SBM Digital Health Council Meeting Agenda
November 16, 2015

Attendees:
Ellen, Jennifer, Ashley, Erica, Marc, Emily, Miho, David, Lisa, Richard, Michael, Julie, Madalina, Eric

1. **Report-backs on #SBM2016 supporter and exhibitor outreach**
   a. https://docs.google.com/spreadsheets/d/11oEwfgllR44FG3oZiqjKM-2vpkx1lhrEzJqL1gynkW8/edit#gid=513424469

2. **Subcommittees**:
   a. **Website**
      i. Goal: Establish our Council's web page within sbm.org by January 2016
      ii. Jennifer, Brian
         1. Meeting held on October 14; awaiting Board approval for budget
         2. Please see updated page here:
            http://www.sbm.org/about/councils/digital-health-council

   b. **Social media**
      i. Grow our Twitter following to 1000 by March 2016 (currently at 400)
      ii. http://mashable.com/2012/06/05/twitter-for-beginners/#KvOeBvRNEEqU
      iii. Our Twitter feed can be found at: https://twitter.com/SBMDigitalHlth
         1. Emily Lattie, David Cavallo, Jessica, Richard

   c. **Infographic**
      i. Prepare one for Board review at the Spring meeting
      ii. Lindsay Bullock is on staff at SBM to help with this; she created our existing infographics
      iii. http://www.jeffbullas.com/2015/08/20/20-cool-tools-creating-infographics/?inf_contact_key=637e0053aedc704b351cf01bdd15a75111096b1cc68d0abed21799861f81a0e5
         1. Ellen, Michael, Julie, Jessica
            a. Recap of meeting on 11/9/15

   d. **Industry relationship building**
      i. Meet monthly to grow industry relationships and organize the vendor reception at #SBM2016
         1. Eric Hekler, Marc Gellman, Emily Lattie, David Ahern, Carly, Heather, Sherri, Miho

3. **Academic-Industry survey** (Madalina)
   https://drive.google.com/open?id=0B-ZMYJLQ4WWEdGtHTTFhRlI3T0E

The survey has been sent to DHC members and Tech SIG members

- Madalina will send proposed survey edits to the Council and we can incorporate these into a version to be deployed to the entire membership.

4. **Encyclopedia of Behavioral Medicine: Digital Health entries**
   a. Folder wtih Instructions to Authors and entry templates: https://drive.google.com/folderview?id=0B-ZMYJLQ4WWEfmhYTWZvcElLY0VyS I95RGhaVXU3N0ZfZVktUjE5dDhmQUhrd3dRSThVbTQ&usp=sharing
   b. Form to nominate entries: https://docs.google.com/document/d/1gWeXwBGlKBmOU9kh58BiyXQo-c5dhnV 29GQatKJtEqI/edit?usp=sharing
      i. Please propose an entry or assign yourself to one by 11/23!

5. **Updates**
   a. University of Pittsburgh Business School Business Canvas generation - Ellen to attend class on 11/17/15
   b. Document outlining best practices and core values associated with annual meeting industry support will be available for Council review at the December meeting
   c. Richard is teaching an informatics and social innovation course for USC's new social work graduate program - he may be able to share the syllabus to get input from this group on examples that might be useful in his course.

DECEMBER AGENDA PREVIEW
- Encyclopedia of Behavioral Medicine Digital Health entries
- Academic-Industry survey results
- Best practices/core values document
- Board approvals related to website and infographic costs
- Sponsorship updates to plan for reception