Integrative Conference on Technology, Social Media, and Behavioral Health
May 2, 2016
DRAFT CONFERENCE AGENDA

8:00 a.m. – 8:30 a.m.  Registration and Continental Breakfast
   Breakfast sponsored by The University of Pittsburgh’s Innovation Institute

8:30 a.m. – 10:00 a.m.  Welcome and Morning Plenary Session

   Welcome  J. Jeffrey Inman, PhD, MBA
   Associate Dean for Research and Faculty, Joseph M. Katz Graduate
   School of Business
   Albert Wesley Frey Professor of Marketing and Professor of Business
   Administration, Marketing, and Business Economics

   Overview of the Day  Bruce L. Rollman, MD, MPH
   Professor of Medicine, Psychiatry, Biomedical Informatics, and Clinical
   and Translational Science
   Director, Center for Behavioral Health and Smart Technology

   Welcoming Remarks  Arjang Assad, PhD
   Henry E. Haller, Jr. Dean of the University of Pittsburgh Joseph M. Katz
   Graduate School of Business

   Keynote Speaker  Marc Malandro, PhD, MS
   Founding Director, Innovation Institute
   University of Pittsburgh

10:00a.m. - 10:15 a.m.  Break

10:15 a.m. - 11:30 a.m.  Concurrent Sessions #1:

   A) Untitled:  J. Jeffrey Inman, PhD, MBA –moderator and discussant
   University of Pittsburgh, Joseph M. Katz Graduate School of Business

   Speaker 1:  Jerrold H. May, PhD, MPhil
   Professor of Business Administration, Business Analytics, and Operations
   University of Pittsburgh, Joseph M. Katz Graduate School of Business

   Speaker 2:  Susan K. Cohen, PhD, MBA
   Associate Professor of Business Administration, Organizations, and Entrepreneurship
   University of Pittsburgh, Joseph M. Katz Graduate School of Business

   Speaker 3:  Zia Hydari, PhD, MS
   Assistant Professor of Business Administration, Information Systems, and Technology
   Management
   University of Pittsburgh, Joseph M. Katz Graduate School of Business

Last updated February 10, 2016
B) Hub for Excellence in eHealth Research: Denise Charron-Prochownik, PhD, RN  
Professor, Department Chair  
Department of Health Promotion & Development  
University of Pittsburgh, School of Nursing

Speaker 1: Lora E. Burke, PhD, MPH  
Professor of Nursing and Epidemiology  
University of Pittsburgh, School of Nursing

Speaker 2: Annette DeVito Dabbs, PhD, RN  
Professor of Nursing  
University of Pittsburgh, School of Nursing

Speaker 3: Judy Matthews, PhD, MPH  
Research Associate Professor  
School of Nursing & University Center for Social and Urban Research

11:30 a.m. – 12:30 p.m.  Networking Lunch: Atrium

12:30 p.m. – 2:15 p.m.  Overview Plenaries
Session sponsored by the Jewish Healthcare Foundation and Health 2.0 Pittsburgh

Overview of UPMC Enterprises  Rasu Shrestha, MD, MBA  
Chief Innovation Officer, UPMC  
Executive Vice President, UPMC Enterprises

Overview of Innovation at Pitt  John Maier, MD, PhD  
Director of Research and Development  
University of Pittsburgh, School of Medicine

Overview of Regional Resources  Karen Wolk Feinstein, PhD—moderator and discussant  
President and Chief Executive Officer, Jewish Healthcare Foundation

2:30 p.m. – 3:30 p.m.  Concurrent Sessions #2:

A) CMU Connections: Robert Kraut, PhD—moderator and discussant  
Professor of Human-Computer Interaction  
Human-Computer Interaction Institute, Carnegie Mellon University

Speaker 1: Louis-Philippe Morency, PhD, MS  
Assistant Professor  
Language Technologies Institute, Carnegie Mellon University

Speaker 2: TBD

Speaker #3: Robert Kraut, PhD

Last updated February 10, 2016
B) Information Sciences: **Michael Spring, PhD**—moderator and discussant  
Associate Professor of Information Sciences  
University of Pittsburgh, School of Information Sciences

Speaker 1: **Rosta Farzan, PhD**  
Assistant Professor of Information Sciences  
University of Pittsburgh, School of Information Sciences

Speaker 2: **Dmitry Babichenko, MS**  
Lecturer  
University of Pittsburgh, School of Information Sciences

Speaker 3: **Sean Sweeney**  
Information Security Officer  
Computing Services and Systems Development (CSSD)

3:30 p.m. - 3:45 p.m.  
Break

3:45 p.m. – 4:30 p.m.  
*Where do we go from here?* Invited Panel Discussion

4:30 p.m. – 4:45 p.m.  
Concluding remarks – **J. Jeffrey Inman, PhD, MBA**  
**Bruce L. Rollman, MD, MPH**

4:45 p.m.  
Networking cocktail reception and Smart Technology Demonstrations