

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

### **October 5, 2016**

**Attendees:** Ellen, Mary, Jennifer, Lindsey, David, Carly, Fred, Michael, Ashley, Jessica, Brian, Richard, Miho, Kate, Karen, Cynthia

#### **1. Welcome to New Members and any Good News?**

- a. Welcome, Kate!
- b. Congrats on all of our abstract submissions!

#### **2. SBM-AMIA Collaboration subcommittee**

- a. Submission!

#### **3. Industry Collaboration subcommittee**

##### **a. Academic-Industry Networking Event @ SBM 2017**

##### **b. Submission!**

- i. A private networking event, 1x1 SBM members with an industry representative.
- ii. Should NDAs be a part of this activity? These will be a part of the process and the abstract presenters will receive a copy of that.
- iii. With this group's approval, the invitations will go out this month
- iv. How do we make sure we have the "complete" list? Look at past Industry attendees? Scour the disclosure submissions? Look to aggregators?
- v. Start with the Tech Transfer offices at Board Member organizations?
- vi. Should we support our membership GENERALLY to be better connected to their home institution Innovation Centers?
- vii. Ashley has a connection with Guidewell that has a HIT incubator in Orlando (Guidewell Tech Incubator) - they invite start ups, etc and work together w health care providers. Having a health plan thinking along those lines would be great.
- viii. Can we look to education from the Alan Alda Communicating Science Institute?
  1. Fred/Richard will be looking into this
- ix. Could we have a webinar? Brigham/Partners may be available; Pitt Innovation Institute may be available? University of Michigan (Fred)?
  1. Let's pursue this!

#### **4. Entrepreneurial skills pre-conference workshop (56%)**

- a. Not submitted
- b. Fred K is interested in this for 2018

#### **5. Social Media subcommittee:**

- a. What are the DHC's social media goals?

- b. Is Twitter the best platform to reach those goals?
- c. SIG social media management (Mary)
  - i. SIG TAKEOVER :D
  - ii. SIG Chairs may take over the @BehavioralMed Twitter handle at opportune times
  - iii. SIG Council will review
  - iv. Google Doc will be used as a sign-up function; some best practices guidance will be distributed
  - v. Council and SIG specific hashtags (e.g., #SBMdigitalhealth; #SBMDHCruz; etc)

## 6. Positioning strategy for the DHC

- a. As we execute real “things” (the SBIR poster session; the DHC submissions; the Industry Theater opportunity; the Academic-Industry matchmaking opportunity)
- b. Use the next few meetings to move this forward?
- c. *Thinking about how the bridge to industry can help to influence resources to SBM and secure SBM’s future, both financially and intellectually.*
- d. *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.*
- e. *Strategic Positioning*
  - i. *Working with Membership, Program, Finance?*
  - ii. *VALUE generation*

## 7. SBIR connect (Cynthia)

- a. Was scheduled to go out after Program Committee approval?
- b. The email was sent! And a SBIR/STTR special poster session is scheduled! There were 16 submissions on this! These will be given special consideration for this special poster session.
- c. We can repeat this near the Rapid Communication deadline.
- d. We can pull together a swat team of DHC folks to welcome those presenting at the SBIR poster session!

## 8. Industry Theater presentations

- a. BI SIG, PA SIG, and FitBit - Industry Theater presentation at SBM 2017?
  - i. Product theater in the exhibit hall is now open to all exhibitors
  - ii. FitBit expressed interest and they may end up being the pilot in this effort
  - iii. The product theater presentations will take place during poster sessions

## 9. Webinars

- a. AMIA 10x10 series: <https://www.amia.org/education/10x10-courses>

- b. Content ideas? Build on pre-conference workshops like the one on PGHD in collaboration with AMIA?
  - i. Look at list of pre-conference workshops and go from there
  - ii. Add standing agenda item on Webinar ideas
  - iii. See AMIA 10x10 example:  
<https://www.amia.org/education/academic-and-training-programs/10x10-oregon-health-science-university>

#### **10. Technology Directory**

- a. Related (maybe): “Matchmaking” consultation

#### **11. Encyclopedia of Behavioral Medicine: Digital Health entries: TIME**

- a. New terms?
- b. New authors?
- c. Deadlines: August 2016 to put your entry on your CV with a 2016 date; subsequent August's will function in the same way. **The final submission deadline is August 2019.**

#### **12. Using the DHC to help with networking/recruitment for clinical trials**

- Can our social media presence be used for this? Karen will share some best practice information about Twitter guidelines for trial recruitment.