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, BSME  
Associate Dean for Research and Faculty  
Albert Wesley Frey Professor of Marketing and Professor of Business Administration, Marketing, and Business Economics  
University of Pittsburgh Joseph M. Katz Graduate School of Business

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  
University of Pittsburgh School of Medicine

Welcoming Remarks  
Patrick Gallagher, PhD  
Chancellor and Chief Executive Officer  
University of Pittsburgh

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

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

10:00a.m. - 10:15 a.m.  
Coffee & Tea Break  
Sponsored by University of Pittsburgh Clinical and Translational Science Institute (CTSI)

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

A) Innovation and Implementation in Healthcare:  
J. Jeffrey Inman, PhD, MBA, BSME –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  
Joseph M. Katz Graduate School of Business

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

 Speaker 3:  
M. Zia Hydari, PhD  
Assistant Professor of Business Administration  
Joseph M. Katz Graduate School of Business

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B) Hub for Excellence in eHealth Research: Denise Charron-Prochownik, PhD, RN – moderator and discussant
Professor, Department Chair
Department of Health Promotion & Development
University of Pittsburgh School of Nursing

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

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

Speaker 3: Judith Talbot Matthews, PhD, MPH, RN
Research Associate Professor of Nursing
University Center for Social and Urban Research and
School of Nursing

11:30 a.m. – 12:30 p.m. Networking Lunch: Atrium
Lunch sponsored by UPMC Health Plan

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 S. 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

Panelist 1: Rich Lunak, MBA
President and CEO
Innovation Works

Panelist 2: Bobby Zappala, JD
CEO of Thrill Mill

2:15 p.m. – 2:30 p.m. Coffee & Tea Break
Sponsored by University of Pittsburgh Clinical and Translational Science Institute (CTSI)
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: Jennifer Mankoff, PhD
Associate Professor of Human-Computer Interaction
Human-Computer Interaction Institute, Carnegie Mellon University

Speaker 2: Louis-Philippe Morency, PhD, MS
Assistant Professor
Language Technologies Institute, Carnegie Mellon University

Speaker #3: Robert Kraut, PhD

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
School of Information Sciences

Speaker 2: Dmitriy Babichenko, MSIS
Professor of Practice
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. Coffee & Tea Break
Sponsored by University of Pittsburgh Clinical and Translational Science Institute (CTSI)

3:45 p.m. – 4:30 p.m. Where do we go from here? Invited Panel Discussion
Michael J. Becich, MD, PhD
Associate Vice-Chancellor for Informatics in the Health Sciences
Chairman and Distinguished University Professor, Department of Biomedical Informatics
University of Pittsburgh School of Medicine

Anind K. Dey, PhD, MS
Charles M. Geschke Professor and Director of the Human-Computer Interaction Institute
Carnegie Mellon University

Illana Diamond, MBA
Managing Director, AlphaLab Gear

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
Reception sponsored by UPMC Enterprises

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