TRANSFORMING MEDICINE: Evidence-Driven mHealth

Wednesday, September 30 - Friday, October 2, 2015
Scripps Institution of Oceanography – Seaside Forum - La Jolla, CA
A thoughtful exploration of the clinical evidence necessary to drive the widespread uptake of mobile health solutions will be the focus of the first Scripps Health Digital Medicine conference. Currently, there is a paucity of clinical trial data investigating the role of mobile health, although this evidence is critically necessary if it is to achieve its potential to transform care. There is a clear need for a forum to present, discuss and debate clinical trial evidence and how to best obtain it in order to accelerate change. This one-of-its-kind, interactive conference will be led by a faculty composed of leaders in this burgeoning field with a mix of developers, investigators and providers. The principal goal of the conference is to jumpstart efforts to drive the widespread incorporation of evidence-based mobile health solutions for more-personalized, individual-centric care to improve outcomes, advance satisfaction and decrease costs.

EDUCATIONAL OBJECTIVES

After attending this activity, participants should be able to:

- Assess the quality of clinical trials of mobile health in terms of providing the evidence necessary to support implementation;
- Discuss the implementation of mobile health technologies into clinical practice based on clinical trial evidence;
- Identify innovative trial methodologies for use in digital medicine;
- Identify pathways toward partnership between entrepreneurial technology developers and innovative healthcare systems or alternative providers to drive healthcare transformation.
- Identify global needs for mobile health and potential technologies to address those needs.

TARGET AUDIENCE

- Clinician researchers
- Practicing physicians – across many clinical specialties
- Health care system leaders
- Mobile health developers
- Pharmaceutical researchers
- Military medical leadership
- Nurses
- Pharmacists
- Telecom industry leaders
- Health care insurers and other payers.
- Health care professionals of all disciplines interested in the current and future benefits of mobile health technology

COMMERCIAL SUPPORT

This course is supported, in part, by educational grants from industry. At the time of printing, a complete listing of commercial supporters was not available. Appropriate acknowledgement will be given to all supporters at the time of the educational activity.

About Scripps

THE SCRIPPS TRANSLATIONAL SCIENCE INSTITUTE (STSI)

The Scripps Translational Science Institute (STSI) aims to replace the status-quo of one-size-fits-all-medicine with individualized health care that is based on the known genetic factors influencing health and disease and that takes advantage of advances in digital technology for real-time health monitoring.

Since its founding in 2006 by Scripps Health, STSI has been distinguished by its leadership in translational genomics and for harnessing digital, or wireless, medical technology for health monitoring of individual patients. In addition, it is the only member of the National Institutes of Health’s Clinical and Translational Science Award (CTSA) consortium that is not affiliated with a university.

STSI hybridizes The Scripps Research Institute (TSRI)’s considerable biomedical science expertise with Scripps Health’s exceptional patient care and clinical research. As a translational bridge between TSRI and Scripps Health, STSI fosters innovative programs and methodology, provides an optimal setting for training and education and accelerates the conduct of studies that will have the greatest potential impact on the practice of health care in the clinic and the community.

For more information on the Scripps Translational Science Institute, visit www.stsiweb.org.

SCRIPPS HEALTH

Scripps Health, a nonprofit health care system based in San Diego, California, includes more than 2,600 affiliated physicians and over 13,000 employees at five acute-care hospital campuses, home health care services and a network of clinics, physician offices and outpatient centers. Scripps is committed to contributing to the future of medicine through its clinical research trials, graduate medical education and continuing medical education programs.

For more information on Scripps Health, visit www.scripps.org.
TRANSFORMING MEDICINE: Evidence-Driven mHealth

Faculty

**COURSE DIRECTOR**

**Steve R. Steinhubl, MD**  
Director of Digital Medicine  
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La Jolla, California

**Co-Course Director**

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Professor & Moss Chair of Excellence, Dept. of Computer Science  
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La Jolla, California

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Google, Inc.

