1. Jim Sallis remarks
   a. How do we promote the value of evidence-based practices?
   b. Think about how to work with industry and creating forums for this
   c. How do we communicate our science to a broader audience?
   d. Wants feedback on whether we should consider a new journal on health behavior
      and technology
      i. Would this be a journal that could include product reviews?

2. Welcome to New Members and any Good News?

3. Conference app feedback?

4. Industry relationship building: Facilitated discussion report-out
   a. Industry theater - repurposing?
   b. Business endeavor
      • Bram Thomas and Jon Moon (MEI) - panel showcasing academic industry partnerships
        and the different “flavors” of that. IP, how do they get structured, etc. Decision tree
        models of thinking about how these partnerships make sense. If you just need
        development, if you want someone else to make a company, etc etc.
      • Should we have a goal for the networking event? What about a knowledge product that
        gets published in TBM?
      • Going back to Vibrent’s protocol
      • Sherry, Kate, and some others did a panel last year on this topic - they talked about this.
        Eric was on one w Gary Bennett, we need to revisit these.
      • How do we keep the momentum up and structured follow-up
      • Is this a workshop or a panel or both?
      • IP, COI, grant submissions, etc
        o Subcommittee:
          ■ Richard
          ■ Danielle
          ■ Lorien
          ■ Eric
          ■ Ellen
● Lighting panels that re-purpose the Industry Theater space? Record them and publish on YouTube? Four slides, five minutes?
● Showcase research and showcase asks?
● Would this be a way for us to reduce the number of concurrent sessions?
● Are any Vendors making money here?
● We did have a Commercial Entity make a keynote
● Omada was recruiting - and putting us on notice that they’re going to leverage our knowledge base
● Industry is pitching what they need from academics, and academics pitch what they need from industry
● Host a lunch session?
● Forming a partnership - Jim Sallis does a great job of this
● Some events could be sponsored by the private sector

SUBCOMMITTEE
Emily
Julie
Heather
Brian
Ellen
Tech SIG
EDTC Council
SPLC?
Optimization SIG?

5. AMIA mid-day meeting: Report-out
Revisit this!

Thinking about commercial opportunities as dissemination and implementation
Should a session from industry be book-ended by academic presentations?

What about aggregators like Rock Health and what about Innovation groups at Universities and the process of vetting companies etc?

Missionmeasurement.com - a new company that is focused on curating scientific data - and they are commoditizing it - we need to be aware of this and we have to figure out how to become a part of that conversation

   a. New terms?
   b. New authors?
   c. Soft deadlines?
**Current status:**

<table>
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<th>Term</th>
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<td>mHealth</td>
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<td>Elizabeth Kaiser &amp; Stephen Schueller</td>
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<td>Carly G.</td>
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<tr>
<td>Scenario Based Design</td>
<td>Colleen Stiles-Shields</td>
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7. **Educational offerings: Planning for Pre-Conference and Conference Activities at SBM 2017**
   a. Industry-related training for members
      i.  Case study - Text2Quit (Abroms)
   b. Behavioral medicine training for industry (start with consultation opportunities at an annual meeting?)
   c. Managing overlapping sessions

8. **Goals for 2017**
SBM Digital Health Council

Identify and pursue opportunities, partnerships, and endeavors that strategically position SBM and its members to be leaders in the field of digital health.

- **Connect SBM members with industry partners**
- **Inform SBM members of digital health opportunities**
- **Educate the field about SBM contributions to digital health**
- **Advance the integration of behavioral science into digital health solutions**