

NEW RESEARCH ON CONSUMER HEALTH INFORMATICS TO BE HIGHLIGHTED AT NATIONAL PRESS CLUB BRIEFING

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April 8, 2011, Rockville, MD (FOR IMMEDIATE RELEASE) – The nation’s top behavioral medicine, preventive medicine and medical informatics societies will hold an April 26 media briefing to highlight two newly released special journal issues devoted to the topics of behavioral informatics for health and the fast-evolving consumer and professional health IT landscape.

The event, *Behavioral Informatics for Health*, will be held at the National Press Club from noon to 3:00 pm, in the Zenger Room. Co-sponsors are the Society of Behavioral Medicine (SBM), the journals *Translational Behavioral Medicine: Practice, Policy and Research (TBM)*; the *American Journal of Preventive Medicine (AJPM)*; the American College of Preventive Medicine (ACPM), the Association for Prevention Teaching and Research (APTR); and the American Medical Informatics Association (AMIA).

Two expert panels will address efforts to speed the adoption and effective use of health IT to improve the quality of care and medical information available to consumers seeking to better navigate the health care system. These and other related issues are addressed in the two journals that will be the focus of the briefing, the inaugural issue of *TBM*, published by the SBM, and a special supplement to *AJPM*, a publication of the two preventive medicine societies. The theme of the *TBM* issue is “Information Technology and Evidence Implementation,” and the theme of the *AJPM* supplement, produced in collaboration with the National Cancer Institute, is “Cyberinfrastructure for Consumer Health.”

One panel will be led by Dr. David Ahern, Director, Health Information Technology Resource Center for Aligning Forces for Quality for the Robert Wood Johnson Foundation and Director, Program in Behavioral Informatics and eHealth at Brigham and Women’s Hospital/Harvard Medical School. Additional speakers include Dr. Bonnie Spring, Professor of Preventive Medicine at Northwestern University and Editor-in-Chief of *TBM*; *AJPM* Editor-At-Large, Bill Silberg; and Dr. Michael Christopher Gibbons, Associate Director of the Johns Hopkins Urban Health Institute.

A second panel will feature several leaders in the field of behavioral informatics for health, including Dr. Karen Emmons, SBM president; Dr. Michael Painter, Senior Program Officer, Robert Wood Johnson foundation; Dr. Joshua Seidman of the Office of the National Coordinator for Health Information Technology, U.S. Department of Health & Human Services; AMIA CEO Dr. Edward H. Shortliffe; ACPM representative Dr. Helga Rippen, Chief Health Information Officer & Vice President, Center for Health Information Technology, WESTAT; and APTR representative Dr. W. Ed Hammond, Director, Duke University Center for Health Informatics.

The briefing coincides with the SBM annual meeting, which begins the following day in Washington, DC. The event is designed to offer updated research and context to the conclusions of the 2009 National Research Council report on *Computational Technology for Effective Health Care*, which argued for “re-balancing the portfolio of investments in health IT to place a greater emphasis on providing cognitive support for health care providers, patients, and family care givers.”

Behavioral Informatics for Health will be held from 12:00 to 3:00 p.m. in the Zenger Room at the Press Club located at 529 14th St. NW, Washington, DC. Journalists, academics, policymakers and others are invited to attend a free live webcast of the event, to be available at <http://behavioralinformatics.org>. In addition, advance copies of the special issues of *TBM* and *AJPM* will be available to journalists upon request. For more information about the webcast or to seek credentials for covering the briefing, please contact: Amy Stone, 414-918-3156.

National Press Club event
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About *Translational Behavioral Medicine: Practice, Policy, Research (TBM)*

TBM's mission is to engage, inform, and catalyze dialogue between the research, practice, and policy communities about behavioral medicine (<http://www.springer.com/medicine/journal/13142>). *TBM*'s vision is to lead the translation of behavioral science findings to improve patient and population outcomes. *TBM*, published by Springer, aims to bring actionable science to practitioners and to prompt debate on policy issues that surround implementing the evidence. For more information about the *TBM* special issue, contact Bradford Hesse at hesseb@nih.gov.

About the *American Journal of Preventive Medicine (AJPM)*

The *American Journal of Preventive Medicine* (www.ajpm-online.net) is the official journal of [The American College of Preventive Medicine](http://www.acpm.org) (www.acpm.org) and the [Association for Prevention Teaching and Research](http://www.aptrweb.org) (www.aptrweb.org). *AJPM* publishes articles in the areas of prevention research, teaching, practice and policy. Original research focuses on interventions aimed at the prevention of chronic and acute disease and the promotion of individual and community health. The journal is published by Elsevier. For more information contact Bill Silberg, 973-868-1285, bsilberg@ucsd.edu.

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