1. Our new Twitter account, @SBMDigitalHlth and social media use during the annual meeting
   a. If you need any assistance in the social media realm, please contact Ellen at beckjorde@upmc.edu
   b. There is a Breakfast Roundtable on Thursday, 4/23 on the topic hosted by Drs. Sherry Pagoto; Gary Bennett; and Kate Wolin (SBM 2016 Program Chair)
   c. Please use #SBM2015 when tweeting at the meeting!

2. Contributing to SBM's blog, SBMConnect and joining our SBM LinkedIn Group
   a. Richard Singerman discusses their social media-based project to disseminate evidence-based medicine to community healthcare workers (AHRQ funded). Combining evidnece-based medicine resources; social services resources; and Q&A.
   b. The site will go live after the randomized trial.

3. #SBMTechMadness
   a. SBM 2015 #SBMTechMadness is 7:30a on Thursday 4/23 in Conference Room 1-2.

4. Exhibitor presence at #SBM2015 and planning for the future
   a. Ashley - Ashley works at a technology company; the question would be what is the value proposition and how would this improve the visibility and sale of the products? Can the Council play a role in promoting the incorporation of behavioral science into their products? Or in articulating that value proposition and one that would be realized by exposure to our membership?
   b. Richard - can our membership help to educate industry about IRB approval or to pair with industry partners related to grants and publications, etc? Should there be a “matchmaking” session?
   c. Should we have a session devoted to answering common industry questions?
   d. Offering consultation on products for a certain level of support?
   e. Should it be at the poster session?
   f. Brad: There are demos in the exhibit area - at tech-heavy conferences, booths can set up seating spaces and do scheduled presentations. There can also be a common presentation space in the exhibit area and exhibitors can get 15 mn slots.
   g. Eric: A third way would be a separate submission process - 10 or 4 pages - focused on research coming out of industry labs (Microsoft; Yahoo).
h. How do we bring the Citizen Scientists into the fold?

i. Should the Council produce documentation about standards?

j. What role do we have in educating the public and consumers? To empower them to make “good” choices in mHealth?

k. Have our standards/protocol document begin with Core Principles: Full disclosure. Full transparency. Acknowledgement of real and potentially-perceived conflicts of interest. Maintaining our integrity and trustworthiness.

i. Continue this discussion around:
   1. Documenting best practices around exhibitor engagement
   2. Blurring the lines between industry and academia in cutting-edge research
   3. Articulating our value proposition to industry partners

5. Planning our next SBM TechTalk
   a. Discuss in San Antonio

6. Membership: Don’t forget to be a current member of SBM!:

7. Next meeting (in San Antonio!) and setting priorities for 2015-2016
   a. The Digital Health Council will meet on Thursday, April 23 from 315-445 pm in Conference Room 15!