

## **SBM Digital Health Council Meeting Agenda**

### **July 14, 2016**

**Attendees:** Ellen, Erica, David, Amy, Cynthia, Fred, Julie, Jessica, Lisa, Miho, Brian, Brad, Carly, Danielle, Heather

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

- a. Welcome Fred Kron!
- b. Eric Heckler and colleagues TBM article on Agile Science!
- c. Current TBM call for chronic care coordination!  
<http://static.springer.com/sgw/documents/1552373/application/pdf/TBM+Speical+Issue+March+2016+Extended.pdf>

#### **2. Google Form results (16 responses; 62% response rate)**

- a. **No need for Website or Infographic subcommittees**
- b. ***Soliciting interest in Social Media subcommittee***
- c. **SBM-AMIA Collaboration subcommittee**
  - i. **PRO-EHR effort?**
    1. Meeting tomorrow w 2 chairs in AMIA working group on consumer and pervasive health informatics.
    2. In-person meeting opportunity at AMIA 2016
    3. Collaborate to have a structural relationship
- d. **Industry Collaboration subcommittee:**
  - i. ***Academic-Industry Collaboration Panel @ SBM 2017 (81%)***
    1. *What does the industry-academic partnership look like?*
    2. *What is the experience of a scientist working in industry?*
    3. *Anyone who has been in both environments to give compare/contrast viewpoints?*
    4. *J&J is hiring a behavioral scientist, by the way!! :D Contact Heather for information*
  - ii. **Academic-Industry Networking Event @ SBM 2017 (75%)**
    1. ***Marketing subcommittee?***
    2. How do we identify which members want to come to the event? And how do we advertise it? Perhaps ask on the abstract submission form?
    3. We don't have a development committee per se - Program Committee identifies supporters, staff does, DHC helps -

#### **3. Soliciting SBM 2017 sponsorship**

- a. ***Marketing subcommittee***
  - i. Identifying a purpose for the committee - raising the visibility of our science or soliciting greater involvement from digital health industry?

- ii. Gary Bennett has been thinking about this as well - we should touch base w Gary.
  - iii. Thinking about how the bridge to industry can help to influence resources to SBM and secure SBM's future, both financially and intellectually.
  - iv. 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.
  - v. Strategic Positioning subcommittee
    - 1. Working with Membership, Program, Finance?
    - 2. VALUE generation
      - a. Think about leaving this at the level of the DHC?
- b. Industry Theater presentations (50%): NEXT TIME!**
- c. SBIR connect (Cynthia)**
- i. Would SBIR awardees looking to get from Phase I to Phase II be interested in SBM?
  - ii. Craft a communication to SBIR recipients. And collaborate with abstract reviewers or review those.
  - iii. Cross-reference all SBM membership with SBIR/STTR recipients over last three years

**4. STANDING AGENDA ITEM: Positioning Strategy for the DHC**

**5. Entrepreneurial skills pre-conference workshop (56%): NEXT TIME!**

**6. Technology Directory (Julie): NEXT TIME!**

**7. Webinars (Julie/Erica): NEXT TIME!**

**8. Encyclopedia of Behavioral Medicine: Digital Health entries: NEXT 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.**