SBM Digital Health Council Meeting Agenda
August 11, 2016

Attendees: Ashley, Mary, Ellen, David, Brad, Danielle, Miho, Julie, Robin, Jessica, Emily, Madalina, Richard, Sherri, Cynthia, Michael, Katie

1. **Welcome to New Members and any Good News?**
   a. Thanks for joining, Robin Austin! Incoming Chair for the Consumer and Pervasive Health Informatics Working Group AND A NEW SBM MEMBER! :D

2. **Technology Directory (Julie)**
   a. Tim Bickmore (former BIT (Tech) SIG) - a place to find out about conferences, network for collaborators - e.g. a "Yelp" for digital health partners
   b. Should we create a directory/space for this? Can we better leverage SBM's LinkedIn presence?
      i. Continue to talk about this and possibly involve the Web Committee

3. **Webinars (Julie)**
   a. BIT SIG talked about doing webinars like a pre-conference workshop so that the information is available outside the annual meeting. Cancer SIG is thinking about this, too.
   b. EDI has purchased or has a platform for webinars - GoTo Meeting (limited to 100)
   c. Considerations - charging for the webinar ($25, $35)? Free for SBM members? CE credits?
   d. What type of CE is what affects how long the process is to get it. APA CEs are free.
   e. Joint webinar with the BIT SIG? Estimated 18 hours worth of work to get the webinar together.
   f. Content ideas? Build on pre-conference workshops like the one on PGHD in collaboration with AMIA?
      i. Look at list of pre-conference workshops and go from there
      ii. Add standing agenda item on Webinar ideas

4. **SBM-AMIA Collaboration subcommittee**
   a. Consumer and Pervasive Health Informatics (CPHI) WG within AMIA
      i. Potential collaboration w SBM?
      ii. The CPHI WG has monthly "virtual journal club" meetings with invited speakers to discuss research, lessons learned, etc.
      iii. At AMIA in November (Chicago) there is a CPHI WG business meeting and there is a pre-symposium on 11/13 focused on patient-generated health data in action!

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      iv.   There may also be time during the business meeting (final date TBD) to discuss collaboration with SBM; Robin will provide the date when available.

      v.   Consider the pre-symposium as a pre-conference workshop submission for SBM.

      vi.   TBM and ABM as possible sources for CPHI WG's virtual journal club

5. Industry Collaboration subcommittee

    a. Academic-Industry Networking Event @ SBM 2017: Question on abstract submission!

    b. Proposal from Cynthia et al.

    c. Abstract plans from the subcommittee - 2 potentials (Cynthia)

        i.   Panel discussion on behavioral medicine scientists in industry - the various ways that we work in and thrive in industry - Heather Cole-Lewis, Danielle Hartigan, Cynthia and Leanne Mauriello

        ii.   Eric Hekler and Stephanie Goldstein are planning an academic-industry partnership symposium. Submission started - Carly Goldstein is interested here, too. Cynthia put her in touch with Eric's team.

6. Entrepreneurial skills pre-conference workshop (56%)

    a. David? Fred?

7. Positioning strategy for the DHC: NEXT TIME

    a. Thinking about how the bridge to industry can help to influence resources to SBM and secure SBM's future, both financially and intellectually.

    b. Is Marketing the right label or "positioning" the society as an asset in health care transformation in the context of digital health. What does this mean about how we work with other Councils? More strategic than tactical - not only about revenue solicitation, but revenue generation.

    c. Strategic Positioning

        i.   Working with Membership, Program, Finance?

        ii.   VALUE generation

8. SBIR connect (Cynthia): NEXT TIME

    a. Would SBIR awardees looking to get from Phase I to Phase II be interested in SBM?

    b. Craft a communication to SBIR recipients. And collaborate with abstract reviewers or review those.

    c. Cross-reference all SBM membership with SBIR/STTR recipients over last three years

    d. FROM ERICA:

            I also wanted to let you know that we could look at the funding source field on abstracts submissions to identify SBIR/STTR recipients, but that

field is optional so it might not fully capture all of the abstracts submitted by SBIR/STTR recipients if they don't voluntarily disclose that funding source. You also mentioned below that you wanted to discuss a way to identify past SBM members who are SBIR recipients. Is this because you think this might be a good avenue to bring past members back to the Annual Meeting and, ultimately, SBM? I could work with the folks who administer our member database to cross reference a SBIR/STTR recipients list with the member database.

Lastly, below are the communications you requested.
a) introduce SBM:
You can find the SBM membership flyer [here](#).

b) describe the abstract submission process:
You can find a description of the SBM abstract submission process [here](#). See attached document Submit Your Abstract for SBM's 2016 Annual Meeting.pdf

c) describe the exhibitor options:
See attached document Consider Supporting the Society of Behavioral Medicine's 2016 Annual Meeting.pdf

9. **Industry Theater presentations (50%): NEXT TIME**
   a. BI SIG, PA SIG, and FitBit - Industry Theater presentation at SBM 2017?
      i. Call scheduled with new EDI director on 8/25

10. **Social Media subcommittee: NEXT TIME**
    a. What are the DHC's social media goals?
    b. Is Twitter the best platform to reach those goals?

11. **Encyclopedia of Behavioral Medicine: Digital Health entries: TIME**
    a. New terms?
    b. New authors?
    c. Deadlines: August 2016 to put your entry on your CV with a 2016 date; subsequent Augusts will function in the same way. **The final submission deadline is August 2019.**

12. **Using the DHC to help with networking/recruitment for clinical trials**