

***In Person* SBM Digital Health Council Meeting Agenda
March 30, 2017**

Attendees: Emily; Heather; Ellen; Cynthia; Katy; Danielle; Carly; Brian; Jessica; Julie; Kate; Karen; Eric

1. Introductions!

2. Things on deck for the year ahead

- a. Leadership changes
- b. Encyclopedia of Behavioral Medicine entries
- c. Outlook article opportunities
- d. Webinar opportunities
- e. Strategic initiatives
 - i. "Year in Review" idea - please see below
 - ii. Alan Alda Center for Communicating Science
 1. Update:
 - a. Cost of Plenary Session: \$3900
 - b. Cost of One Day Workshop: \$7500-\$14000
 - c. Proposal can be found here:
<https://drive.google.com/open?id=0B-ZMYJLQ4WWEZkFkUDFCdmExSfk>
 - iii. Xcertia initiative
 1. Dave Crosbee has reached out: Dave Crosbee
<dave.crosbee@xcertia.org>
 - iv. Exhibiting at industry conferences
 - v. Onsite "matchmaking" events
 1. Consider a write-up?
 - vi. Others?
 1. Mobile App review?
 2. Should we review our Mission Statement?
 - a. Should we form an objective under each?
 3. What do we want to make progress on?
 4. Pick the component of the mission you're connected to this month; take on an action item; ask for help if you need it; review at the next meeting?

3. Structure

- a. How can we structure this group going forward to make meaningful progress on our strategic initiatives?

Ideas from the group!

- Subcommittees could work IF they have a designated point person/leader

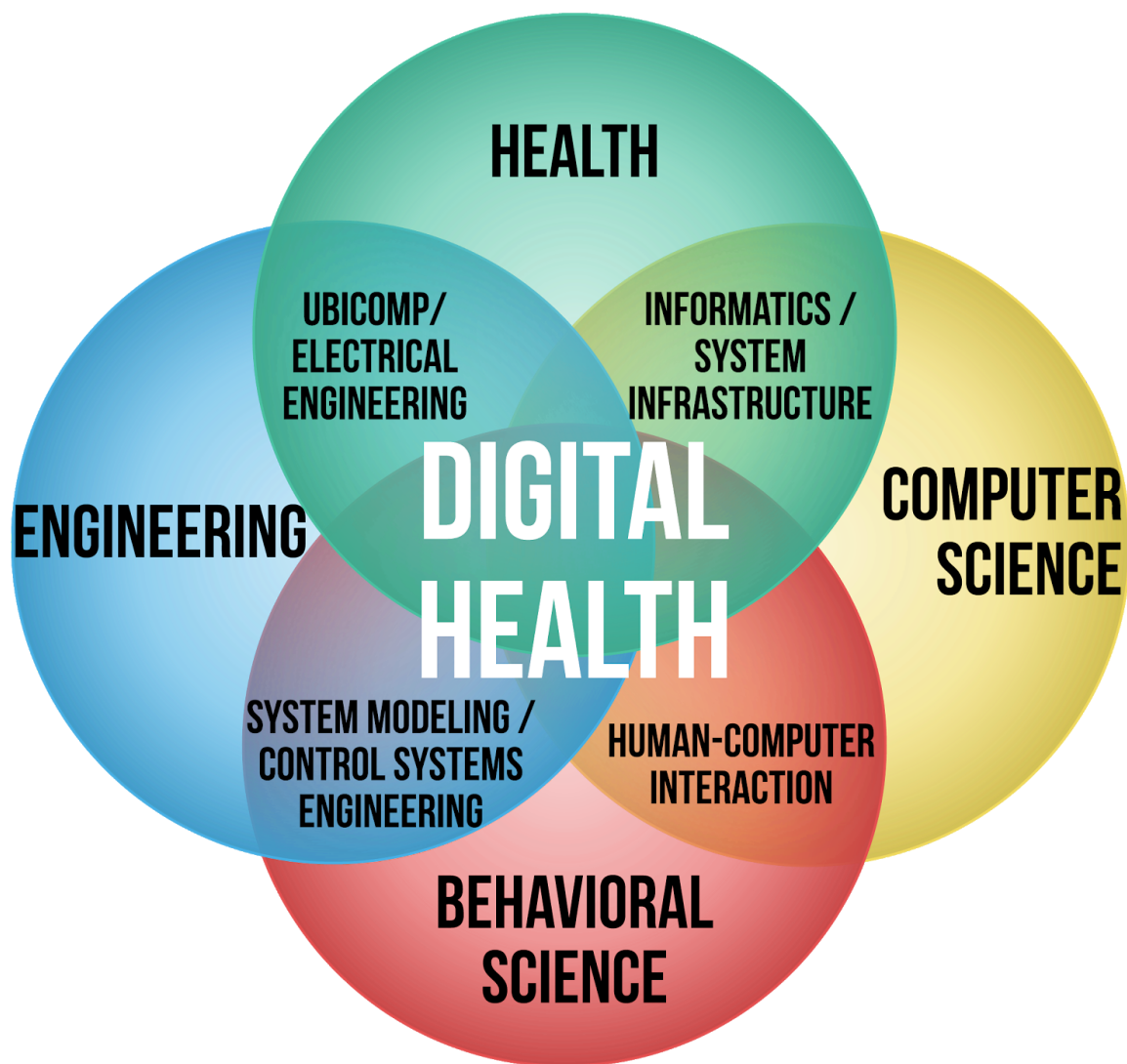
- End meetings with Action Items and dates/deadlines?
- Maybe action item targets transcend a need for subcommittees? May depend on the size/scope of the effort. Create ad hoc groups as needed.
- Do we need a collaborative space to provide real-time updates, etc? Create a template that lives as a Google Doc on the Shared Drive?
- Are we at risk of getting too broad and not really advancing the science of mHealth and the intersection of mHealth and Behavioral Science - understanding the science of using digital health in changing behavior.
- From Jim - what is a signature thing that SBM can do to move the field forward? Should we be developing rating/criteria to characterize apps? Each year pick a category and develop a coding scheme and assign to members to do the work and then assign a grade/ranking - would this raise our visibility in the field?
- Heather talks about the AMIA session called “The Year in Review” - could we do something like this to achieve a similar goal?
- Connect with Kathy Kim and her post-doc who did a HUGE app review
- Publish a review from the vantage point of the evidence?
- Create an RFI process of sorts where mobile app developers apply and THEY provide the information that gets published in a repository, etc.
 - Could this also be a revenue stream?
 - How did the AHA’s food labeling work happen? (eg Cheerios)
 - Is this a Foundation-funded work?
- How do we get our brand to have value in the market?
- How can we already use SBM infrastructure like webinars, Outlook, Policy Briefs, etc? Start small and simple.
- What exemplars do we want to hold up? Is data central to that?
- What are the business models around this? Is the knowledge product commoditized?
- Does going on the road with our Year in Review become a revenue generator?
- Education - Eric - how are we preparing next gen of digital health researchers and what are the components (machine learning, data science, systems engineering, etc) - could this take the form of an R25 training program? - our a course/pre-conference workshop or document that lives on the web
- Behavior Change 101 for CHI; is there something that we can do with AMIA, CHI, and SBM? (WISH connection)
- Putting more info out there in the form of consumable info (e.g., blogs, etc)

