

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

**October 19, 2015**

### **Attendees:**

**Ellen, Katie L, David, Erica, Amy Stone, Jennifer McClure, Madalina, Emily, Julie, Carly, Danielle, Marc, Michael, Jessica, Lisa, Richard, Eric**

### **1. Review of #SBM2016 supporter and exhibitor outreach process**

- a. The Support Opportunities and Exhibitor Prospectus guide
- b. Best practices guide review (evolving)
- c. Plan for outreach (deadline 10/21)
  - i. TO REACH OUT FOR SUPPORT
    1. Sign up on the spreadsheet (below)
    2. Utilize (and customize, if you like) the email template
    3. Attach the exhibitor guide
    4. If you get a response, hand the contact/conversation over to Erica and Amy
- d. Current list and opportunity to sign-up:
  - i. <https://docs.google.com/spreadsheets/d/11oEwfglR44FG3oZiqjKM-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
  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 367)
- 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
  2. David Cavallo
  3. Jessica
  4. 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](http://www.jeffbullas.com/2015/08/20/20-cool-tools-creating-infographics/?inf_contact_key=637e0053aedc704b351cf01bdd15a75111096b1cc68d0abed21799861f81a0e5)

1. Ellen
2. Michael
3. Julie
4. Jessica
  - a. Meeting on 11/9/15:
  - b. What do we want to focus on?
    - i. What is Behavioral Medicine?
    - ii. What science are we doing?
    - iii. Who are we?
    - iv. We don't have to have one infographic
    - v. To be safe, we should limit to one or two pages max and 8x10, even in an online format
      1. One infographic could exist in multiple formats with enhancements (like embedded videos) in online versions
    - vi. One could be "what is SBM" and one could be more industry/potential partner focus - and this one should speak to a specific ROI/monetary
      1. May be cost effectiveness; may just be modeled dollars
        - a. Craft the ask as an abstract - uses technology, has potential to scale, and includes cost effectiveness and is very timely (like rising death rate of middle-aged White men in US)
    - vii. EDI's Creative Services team could help
    - viii. Could we get a student to help? We would need budget
    - ix. What is the process, who and when does review take place, and who "fact checks" these when they are completed? And should the statistics in them be updated over time?
    - x. We'll either meet again in early December or early January, per Board feedback
    - xi. Erica will look at the work orders from Lindsay's infographics
      1. Use this as a jumping off point as well as the content within Resources/Education/Behavioral medicine within SBM website

- a. Ed Fisher article
- b. Abby King's article
- c. more recent stuff in telemedicine and digital health

**d. Industry relationship building**

- i. Meet monthly to grow industry relationships and organize the vendor reception at #SBM2016
  - 1. Eric Hekler
  - 2. Marc Gellman
  - 3. Emily Lattie
  - 4. David Ahern
  - 5. Carly
  - 6. Heather
  - 7. Sherri
  - 8. Miho

**3. Academic-Industry survey (Madalina)**

<https://drive.google.com/open?id=0B-ZMYJLQ4WWEdGtHTTFhRII3T0E>

The survey will initially be sent to DHC members and Tech SIG members

- a. What kinds of support does your institution offer to help with collaboration with industry?
  - i. How familiar are you with what supports are available?
  - ii. Have you worked with an institutional Innovation Center or Tech Transfer group?
- b. Have you attended meetings or events related to entrepreneurship in your community?
- c. Have you ever considered or are you currently working with a company as a subcontractor on a grant for research?
- d. How long have you been collaborating with industry?
- e. Barriers
  - i. Knowing where to start with forming a collaboration with industry
  - ii. Adequate funding to support the length of collaboration needed
- f. Challenges:
  - i. Reaching agreement about intellectual property
  - ii. lack of institutional support for forming these relationships
  - iii. Misaligned time frames or different paces at which work and iteration occur
  - iv. Different values placed on internal versus external validity

**4. ACSM SHI Behavioral Strategies - Technology Subcommittee (Eric)**

- a. An FYI - Matt B has organized a working group around academic-industry relationships within ACSM. This is evolving towards potentially building a template for validation studies of wearables. What are the data we'd want to see to give us confidence (us, as in the academics) that your system can do what they say it can
- b. A lot of validation work happens in industry and this could be an easy linkage point that would be mutually beneficial so that their efforts meet our needs and they are informed as to our interests and standards. A third piece would be related to marketing and funding if systems were given the ACSM "seal of approval"

**5. Encyclopedia of Behavioral Medicine: Digital Health entries**

- a. Folder with Instructions to Authors and entry templates:  
<https://drive.google.com/folderview?id=0B-ZMYJLQ4WWEfmhYTWZvcEILY0VyS195RGhaVXU3N0ZfZVktUjE5dDhmQUhrd3dRSThVbTQ&usp=sharing>
- b. Form to nominate entries:  
<https://docs.google.com/document/d/1gWeXwBGiKBmOU9kh58BiyXQo-c5dhnV29GQatKJtEq/edit?usp=sharing>

**6. Updates:**

- a. "Getting the Pilot Right" SBMConnect post and/or TechTalk: Eric
  - i. SBMConnect blog post is coming!
  - ii. Feel free to contact Eric with thoughts/feedback