

Digital Health Council Meeting

April 8, 2015

Ellen Beckjord; Ashley Reynolds; Erica Linc; Amy Stone; Jennifer McClure; Emily Lattie; Danielle Miro; Heather Cole-Lewis; Jessica Breland; Julie Wright; Miho Tanaka; David Ahern; Brad Hesse; Richard Singerman

- 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 evidence-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!:

<http://www.sbm.org/UserFiles/file/SBMMembershipFlier.pdf>

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!