

## Agenda

May 20, 2015

Attending: Ellen, Amy, David, Madalina, Jennifer, David, Marc, Brad, Jessica, Julie, Miho, Fred, Heather, Marian, Michael, Ashley, Eric

1. Working groups! Volunteers are needed to advance the following priorities:
  - a. Crafting a memo to the Board regarding “best practices” for industry relationships
    - i. **How can we maintain relationship with vendors in between annual meetings?**
      1. David Ahern: should we do a more formal survey of the vendors to find out what they liked, was it worthwhile, how do they measure/value that, what can we do better?
      2. Michael Taitel: Industry is focused on value - behavior change that improves outcomes and reduces cost. Coming up with business-friendly ways that shows our value proposition would be great! e.g., what do we know about how to improve medication adherence? A one-pager that comes out quarterly?
      3. Ashley: Teaching people how to incorporate behavior change into your digital strategy - where industry people can go to learn. The survey could go to a broader group than who just exhibited.
      4. Eric: MobiHealth news is a good outlet. Connect with **Brent** and the consulting working group? Cull the 2015 presentations for good infographic content
      5. Fred/Jessica - reaching out to various outlets with press releases
      6. Amy - what level of outreach is most powerful for relationship building with industry? What can the Board/President do?
      7. Michael - some consistent flow of information is useful; an index of available resources, eg access to an expert panel; attend other conferences?
      8. Ashley - I chair the technology engagement committee for the Population Health Alliance. They bring in speakers from different industries, maybe we should target these places to give presentations - how to weave behavioral science into digital health.
      9. Madalina is willing to help with a survey for our exhibitors and for our members around a needs assessment related to academic-industry. Fred is also willing to help - he'll send the results of a survey that's been done.
  - b. Establishing our Council web presence on sbm.org
  - c. **Contributing to SBMConnect**
    - i. “Get the Pilot Right” submission in May 2015
  - d. Planning our next SBM TechTalk

- e. Innovating for SBM's communication infrastructure

**2. Dr. Gellman: Encyclopedia of Behavioral Medicine: Opportunity to contribute!**

- a. Marc is the Editor-in-Chief of Encyclopedia of Behavioral Medicine. First Edition released in 2014 (Springer). 700 people put together most of the major terms that we use (1500 terms). Each definition is a 50-word definition to a 5000 word chapter on the terms. A-Z encyclopedia. Springer's been so pleased with it that they've commissioned a new edition. 90K downloads!
- b. The second addition will include updates and the digital health field has many new terms that should be added. Ellen will chair the effort and be Associate Editor (there are 20 Associate Editors).
- c. This will be a recurring item on our agenda and we will figure out an efficient way to galvanize this group to make a great contribution!
  - i. **New terms: pilot study; agile science**

**3. Feedback on the mobile app and supporting the development of next year's app - preparing for a June call with Cadmium**

- a. Observations from this year's app
- b. "Cadillac" functional capabilities
- c. MVP functional capabilities

**4. Eric Hekler's "Get the Pilot Right" work**

- a. There's a lot of interest in how do we ask research questions, early on with limited resources, in an optimized way?
- b. Eric's doing some research on this but he's seeking input to develop a working group, perhaps within LinkedIn - a place where people who are interested in this conversation can communicate about this.
- c. **Jessica is interested; Carly; Fred; David Ahern; Dave Klein**
- d. Pull a SBMConnect post together and then migrate the conversation to LinkedIn!

**5. Session planning for 2016**

- a. **Keynote from the National Coordinator**
- b. **Apple ResearchKit symposium** (Gellman)
  - i. Marc would like to submit a symposium around this. Many SBM'ers are using it (Ahern, Pagoto, Bennett) - what is the impact on SBM? As a research tool and intervention.
  - ii. Reach out to Marc if you'd like to participate or learn more!  
([mgellman@miami.edu](mailto:mgellman@miami.edu))
- c. highlighted, moderated panel with academic and industry representation moderated by someone asking a series of questions; pre-conference offerings related to "articulating our value proposition," research optimization, entrepreneurship 101

## 8. CHI conference deadline: September

<http://chi2016.acm.org/wp/>

- Let's consider submitting something!

## 7. Concordium AcademyHealth conference

Dear Lisa,

With the [call for abstracts](#) now live, I am writing to invite you to join me and my colleagues at [Concordium 2015](#), a new AcademyHealth Conference being held September 21-22 in Washington, DC. Concordium 2015 will *advance the strategic development and use of evidence to transform health systems* by showcasing innovation and leading ideas; sharing emerging methods, science, and applications; and promoting collaboration across systems, including the safety net.

With core support from the Agency for Healthcare Research and Quality, this new meeting brings together the EDM Forum Stakeholder Symposium and AcademyHealth's Delivery System Meeting, to focus on ways to integrate evidence, practice, and policy. I encourage you to browse through our preliminary [agenda](#) – we already have some terrific speakers lined up – and we will be updating this information as additional plenary speakers are confirmed.

I hope you will consider submitting abstracts, registering for the conference, and becoming a sponsor. As a reminder, all abstracts are due by **May 18, 2015**, and early registration will open soon after that.

We also would appreciate your help in spreading the word. Please consider forwarding this message to your networks.

My AcademyHealth and EDM Forum colleagues and I are looking forward to an exciting meeting in September, and we hope to see you there!

Best regards,

Margo Edmunds, PhD  
Vice President, Evidence Generation and Translation  
AcademyHealth  
1150 17<sup>th</sup> Street, NW, Suite 600  
Washington, DC 20036  
[www.academyhealth.org](http://www.academyhealth.org)  
202.292.6712 (office)  
202.550.2244 (mobile)