

Digital Health Council Meeting

April 23, 2015

Attendees: Heather Cole-Lewis; Eric Heckler; Julie Wright; Lisa Q; David Ahern; Katy Lysell; Carly Goldstein; Danielle Marrow; Brad Hesse; Emily Lattie; David Covall; Madelina; Sherry SG

- 1. Introductions!**
- 2. Social media during the meeting: @BehavioralMed; @SBMDigitalHlth; #SBM2015**
- 3. #SBM2015 sessions to highlight:**
 - a. Friday, April 24 @ 830 am in Salon A/B: Innovative or Obsolete? Keeping SBM Relevant in a Rapidly Changing Healthcare System
 - b. Friday, April 24 @ 11:15 am in Salon C: Infiltrating Industry
 - c. Saturday, April 25 @ 1030 am in Salon A/B: The Role of Big Data in Population Health
- 4. For discussion: Exhibitor presence at #SBM2015 and planning for the future**
 - a. Identifying our core values to guide interfacing with industry
 - b. Documenting best practices around exhibitor engagement
 - c. Blurring the lines between industry and academia in cutting-edge research
 - d. Articulating our value proposition to industry partners
 - i. Member communication is KEY
 - ii. And we may need additional communication infrastructure to achieve it
 - iii. Being particularly mindful of when we place "burden" on members we have to have opt in/opt out structures in place.
 - iv. Exhibitors are more than just revenue generating. But what opportunities does their presence afford?
 - v. EXHIBITOR RECEPTION is a good idea
 - vi. Our community is evolving and the line between vendor and member is blurring
 - vii. MANDATE A DISCLOSURE SLIDE IN PRESENTATIONS
 - viii. We want to be PROACTIVE AND NOT REACTIVE
 - ix. ESTABLISH OUR BEST PRACTICES AND CORE VALUES
 - x. SHOULD THERE BE MENTORING OPPORTUNITIES HERE WITH INDUSTRY? PERHAPS A PROGRAM CO-HOSTED WITH THE STUDENT SIG?
 - xi. Values and value propositions
 - xii. PLAN A HIGHLIGHTED SESSION - THIS MAY NOT ONLY PREACH TO THE CONVERTED
 - xiii. IT COULD BE A PANEL - CO SPONSORSHIP WITH SPLC, OTHER SIGS
 - xiv. A MODERATED PANEL WITH QUESTIONS AFTER QUESTIONS

- xv. NONTRADITIONAL FUNDING, SBIRS, FOUNDATIONS, WHAT DOES INDUSTRY HAVE THAT IS OF VALUE THAT MAY NOT BE GRANT MONEY?
- xvi. WHERE ARE THE INTERSECTING GOALS WITH INDUSTRY?
- xvii. BE MINDFUL THAT WE HAVE TO BRING VALUE TO INDUSTRY, TOO

5. Planning our next SBM TechTalk

- a. Topic proposals?
 - i. Academic-industry partnerships?

6. For discussion: Priorities for 2015-2016

- a. Our web presence
- b. Communication infrastructure for the society
- c. Supporting the Annual Meeting: Exhibitors? The meeting app? Other ways?
- d. Presence at other conferences
- e. OPEN SCIENCE MOVEMENT
 - i. FACILITATING A COMMUNITY OF COLLABORATION
- f. Educational offerings
 - i. ENTREPRENEURSHIP EDUCATION
 - ii. CONTINUE THE SBM-AMIA CONNECTION
 - iii. PITCH SKILLS
 - 1. FRAMING THIS CAREFULLY. HOW DO WE EFFICIENTLY ARTICULATE OUR VALUE PROPOSITION?
 - iv. WHAT ARE THE TRENDS?
 - 1. BUSINESS ACUMEN
 - 2. BIG DATA AND INFORMATICS
 - 3. PRECISION MEDICINE
 - 4. HEALTH CARE REFORM & BEHAVIORAL MEDICINE'S TIME TO SHINE
 - 5. EXTENDING THE BOUNDARIES OF HEALTH CARE
 - 6. OPTIMIZATION SIG AS COMPLIMENT TO BEHAVIORAL MEDICINE
 - 7. ONTOLOGIES AND WHAT ARE THE KNOWLEDGE PRODUCTS THAT THE SOCIETY IS CREATING AND HOW ARE THOSE OWNED AND BY WHOM?
 - 8. MUST UNDERSTAND THE IP RIGHTS AS WELL
 - 9. THE NEW TARGETS ARE WHAT WE UNDERSTAND
- g. ACADEMIC-INDUSTRY PARTNERSHIPS AND "ASSERTIVE COMMUNICATION;" INFORMATICS AND RELATED COLLABORATIONS; PRECISION OPTIMIZATION BEHAVIORAL MEDICINE - KEYNOTE AROUND THIS, HOW WE CAN PILOT TRAINING MODELS IN WORKSHOPS, ETC
- h. HEALTH CARE REFORM; WHAT DO WE DO AT BROAD AND SMALLER LEVELS?

- i. MAKING SURE WE INCORPORATE OUR BEHAVIORAL HEALTH PROVIDERS

7. Meeting schedule moving forward

- a. HOW DO WE BRING NEW FOLKS INTO THE FOLD?
- b. DIGITAL SPEED DATING