

## **SBM Digital Health Council Meeting Agenda January 11, 2017**

**Attendees: Anne (SBM); Fred; David; Danielle; Jessica; Sherri; Jennifer; Cynthia; Carly; Katy; Michael; Kate; Richard; Julie; Lisa; Emily; Heather**

### **1. Welcome to New Members and any Good News?**

- a. Welcome Danielle!

### **2. Outlook article:**

- a. Interviewing people (SBM members) who decided to go into industry rather than academia and use this as the basis of an Outlook article?
  - i. Michael is happy to be interviewed! And so is Cynthia! And so is Fred! & Heather
  - ii. Julie and Ellen and Sherri will propose this to Bill - interviewing members who have non-academic jobs and how professional societies can facilitate this transition.

The Digital Health Council is scheduled to contribute an article for the upcoming winter issue of SBM's Outlook newsletter, so I am contacting you today about article content guidelines and the article submission deadline.

### Survey Responses

- SBM issued a reader survey with the last issue of Outlook; highlights from the survey are bulleted below in hopes that they might be helpful as you consider your article content.
- Readers would like to read more content focused around professional development and alternative career paths.
- Readers at all stages of their careers want mentoring and career development resources and opportunities.
- Readers also expressed interest in:
  - o New research in the field
  - o Interviews with "experts" in the field
  - o Job/grant funding opportunities
  - o Information for students and those early in their careers

### Content Guidelines

- Typically Outlook articles are about 500 words in length.
- Articles can be focused on one topic, or may be a review of several different activities contributed by several members of the SIG.
- The article can be authored by anyone in your SIG. You may want to consider pairing a junior SIG member with a more senior SIG member.
- The article should focus on information you feel is important and relevant to your SIG members, but also be of interest to SBM members outside the SIG.

- Please focus the article on future activities and avoid recapping if possible. Some examples of desired content include
  - o current activities, goals, or plans;
  - o interviews or Q&As with prominent members or researchers in the field;
  - o advice relating to funding opportunities, job searches, etc.; and
  - o news that shows the SIG's impact on SBM members and non-members, such as involvement in policymaking or activities of regional or national importance.
- Articles that go beyond event promoting or recapping get more clicks and have higher readership. For instance, these articles from past issues have received a high number of clicks:
  - o Optimization of Behavioral Interventions SIG Talks with Bonnie Spring about her Study of Weight Loss Program Components
  - o Ryan Rhodes Talks about Theory: Past, Present, and Future
  - o Recommendations for Behavioral Scientists in the 21st Century: An Interview with Chanita Hughes Halbert
  - o Mindfulness Approaches for Disordered Eating and Weight Management
- Choosing a snappy article title is important as well since that contributes to the number of clicks it will get. The Outlook editorial team does reserve the right to change article titles.
- SIGs are encouraged to align their articles with SBM's strategic plan (more information found here: <http://www.sbm.org/about>).
- For your reference, past issues of Outlook can be found at: <http://www.sbm.org/publications/outlook>.

#### Deadline

The article should be sent to me at [ahahn@sbm.org](mailto:ahahn@sbm.org) by 11:59 p.m. ET on Sunday, February 5. Outlook Editor William J. Sieber, PhD, will then review the draft, and we will contact you with any questions and/or requested edits the following week. If any changes are requested, you will be given a few days to finalize those and submit a revised draft to me.

### 3. Industry invitations for the 2017 matchmaking event

- a. Follow-up on leveraging academic institution Innovation centers: Webinar

### 4. Webinars

- a. February date and collaboration with Academy Health?
- b. AMIA 10x10 series: <https://www.amia.org/education/10x10-courses>
- c. Content ideas? Build on pre-conference workshops like the one on PGHD in collaboration with AMIA?
  - i. Innovation Institute webinar
  - ii. Look at list of pre-conference workshops and go from there
  - iii. See AMIA 10x10 example: <https://www.amia.org/education/academic-and-training-programs/10x10-oregon-health-science-university>
    1. David has a taker from the Brigham
    2. Fred has a taker from U Michigan (Dr. Debra Grega, PhD, MBA)

3. Ellen has a taker from Pitt
4. Katy will put us in touch with someone at VA who does a comparable 10x10 series for information

5. <http://medcitynews.com/2016/12/mobile-health-best-practice-initiative-xcertia/>

- a. There was buzz at the Connected Health Conference.
- b. [www.exertia.org](http://www.exertia.org)
- c. Would there be value to a subscription to White Papers reviewing the evidence base associated with apps. Industry generates the White papers but they are reviewed by the community.
- d. We could connect certifying entities to this resource
- e. Exertia is most likely trying to gather the standards to apply - SBM could participate in this process?
- f. Industry needs to vet apps that they make available and a service like this could be of value

6. **Technology Directory**

- a. Related (maybe): “Matchmaking” consultation
  - i. We'll wait until this comes up again!

7. **Update on Alan Alda Communication Center**

- a. Perhaps plan an on-site workshop for SBM 2018?
- b. Potentially a lot of good information on how to present complex science to the public.
- c. Next steps: (Mary Hahn to complete)

8. **Social Media subcommittee**

- a. SIG Takeover and what to do about the DHC Twitter account?
- b. **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-WAQH1azT8ZEe0i6iVvXT4blnSibuQQ/edit?usp=sharing>

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

<https://drive.google.com/file/d/0BybHI9E6PN7nVXU0dEMwZI94UJk/view>

Twitter chat hosted by BIT SIG on January 19 from 2-3 pm ET! Look for @BehavioralMed handle (#TechSIG)

9. **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*

**10. SBIR connect**

- a. Repeat call to awardees near the Rapid Communication deadline.
- b. DHC folks to welcome those presenting at the SBIR poster session

**11. Industry Theater presentations**

- a. Update on presenters?

**12. Encyclopedia of Behavioral Medicine: Digital Health entries:**

- a. **Entries are here:**  
<https://docs.google.com/document/d/1gWeXwBGiKBmOU9kh58BiyXQo-c5dhnV29GQatKJtEqI/edit?usp=sharing>
- b. **Link to folder here:**  
<https://drive.google.com/open?id=0B-ZMYJLQ4WWEfmhYTWZvcEILY0VySI95RGhaVXU3N0ZfZVktUjE5dDhmQUhrd3dRSThVbTQ>
- 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.**

**13. SBM-AMIA Collaboration subcommittee**

**14. Industry Collaboration subcommittee**

**15. Entrepreneurial skills pre-conference workshop**

- a. Fred K is interested in this for 2018