SBM Digital Health Council Meeting Agenda
February 22, 2017

Attendees: Mary, Ellen, Danielle, Danielle, Emily, Jessica, Gary, Cynthia, David, Jennifer, Carly, Heather, Michael

1. **Welcome to New Members and any Good News?** Congrats to Cynthia on her new publication!

2. **Outlook article:** Result

3. **Industry invitations for the 2017 matchmaking event**
    a. Salimetrics will take advantage of the opportunity!
    b. This may be continued at SBM 2018; Gary is supportive
    c. Michael - incubator sites were available at HIMSS; what if we reversed it? What if SBM had a booth at an industry conference?
        i. What's the right conference? HIMSS? Connected Health? AMIA? Academy Health?
        ii. What training (lite) would be necessary? Similar to Hill Visits training?
        iii. Heather - Connected Health (used to be mHealth Summit) is connecting w Connected Health Boston, HIMSS, all being driven by Personal Connected Health Alliance - Heather is involved with this - trying to populate this membership board w Industry and other professional society members. Could SBM have a place on their Advisory Board? Heather is on conference planning committee for next year's meeting and may be able to arrange a strategic presence for SBM.
        iv. Michael - could we trade exhibit opportunities? Pretty common practice to barter.
        v. Keep this as an agenda item for our in-person meeting which is Thursday at 3 pm in Room Aqua 311A.
        vi. Should we write up the Salimetrics event as a "case study" to share with Industry contacts?
            1. Cynthia would be willing to help write this up
            2. Mary will provide us with the contact information and has the front-end text for the piece

4. **Webinars**
    a. Date and collaboration with Academy Health?
        i. Mary, Ellen, Fred will stay involved
        ii. Target early summer
    b. Alan Alda update
        i. Mary, Richard, Fred have been in communication. Discussion on potential workshop at SBM 2018

        ii.   Call scheduled for early March

5. **http://medcitynews.com/2016/12/mobile-health-best-practice-initiative-xcertia/**
   a. http://www.xcertia.org/
   b. Gary - this kind of activity could spur more interrelations with industry; might help us disseminate our science; what interests does the DHC have in this or other efforts like it?
   c. Michael - encountered a similar platform for evaluating apps, but not from a behavioral perspective exactly. Xcertia is not doing evaluations, but rather, putting guidelines around them.
   d. David - There's a group at the Brigham that has published a framework for evaluating apps. And the APS is working on mental health apps. (Singh et al. Framework PDF posted in DHC Google Folder)
   e. Tech SIG policy piece?
   f. Ellen will write an email to get the info and it would involve a Board vote. After we have the info this Council can decide if we want to move it forward to the Board.
   g. Fred - Recent app article out of UM: Singh K, Drouin K, Newmark LP, Lee J, Faxvaag A, Rozenblum R, Pabo EA, Landman A, Klinger E, Bates DW. Many Mobile Health Apps Target High-Need, High-Cost Populations, But Gaps Remain. Health Affairs. 2016 Dec 1;35(12):2310-8. http://bit.ly/2gdI6X8 (link is external)

6. **Encyclopedia of Behavioral Medicine: Digital Health entries:**
   a. **Entries are here: https://docs.google.com/document/d/1gWeXwBGlKBmOU9kh58BiyXQo-c5dhnV29GQatKJtEql/edit?usp=sharing**
   b. **Link to folder here: https://drive.google.com/open?id=0B-ZMYJLQ4WWEfmhYTWZvcElLY0VySl95RGhaVXU3N0ZfZVktUjE5dDhmQUhrd3dRSThVbTQ**
   c. New terms?
   d. New authors?
   e. Deadlines: 2016 has passed; August 2017 to put your entry on your CV with a 2017 date; subsequent August's will function in the same way. **The final submission deadline is August 2019.**

7. **SBIR connect**
   a. Welcoming our poster presenters on Thursday from 1145-1245!
      i.   Ellen; Cynthia; Gary; Karen; Emily; Heather; Jessica

8. **Industry Theater presentations**
   a. None scheduled for 2017

9. **Social Media subcommittee**

a. **You are welcome to sign up for takeover timeslots here, or you can just email me about your desired takeover:**

https://docs.google.com/spreadsheets/d/1-uM-GcGQwmRL-WAQH1azT8ZEe0i6iVyXT4blnSibuQQ/edit?usp=sharing

b. You've already seen it, but if needed, the takeover explainer doc is accessible here:

https://drive.google.com/file/d/0BybHl9E6PN7nVXU0dEMwZl94Ulk/view

10. **Positioning strategy for the DHC**
    a. Past thinking:

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

    b. *Strategic Positioning*
        i. *Working with Membership, Program, Finance?*
        ii. *VALUE generation*

11. **Career opportunity at University of Pittsburgh:**
    a. **https://www.healthtech.pitt.edu/careers/**
12. **Career opportunity at Johnson and Johnson:**
    a. **https://jobs.jnj.com/jobs/9892161104/Manager-Behavior-Science-Johnson-Johson-Health-Wellness - contact Heather Cole-Lewis with questions**
    b.

13. **SBM-AMIA Collaboration subcommittee**

Seminar 15: SBM's Scientific and Professional Liaison Council, American Medical Informatics Association (AMIA), Digital Health Council and Behavioral Informatics and Technology SIG Present: Putting Patient Data into Action: The Use of Patient-generated Health Data in Clinical Care and Research

14. **Industry Collaboration subcommittee**

15. **Entrepreneurial skills pre-conference workshop**
    a. Fred K is interested in this for 2018