

SBM Digital Health Council Meeting Agenda

July 1, 2015

Attendees: Brian; Heather; Sheri; Katie (VA); Alan D; Emily L; David; Richard; Miho; Ellen; Erica; Ashley; Julie; Brad; Michael

1. Communication tools and knowledge products to stay in touch with industry: Discussion with Dr. Alan Delamater, SBM Publications & Communications Council Chair
 - a. How do we currently communicate with Industry? Nothing right now beyond our outreach around exhibitor opportunities.
 - b. How to we broaden the Industry ecosystem? And once we connect, how do we maintain communication?
 - c. Could we use LinkedIn to do outreach?
 - d. Most Industry relationships have resulted from proactive outreach from Industry.
 - e. Should we leverage social media to intersect with Industry? Or should a separate brief-like document be created?
 - f. Should we specifically outreach to all businesses associated with SBIR/STTR awards in the past two years?
 - g. Who is the audience we're trying to reach? And does it go beyond SBIR/STTR universe? Health care providers? Payers? After audience, what are the vehicles/media? And finally, what is the content? Our charge now is to raise awareness - high-level, awareness-raising content (e.g., infographics) - based on TBM and ABM.
 - h. Richard - a new non profit is being developed to support community of practice for health care with a taxonomy for community health (prototype is live; YouTube video forthcoming)
 - i. What if we had a brief-like document that was heavy on infographics and highlighted one or two ABM/TBM articles? What if we had a SBM-general infographic?
 - j. Subgroup opt-ins:
 - i. Michael
 - ii. Ellen
 - k. Three infographics: SBM general; SBMDigitalHealth general; content specific
 - l. MCOL: Good examples
 - m. We should begin our Industry outreach for #SBM2016 in the Fall
 - n. Also consider the recently sent list of start-ups from the 6/25 email from Erica; mHealth News
 - o. TechSIG and Theory SIG could help with behavior change techniques for the infographic

Here is the annual report infographic:

<http://www.sbm.org/UserFiles/file/2014AnnualReport.pdf>

And the membership flyer:

<http://www.sbm.org/UserFiles/file/SBMMembershipFlier.pdf>

2. How the DHC can support soliciting Industry sponsors for #SBM2016
 - a. We should begin our Industry outreach for #SBM2016 in the Fall
3. "Getting the Pilot Right" SBMConnect post and/or TechTalk
4. Establishing our Council web presence on sbm.org
 - a. Repurpose infographic
5. Updates:
 - a. #SBM2016 mobile app: Erica, Ellen, and Brian
 - i. Cadmium call is on 7/20 for new platform
 - ii. Double-Dutch call occurred
 - b. Academic-Industry survey: Madalina and Fred (next time)
6. Innovating for SBM's communication infrastructure
 - a. Should our website host inter-Society communication tool?
 - b. Richard: Use of a system to support internal collaboration
7. Upcoming events/abstract submissions
 - a. <http://chi2016.acm.org/wp/>
 - b. https://twitter.com/Paul_Sonnier/status/608688205710417920