**Robert S. Merkel**  
Global Client Engagement Leader IBM Watson Health

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Program Director  
Smart and Connected Health Directorate for Computer and Information Science and Engineering National Science Foundation  
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Vice President  
Amazon  
Seattle, Washington

**Adam Pellegrini**  
Vice President Of Digital Health  
Walgreens  
Chicago, Illinois

**Rosalind W. Picard, Sc.D**  
Co-founder and Chief Scientist Empatica  
Director of Advancing Wellbeing  
Director of Affective Computing  
MIT Media Lab  
Cambridge, Massachusetts

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MDLive, Inc., Vice-Chairman  
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Recording Artist & Investor  
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Chief Executive Officer  
Interactive Media Institute  
Professor in the Department of Psychiatry at UCSD  
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**Anna McCollister-Slipp**  
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Director of Advancing Wellbeing  
Director of Affective Computing  
MIT Media Lab  
Cambridge, Massachusetts

**John Sculley**  
MDLive, Inc., Vice-Chairman  
Palm Beach, Florida
Afternoon Session I:  
**Providing What the Patient Wants and Needs**  
Moderator: Eric J. Topol, MD  
2:05 p.m.  
**The Individual as Their Own COO**  
Walter A.A. DeBrouwer, PhD  
2:35 p.m.  
**Paradigm Sea Change**  
Richard J. Boxer, MD  
3:05 p.m.  
Break, View Exhibits and Networking

Afternoon Session II:  
**Providing What the Patient Wants and Needs (II)**  
Moderator: Eric J. Topol, MD  
3:35 p.m.  
**From Telehealth Care to Just Health Care**  
John Sculley  
4:05 p.m.  
**Is iDoc closer to Reality than Fiction?**  
Robin Cook, MD  
4:35 p.m.  
**Afternoon Session Panel Discussion/Q&A**  
with Babak Parviz, PhD  
5:20 p.m.  
Closing Remarks and Adjourn

**Thursday Evening Reception at Scripps Seaside Forum until 7:30 p.m.**  
**Location:** 8610 Kennel Way, La Jolla, California 92037
FRIDAY, OCTOBER 2

7:30 a.m. Early Registration

8 a.m. Welcome and Opening Remarks  
Steve R. Steinhubl, MD

8:15 a.m. Patient Story 2

Morning Session I:  
Technology as a Change Agent  
Moderator: Don Jones

8:45 a.m. The Apple of Healthcare  
D. A. Wallach

9:05 a.m. Tapping into Tech  
Jessica Mega, MD

9:25 a.m. What can a wristband sensors tell us about brain health?  
Rosalind W. Picard, Sc.D

9:45 a.m. Morning Session I Panel Discussion/Q&A

10:15 a.m. Break, View Exhibits and Networking

Morning Session II:  
Changing Paradigms in Care  
Moderator: Don Jones

10:45 a.m. Transitioning Virtual Reality from the Clinic to Home  
Brenda K. Wiederhold, PhD

11:15 a.m. mHealth in Obesity Treatment/Prevention  
Donna Spruijt-Metz, MFA, PhD

11:45 a.m. Re-Mixing Primary Care  
Zubin Damania, MD

12:15 p.m. Lunch, Device Showcase and Networking

Afternoon Session I:  
Challenges and Opportunities  
Moderator: Don Jones

1:15 p.m. Regulatory Innovation: An Engine for Transforming Medicine  
Jeffrey Shuren, MD, JD

1:45 p.m. Precision Medicine as a National Initiative: The Role of mHealth  
Wendy J. Nilsen, PhD

2:15 p.m. Transforming Heart Failure Care  
J. Thomas Heywood, MD

2:45 p.m. Afternoon Session I Panel Discussion/Q&A

3:05 p.m. Break, View Exhibits and Networking

Afternoon Session II:  
Individualizing Care via Big Data  
Moderator: Wendy J. Nilsen, PhD

3:35 p.m. What will Watson mean?  
Robert S. Merkel

4:05 p.m. Personalizing Predictive Analytics  
Gary Conkright

4:35 p.m. Perils and Promise of mHealth Big Data  
Santosh Kumar, PhD

5:05 p.m. Afternoon Session II Panel Discussion/Q&A

5:25 p.m. Closing Remarks and Adjourn
Recommended Lodging

ESTANCI A LA JOLLA HOTEL & SPA
9700 N. Torrey Pines Road, La Jolla, California 92037
Located only one mile from the conference venue, this beautiful hotel is situated adjacent to the Salk Institute for Biological Studies, the University of California San Diego (UCSD), the village of La Jolla, beaches, shopping, and San Diego’s world-class attractions.

Make your reservations early! A specially priced block of rooms is being held until Wednesday, September 16, 2015. After that time, reservations will be accepted on a space and rate availability basis only. Be sure to request the Scripps reduced rate of $199 per night plus tax. This low rate also includes:

- Discounted valet parking at $10 for overnight & day
- Complimentary guestroom internet service
- 10% Spa Discount, Monday – Friday for conference attendees
- Discounted Hospitality Services Fee of $10

Reservations:
Online: www.estancialajolla.com (Enter code: DigiMed15 when making your reservation online in order to receive the reduced rate)
Phone: (877) 437-8262 (Reference “Scripps Digital Medicine Conference” when making your reservation in order to receive the reduced rate)

LA JOLLA SHORES HOTEL
8110 Camino Del Oro, La Jolla, California 92037
Located only steps from the conference venue, La Jolla Shores Hotel is one of the select few hotels in San Diego situated directly on the beach.

