

# TRANSFORMING MEDICINE: Evidence-Driven mHealth

Wednesday, September 30 - Friday, October 2, 2015

Scripps Institution of Oceanography – Seaside Forum - La Jolla, CA



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## Course Introduction

### COURSE DESCRIPTION

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

### DISCLOSURE

#### 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](http://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](http://www.scripps.org).

## Faculty

### COURSE DIRECTOR

**Steve R. Steinhubl, MD**

Director of Digital Medicine  
Scripps Translational Science Institute  
La Jolla, California

### CO-COURSE DIRECTOR

**Eric J. Topol, MD**

Director, Scripps Translational Science Institute  
Chief Academic Officer, Scripps Health  
Professor of Genomics, The Scripps Research Institute  
La Jolla, California

### FACULTY

**Richard J. Boxer, MD**

Chief Telehealth Innovations Officer  
Pager  
New York and San Francisco

**Deepak Chopra, MD**

Founder of The Chopra Foundation  
and Co-Founder of the Chopra  
Center for Wellbeing  
Assistant Clinical Professor, in the  
Family and Preventive Medicine  
Department at the University of  
California, San Diego, Health Sciences  
Carlsbad, California

**Gary Conkright**

CEO and co-founder of PhysiQ  
Chicago, Illinois

**Robin Cook, MD**

Best-selling author

**Zubin Damania, MD**

CEO Turntable Health  
Chief Rapper, ZDoggMD LLC  
Las Vegas, Nevada

**Amir Dan Rubin**

President and Chief Executive Officer  
Stanford Health Care  
Stanford, California

**Walter A.A. De Brouwer, PhD**

Chief Executive Officer  
Scanadu Inc.  
Los Altos, California

**Paul DePodesta**

Vice President of Player Development  
and Scouting for the New York Mets  
Scripps Translational Science  
Institute Faculty

**J. Thomas Heywood, MD, FACC**

Director, Heart Failure Recovery  
and Research Program  
Scripps Clinic  
La Jolla, California

**Ilene J. Klein, MD, FAAFP**

Director of Self-transformation

**Santosh Kumar, PhD**

Director  
NIH Center of Excellence for Mobile  
Sensor Data-to-Knowledge (MD2K)  
Professor & Moss Chair of Excellence,  
Dept. of Computer Science  
The University of Memphis  
Memphis, Tennessee

**Anna McCollister-Slipp**

Co-Founder, Galileo Analytics  
Chief Advocate, Participatory Research,  
Scripps Translational Science Institute  
La Jolla, California

**Jessica Mega, MD**

Google, Inc.

**Robert S. Merkel**

Global Client Engagement Leader IBM  
Watson Health

**Wendy J. Nilsen, PhD**

Program Director  
Smart and Connected Health  
Directorate for Computer and  
Information Science and Engineering  
National Science Foundation  
Arlington, Virginia

**Babak Parviz, PhD**

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 Empatia  
Director of Advancing Wellbeing  
Director of Affective Computing  
MIT Media Lab  
Cambridge, Massachusetts

**John Sculley**

MDLive, Inc., Vice-Chairman  
Palm Beach, Florida

**Jeffrey Shuren, MD, JD**

Director, Center for Devices and  
Radiological Health  
United States Food and  
Drug Administration  
Silver Spring, Maryland

**Donna Spruijt-Metz, MFA, PhD**

Director, USC mHealth Collaboratory  
Research Professor of Psychology  
Los Angeles, California

**Chris D. Van Gorder, FACHE**

Chief Executive Officer  
Scripps Health  
La Jolla, California

**D.A. Wallach**

Recording Artist & Investor  
Los Angeles, California

**Henry Wei, MD**

Senior Medical Director of  
Clinical Innovation  
Aetna  
New York, New York

**Brenda K. Wiederhold, PhD**

Executive Director  
Virtual Reality Medical Center  
Chief Executive Officer  
Interactive Media Institute  
Professor in the Department of  
Psychiatry at UCSD  
San Diego, California



## Agenda

### WEDNESDAY, SEPTEMBER 30

5-7:30 p.m. Early Registration

**Location:**

Scripps Institution of Oceanography –  
Seaside Forum  
8610 Kennel Way, La Jolla, California 92037

### THURSDAY, OCTOBER 1

7:30 a.m. Early Registration

8 a.m. **Welcome and Opening Remarks**

**Chris D. Van Gorder, FACHE**  
**Eric J. Topol, MD**  
**Steve R. Steinhubl, MD**

8:20 a.m. **Patient Story 1**

Morning Session I:

**Individualizing Medicine**

*Moderator:* **Steve R. Steinhubl, MD**

8:45 a.m. **The Future of Wellbeing**  
**Deepak Chopra, MD**

9:15 a.m. **Moneyball for Healthcare**  
**Paul DePodesta**

9:45 a.m. **Patient-Centered Healthcare: Why is it  
a 'Disruptive' Idea?**  
**Anna McCollister-Slipp**

