audience of other industry meetings to create a suggested timeline, program, budget, and location (three resorts identified in Arizona). Session topics would include “Behavioral Medicine 101,” “How can behavioral medicine help deliver on the need for value and value-based outcomes?” and “Do incentives work?” Marketing efforts may need to more volunteer effort and individual outreach as the audience is not SBM members and similar meetings do not sell attendee lists.

**MOTION: Moved by Dr. Conroy and seconded by Dr. Diefenbach to move forward with the industry meeting. The motion carried.**

Next steps will include testing the sample program and costs with members of the target audience.

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## **Update on Member Engagement in Voting for Board Members**

Dr. Sallis said only 10% of members vote for new SBM Board members each year. The Nominating Committee is trying to boost that number by having candidates record videos, identifying the final week of voting as a special “voting week” with more three email reminders about your “last chance” to vote, and having SIGs encourage voting in their listservs. The SIG with the highest percent of members voting will receive a waived administration fee for a future pre-conference session. Any SIG chair who is running for a spot on the Board would be prohibited from sending voting emails, as it could be construed as encouraging a vote for themselves. A co-chair or other SIG leader would send the emails instead.

## **Alternative Revenue Working Group Update**

Dr. Hekler sought Board input on the working group’s medium- and long-term goals. Medium-term goals include creating SBM certificate programs and long-term goals include a member-industry matchmaking service and placement of SBM’s logo (for example, the American Heart Association is on food products). Board members expressed interest in certificate programs; students with MPH degrees are looking for ways to differentiate themselves and there are many other niches worth pursuing, such as pharmacists, nurses, patient-centered medical home practitioners, and diabetes prevention program providers. Some groups also award badges as part of a “micro-credentialing” step program that promotes continuous learning. To award certificates or badges, SBM would need to create a separate organization/credentialing board.

## **Adjourn**

The meeting adjourned at 1:13 p.m. ET.

*Respectfully submitted by L. Bullock on November 6, 2017.*