

SBM Digital Health Council Meeting Agenda August 26, 2015

Attendees:

Ellen, Jennifer, Carly, Marc, Emily, Jessica, Ashley, Richard, Julie, Erica, David, Heather, Katie, Madalina, Eric

1. Subcommittees:

a. Website

- i. Goal: Establish our Council's web page within sbm.org by January 2016
- ii. Erica's excellent start:
<http://www.sbm.org/about/councils/digital-health-council>
- iii. Jennifer
- iv. Brian

b. Social media

- i. Grow our Twitter following to 1000 by March 2016 (currently at 219)
 1. Emily Lattie
 2. David Cavallo
 3. Jessica
 4. Richard

c. Infographic

- i. Prepare one for Board review at the Spring meeting
- ii. Lindsay Bullock is on staff at SBM to help with this; she created our existing infographics
- iii. http://www.jeffbullas.com/2015/08/20/20-cool-tools-creating-infographics/?inf_contact_key=637e0053aedc704b351cf01bdd15a75111096b1cc68d0abed21799861f81a0e5
 1. Ellen
 2. Michael
 3. Julie
 4. Jessica

d. Industry relationship building

- i. Meet monthly to grow industry relationships and organize the vendor reception at #SBM2016
 1. Eric Hekler
 2. Marc Gellman
 3. Emily Lattie
 4. David Ahern
 5. Carly
 6. Heather

7. Sherri
8. Miho

2. Encyclopedia of Behavioral Medicine: Digital Health entries

- a. Folder with Instructions to Authors and entry templates:
<https://drive.google.com/folderview?id=0B-ZMYJLQ4WWEfmhYTWZvcEILY0VyS195RGhaVXU3N0ZfZVktUjE5dDhmQUhrd3dRSThVbTQ&usp=sharing>
- b. Form to nominate entries:
<https://docs.google.com/document/d/1gWeXwBGIKBmOU9kh58BiyXQo-c5dhnV29GQatKJtEq/edit?usp=sharing>

3. How the DHC can support soliciting Industry sponsors for #SBM2016

- a. We should begin our Industry outreach for #SBM2016 in the Fall
- b. We'll go on our outreach when the prospectus is ready.
- c. Past commercial sponsors:
<https://drive.google.com/file/d/0B-ZMYJLQ4WWEY3MtVmtwOVhRdVk/view?usp=sharing>
 - i. Alere Well-Being (formerly Free and Clear)
 - ii. Ashametrics
 - iii. AssureRx Health, Inc.
 - iv. BeHealth Solutions, Inc.
 - v. BitGym
 - vi. Calli-Health
 - vii. DuoDesk, LLC
 - viii. Fitabase
 - ix. Gigabody
 - x. Ginger.io
 - xi. Humana
 - xii. Intellica Corporation
 - xiii. ISIS Ventures, Inc.
 - xiv. Kairos Labs
 - xv. Klein Buendel, Inc.
 - xvi. LifeBalance Station
 - xvii. MEI Research
 - xviii. Omada Health
 - xix. Open mHealth
 - xx. Paco
 - xxi. Reify Health
 - xxii. Routledge
 - xxiii. Salimetrics
 - xxiv. Sierra Tucson
 - xxv. Small Steps Lab
 - xxvi. Springer Science and Business Media

- xxvii. Vibrent
- xxviii. Withings, Inc.

4. Industry sponsored sessions (CME and non-CME) at #SBM2016: Erica

- a. How do we create a space where industry can be members and revenue potential exists?
- b. What would the communication environment be around this with respect to our members?
- c. What would the selection criteria be? How can we ensure quality content and value-aligned content?
- d. Should IRB-approval be a requirement for sponsorship or certification?
- e. How do we ensure that we adhere to the principles of full disclosure and transparency, with an unyielding commitment to science? These principles should be documented to compliment our mission statement (thank you for this contribution, Dr. Ahern!)

5. Updates:

- a. Working with the Katz School of Business at Pitt on a potential business plan for commercializing SBM intellectual property
 - i. Contact Ellen with questions
- b. #SBM2016 mobile app: Erica, Ellen, and Brian
 - i. DoubleDutch work has started
 - ii. DHC is available to help pilot test
- c. Academic-Industry survey: Madalina and Fred
 - i. Madalina will send me the survey and I'll post it to our Drive site for collaborative feedback
- d. "Getting the Pilot Right" SBMConnect post and/or TechTalk: Eric
 - i. SBMConnect blog post is coming!
 - ii. Feel free to contact Eric with thoughts/feedback

6. Upcoming events/abstract submissions

- a. SBM! September 8: <http://www.sbm.org/meetings/2016/abstract-submission>
In celebration of the diversity of disciplines within SBM, and renewed focus on innovations in the field, the Student SIG is hosting a panel discussion featuring panelists from "non-traditional" careers in Behavioral Medicine at the annual meeting. This mid-day panel will target an audience of students, postdocs and early career professionals. Our aim is to highlight the broad scope of possibilities of career paths outside academia and clinical practice.

Please email us at ahruska@mail.usciences.edu and brenn@uccs.edu. We look forward to hearing from you!

Alesha Hruska, SBM Student Chair

Brenna Renn, SBM Student Annual Meeting Coordinator

- b. <http://chi2016.acm.org/wp/>
- c. <http://interaction16.ixda.org/call-for-proposals/>
- d. [**https://twitter.com/Paul_Sonnier/status/608688205710417920**](https://twitter.com/Paul_Sonnier/status/608688205710417920)