Make your reservations early! A specially priced block of rooms is being held until Wednesday, September 16, 2015. After that time, reservations will be accepted on a space and rate availability basis only. Be sure to request the Scripps reduced rate of $189 per night plus tax for the Garden View Hotel room, $185 per night plus tax for the Coast View room or $195 per night plus tax for the Beach Front room. This low rate also includes:

- Discounted parking: $5/day and $14/overnight
- Complimentary guestroom internet service

Reservations:
Online: www.ljshoreshotel.com (Enter group code: DIGIMED15 when you “click here for special rates.”)
Phone: (866) 392-8762 (Reference “Scripps Digital Medicine Conference” when making your reservation in order to receive the reduced rate)

Please note: Attendees who book their room through an online, third-party service (Hotels.com©, Expedia.com©, Priceline.com©, etc.) are not eligible to receive the amenities listed above.
**CONFERENCE FEES**

Space is limited, so register early!

**Included:** Course tuition, access to conference materials (via mobile app and conference website) internet in meeting space, breakfasts, breaks, lunches and evening functions associated with this conference.

**Not Included:** Travel costs, lodging, parking, and dinner

<table>
<thead>
<tr>
<th>Main Conference</th>
<th>Thru September 21</th>
<th>On-site after September 21</th>
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<tbody>
<tr>
<td>Students, Residents, Fellows (Clinical)</td>
<td>$345</td>
<td>$420</td>
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Please call Scripps Conference Services & CME at (858) 652 – 5400 to inquire about the student, resident, fellow registration process.

Students may also pay $75 to register for the conference if they wish not to complete an application.

Would you like to receive the Scripps Conference Services & CME email newsletter?  ___Yes    ___No

By completing this registration form and returning it to Scripps you are acknowledging compliance with all attendance policies.

Please Print Clearly. Your Badge Will Read as Follows:

- **FIRST, MI, LAST NAME**
- **DEGREE (MD, DO, PhD, RN, etc.)**
- **BADGE NAME** *(if different from above)*
- **AFFILIATION/HOSPITAL/COMPANY**
- **SPECIALTY**
- **DIRECT MAILING ADDRESS**
- **CITY**
- **STATE**
- **ZIP**
- **OFFICE TELEPHONE**
- **CELL PHONE**
- **FAX**
- **E-MAIL** *(required and will be your user name when accessing your online account)*
- **ASSISTANT NAME**
- **ASSISTANT DIRECT TELEPHONE**
- **ASSISTANT E-MAIL**

**ATTENDANCE POLICIES**

**Registration Confirmation**

A confirmation letter will be e-mailed to you upon receipt of the conference registration form and payment. If you have not received it within two weeks, please contact the Scripps Conference Services & CME office.

**Attendee Cancellation, Substitution, Refund**

The course tuition is refundable, minus a $100 processing fee, if your cancellation is received in writing no later than Wednesday, September 23, 2015. Attendee substitutions are allowed, but notification must be made in writing by Wednesday, September 23, 2015. After this date, under no circumstances will refunds, credits, or substitutions be granted. No refunds or credits will be given to “no shows.”

**Guest Attendance Policy**

All conference activities (including educational sessions, meal functions, exhibit hall, etc.) are exclusively reserved for conference attendees. Non-registered guests (including children, family members, colleagues, etc.) are not allowed in the conference areas. Badges provided at registration are required for entrance into all functions and will be strictly enforced.

**Scripps Conference Modification or Cancellation**

Scripps reserves the right to modify the course’s schedule or program as necessary. Scripps also reserves the right to cancel this conference, in which case a full refund of the registration fee will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of Scripps cancellation.

**Recording and Photography Clause**

Scripps reserves exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.
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Scripps Institution of Oceanography
Robert Paine Scripps Forum for
Science, Society and the Environment
Samuel H. Scripps Auditorium
La Jolla, California

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- Clinician researchers
- Practicing physicians – across many clinical specialties
- Health care system leaders
- Mobile health developers
- Pharmaceutical researchers
- Military medical leadership
- Nurses
- Pharmacists
- Telecom industry leaders
- Health care insurers and other payers.
- Health care professionals of all disciplines interested in the current and future benefits of mobile health technology

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