10:15 a.m. **Morning Session I Panel Discussion/Q&A**

10:45 a.m. Break, View Exhibits and Networking

Morning Session II:

**Forces for Transformation**

*Moderator:* **Steve R. Steinhubl, MD**

11:15 a.m. **Healthcare Payer**  
**Henry Wei, MD**

11:35 a.m. **Transforming Healthcare from the  
Inside Out**  
**Amir Dan Rubin**

11:55 a.m. **Consumer Retail Setting**  
**Adam Pellegrini**

12:15 p.m. **Employee Health**  
**Ilene J. Klein, MD, FAACP**

12:35 p.m. **Morning Session I Panel Discussion/Q&A**

1:05 p.m. Lunch, Device Showcase



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



# TRANSFORMING MEDICINE: Evidence-Driven mHealth Conference Location & Hotel Information

## SCRIPPS SEASIDE FORUM



**Robert Paine Scripps Forum for  
Science Society and the Environment**

**Samuel H. Scripps Auditorium**

8610 Kennel Way, La Jolla, California 92037

### Parking and Transportation:

- **IMPORTANT!** You **CAN NOT** park in the lots outside of Scripps Seaside Forum. You will be ticketed.
- Directional parking signs will be displayed and additional information regarding available parking will be provided upon registration.
- Parking is available in the underground parking lot at La Jolla Shores Hotel (\$18/vehicle) and at Kellogg Park (free). Please see the front desk at the hotel and mention you are attending the Scripps Digital Medicine Conference in order to obtain a parking pass to receive the discounted rate.
- Street parking is also available.
- There will be a looping shuttle on **Wednesday, September 30** through Friday, **October 2, 2015** between Scripps Translational Science Institute, The Estancia Hotel, The La Jolla Shores Hotel, Kellogg Park and Scripps Seaside Forum.
- Handicap parking is available in the lots outside of the forum. These spots are marked and appropriate signage must be displayed.
- You may also park and walk to/from La Jolla Shores Hotel and Kellogg Park to Scripps Seaside Forum (approx. 15 min.).
- UCSD Employees/Faculty/Students are encouraged to park in a UCSD parking lot and take the SIO shuttle to/from Scripps Seaside Forum.

### For additional information contact:

**SCRIPPS CONFERENCE SERVICES & CME**

**Tel:** (858) 652-5400

**Fax:** (858) 652-5565

**Email:** Med.Edu@scrippshealth.org

### Helpful websites:

**Conference webpage:** [www.scripps.org/mHealth](http://www.scripps.org/mHealth)

**Facebook page:** <http://on.fb.me/1CB8O1z>

**Twitter Hashtag:** #DigiMed15

**Scripps Conference Services & CME:**

[www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices)

**Scripps Translational Science Institute (STSI):**

[www.stsiweb.org](http://www.stsiweb.org)



## Recommended Lodging

### ESTANCIA 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](http://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 \$180 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](http://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.



# TRANSFORMING MEDICINE: Evidence-Driven mHealth

## Conference Fees & Registration

September 30 – October 2, 2015

### 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

### THREE EASY WAYS TO REGISTER

**Online** [www.scripps.org/mHealth](http://www.scripps.org/mHealth) **Fax** (858) 652-5565  
**Mail** Scripps Conference Services & CME  
 mHealth Conference  
 11025 North Torrey Pines Road, Suite 200  
 Maildrop: SCRC200  
 La Jolla, California 92037

Main Conference	Thru September 21	On-site after September 21
<b>Registration</b>	\$345	\$420
<b>Students, Residents, Fellows (Clinical)</b>	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			



PLEASE INDICATE ANY SPECIAL NEEDS (INCLUDING DIETARY RESTRICTIONS):  
 Special requests will be considered and accommodated in full compliance with the Americans with Disabilities Act (ADA).

### PAYMENT METHOD

Check Please make checks payable to Scripps (in U.S. dollars only).

Visa  MasterCard  Amex  Discover

If paying by credit card, please complete the information below.

CREDIT CARD NUMBER		EXPIRATION DATE	
NAME ON CARD		SECURITY CODE ON CARD (Required)	
BILLING ADDRESS IF DIFFERENT FROM ABOVE			

AUTHORIZED SIGNATURE \_\_\_\_\_

### 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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 11025 N. Torrey Pines Road  
 Suite 200, Maildrop: SCRC 200  
 La Jolla, California 92037

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Scripps Seaside Forum

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 Robert Paine Scripps Forum for  
 Science, Society and the Environment  
 Samuel H. Scripps Auditorium  
 La Jolla, California

Scripps Conference Services & CME  
 (858) 652-5400  
[www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices)  
[med.edu@scrippshealth.org](mailto:med.edu@scrippshealth.org)



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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