Taking on action items:

- Eric: look at the four components of the Mission Statement and build institutional memory about funding opportunities
- Ellen: Create the Google Doc to comment on the Mission Statement and other action items below and will write back to Xertia to get them to talk at an upcoming meeting and will set up the next meeting at a Google Hangout
 - There should be an “appointment” that points to this document one week in advance of each monthly meeting

- Heather is committing to getting an AMIA Year in Review Deck for us to review and a summary of the process by which they put it together and we can talk about that at our next meeting - related to a NEW circle
- Mary or Anne: Should we consider investing in BlueJean or Zoom.
- Let's TRY Google Hangout for our next meeting
- Cynthia will reach out to SBIR awardees for #SBM2018
- Carly, Kate, and Karen - start thinking about who would be the types and actual people to work on a paper/R25 idea for the above (see Rita Kukafka paper from AMIA)
- Julie and Kate (and others) Look at who is missing from the figure that Eric will upload.

Disciplinary Map



Older Info/Regular Agenda Items:

4. Encyclopedia of Behavioral Medicine: Digital Health entries:

a. Entries are here:

<https://docs.google.com/document/d/1gWeXwBGIKBmOU9kh58BiyXQo-c5dhnV29GQatKJtEq/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.**

5. 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/0BybHI9E6PN7nVXU0dEMwZI94Ulk/view>

6. 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

7. Career opportunities

8. SBM-AMIA Collaboration subcommittee

9. Industry Collaboration subcommittee

10. Entrepreneurial skills pre-conference workshop

a. Fred K is interested in this for 2018

