Integrative Conference on Technology, Social Media, and Behavioral Health

Program Book

May 2, 2016
Friends and colleagues,

We are delighted to welcome you to our first Integrative Conference on Technology, Social Media, and Behavioral Health. This cross-disciplinary event provides an opportunity and forum to bring together individuals from across the University of Pittsburgh’s Schools of the Health Sciences, the Joseph M. Katz Graduate School of Business, the School of Information Sciences, UPMC, Carnegie Mellon University, area foundations, and the local health care start-up community. We hope it will introduce you to exciting developments in health technology and assist you in creating new collaborations with colleagues from across the region.

This conference is also the inaugural event sponsored by the Center for Behavioral Health and Smart Technology (CBHST), a recently formed multidisciplinary group within the University of Pittsburgh’s Center for Research on Health Care and Division of General Internal Medicine, led by Dr. Rollman. The CBHST’s mission is to: (1) support the creation, evaluation, and dissemination of pragmatic solutions to address some of the most common, challenging, and costly behavioral health problems we encounter today; and (2) provide an academic home for talented new investigators and junior faculty pursuing these efforts at the intersection of clinical medicine, health services research, and computer science.

We have a full agenda of plenary presentations and breakout sessions, followed by a networking reception that we hope you will join. Listen too for an announcement of the CBHST’s “open innovation” contest seeking solutions to the “Inventor’s Dilemma” highlighted in a recent article in the Journal of the American Medical Association (JAMA 2015; 314:1447).

We would like to acknowledge and thank the support provided for this conference by a grant from the Provost’s Social Science Research Initiative awarded to us and to Dr. Andrew Stephen, formerly Assistant Professor of Business Administration at the Katz Graduate School of Business and now L’Oreal Professor of Marketing at the University of Oxford, UK, and by our sponsors listed in the back of this program. Finally, on behalf of the planning committee and the University, we thank you for joining us and look forward to invigorating conversations throughout the day.

Best regards,

The Conference Organizing Committee

Bruce L. Rollman, MD, MPH  J. Jeffrey Inman, PhD, MBA
Lora E. Burke, PhD, MPH  Michael Spring, PhD
Sakena Washington, MFA
### Registration and Continental Breakfast

*Breakfast sponsored by the University of Pittsburgh Innovation Institute*

#### Welcome and Morning Plenary Session

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

**Keynote Speaker:**  
**Marc Malandro, PhD**  
The University of Pittsburgh Innovation Institute  
Founding Director  
University of Pittsburgh Innovation Institute

### Coffee & Tea Break  
*Sponsored by the University of Pittsburgh Clinical and Translational Science Institute*

### Concurrent Sessions #1

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#### Innovation and Implementation in Healthcare  
Joseph M. Katz Graduate School of Business  
**Moderator:**  
**J. Jeffrey Inman, PhD, MBA**

**Panelists:**  
**Susan K. Cohen, PhD**  
Finding Markets for Early-Stage Healthcare Technologies  
Associate Professor of Organizations and Entrepreneurship

**M. Zia Hydari, PhD**  
Information Technologies and Patient Safety  
Assistant Professor of Business Administration

**Jerrold H. May, PhD**  
Experiences and Lessons Learned From Initiatives Within the Veterans Health Administration  
Professor of Business Administration, Business Analytics, and Operations  
Robert Monte, RPh, MBA  
Director, Veterans Engineering Resource Center  
VA Pittsburgh Healthcare System

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#### Hub for Excellence in eHealth Research  
University of Pittsburgh School of Nursing  
**Moderator:**  
**Denise Charron-Prochownik, PhD, RN**  
Professor, Department Chair  
Department of Health Promotions & Development

**Panelists:**  
**Lora E. Burke, PhD, MPH**  
Using EMA to Study Predictors of Relapse Following Weight Loss  
Professor of Nursing and Epidemiology

**Annette DeVito Dabbs, PhD, RN**  
Designing and Testing Interactive Health Technologies to Support Self-Management in Persons with Chronic Illness  
Professor of Nursing

**Judith Tabolt Matthews, PhD, MPH, RN**  
The Health Kiosk Project: Empowering Community-Residing Older Adults  
Research Associate Professor of Nursing  
University of Center for Social and Urban Research
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<th>Time</th>
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| 11:30 am - 12:30 pm | Networking Lunch  
Sponsored by UPMC Health Plan  
Mervis Hall Atrium |
| 12:30 pm - 2:15 pm | Overview Plenaries  
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  
President and Chief Executive Officer  
Jewish Healthcare Foundation  
Panelist 1: Rich Lunak, MBA  
President and Chief Executive Officer  
Innovation Works  
Panelist 2: Bobby Zappala, JD  
Chief Executive Officer  
Thrill Mill, Inc. |
| 2:15 pm - 2:30 pm | Coffee & Tea Break  
Sponsored by the University of Pittsburgh Clinical and Translational Science Institute |
| 2:30 pm - 3:30 pm | Concurrent Sessions #2  
CMU Connections  
Carnegie Mellon University  
Room 115  
Moderator: Robert E. Kraut, PhD  
Herbert A. Simon Professor of Human-Computer Interaction  
School of Computer Science  
Panelists:  
Jason Hong, PhD  
Using Smartphones to Sense Health  
Associate Professor of Human-Computer Interaction  
Robert E. Kraut, PhD  
Understanding & Improving Online Social Support  
Professor of Human-Computer Interaction  
Louis-Philippe Morency, PhD, MS  
Modeling Human Communication Dynamics  
Assistant Professor  
Language Technologies Institute |
| 3:30 pm - 3:45 pm | Coffee & Tea Break  
Sponsored by the University of Pittsburgh Clinical and Translational Science Institute |
Where Do We Go From Here? Invited Panel Discussion

Michael 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 School of Computer Science

Illana Diamond, MBA
Managing Director
AlphaLab Gear

Concluding Remarks

J. Jeffrey Inman, PhD, MBA
Bruce L. Rollman, MD, MPH

Networking Wine Reception and Smart Technology Demonstrations
Mervis Hall Atrium
Sponsored by UPMC Enterprises

Table #

1. Philip Empey, PharmD, PhD, BCPS  
   James Coons, PhD  
   Center for Clinical Pharmaceutical Sciences, University of Pittsburgh School of Pharmacy  
   **MEDivate**

2. Charles Jonassaint, PhD, MHS  
   SMART CBT  
   Center for Behavioral Health and Smart Technology, University of Pittsburgh School of Medicine  
   **Minding Goals Software; Feather Park**

3. Kathleen McTigue, MD, MS, MPH  
   Natalie Morone, MD, MS  
   Center for Research on Health Care, University of Pittsburgh School of Medicine  
   **Automatic Sensing of Behavior Indicators**

4. Louis-Philippe Morency, PhD, MS  
   Tadas Baltrušaitis, PhD; Chirag Raman, MET  
   Carnegie Mellon University Language Technologies Institute and Human-Computer Interaction Institute  
   **Z-Face: Dense 3D Face Alignment from 2D Videos in Real Time**

5. Jeffrey F. Cohn, PhD  
   Zakia Hammal, PhD  
   University of Pittsburgh Department of Psychology; Carnegie Mellon University The Robotics Institute  
   **iMHere 2.0**

6. Bambang Parmanto, PhD  
   Made Agus Setiawan; Zakiy Alfikri  
   University of Pittsburgh School of Health and Rehabilitation Sciences  
   **iRest (Interactive Resilience-Enhancing Sleep Tactics)**

7. Robin Richardson, LCSW; B. Parmanto  
   University of Pittsburgh Western Psychiatric Institute and Clinic and School of Health and Rehabilitation Sciences  
   **SmartCAT (Smartphone-based Child Anxiety)**

8. Jennifer Silk, PhD; B. Parmanto  
   Gede Pramana  
   University of Pittsburgh Department of Psychology and School of Health and Rehabilitation Sciences  
   **VISYTER (Versatile & Integrated System for Telerehabilitation)**

9. Andi Saptono, PhD; B. Parmanto  
   University of Pittsburgh School of Health and Rehabilitation Science  
   **MyBP**

10. Brian Suffoletto, MD, MS  
    Matthew F. Muldoon, MD  
    University of Pittsburgh Departments of Emergency Medicine and Medicine  
    **Internet Support Group for Mood and Anxiety Disorders**

11. Chris Wiltrout, BS  
    University of Pittsburgh School of Medicine
Bruce L. Rollman, MD, MPH  
Professor of Medicine, Psychiatry, Biomedical Informatics,  
and Clinical and Translational Science  
Director, Center for Behavioral Health and Smart Technology  
Center for Research on Healthcare  
Division of General Internal Medicine  
University of Pittsburgh School of Medicine  
rollmanbl@upmc.edu

Dr. Rollman's research focuses on developing novel interventions to treat depression and anxiety disorders in non-psychiatric settings. He has been principal investigator on six NIH-funded R01 clinical trials including the **Online Treatment for Mood and Anxiety Disorders Trial** presently evaluating the impact of incorporating a computerized cognitive behavioral therapy program and Internet support group into a collaborative care intervention; and, the **Hopeful Heart Trial** testing the effectiveness of a "blended" collaborative care model for treating both heart failure and depression simultaneously. Dr. Rollman has also served as a co-investigator and consultant on numerous other research projects, and published over 90 scientific papers, including first-authored papers in the *New England Journal of Medicine, Journal of the American Medical Association*, and *Annals of Internal Medicine*, and has 4 U.S. patents for health-related inventions. As a result of these and other projects, and through over 20 years of primary care practice, he has become highly experienced with state-of-the-art techniques for treating mood and anxiety disorders in non-psychiatric settings, and the conduct of comparative effectiveness trials.

Lora E. Burke, PhD, MPH, FAHA, FAAN  
Professor of Nursing and Epidemiology  
Clinical Translational Science Institute  
Director, Hub for Excellence in eHealth Research  
University of Pittsburgh School of Nursing  
Lbu100@pitt.edu

Lora E. Burke is Professor of Nursing and Epidemiology and serves as the director of the Hub for Excellence in eHealth Research. She has a long-standing interest in behavioral strategies to improve adherence to treatment regimens targeting cardiovascular disease risk reduction and long-term weight loss. Her NIH-funded research involves the use of technology to validate self-report measures and promote behavioral change. Dr. Burke also serves as a faculty member of several T32 training grants (genomics, technology use in chronic disorders, cancer survivorship and epidemiology of aging and more recently sleep) and lectures, and travels widely to promote her research and stay informed about emerging healthcare technologies.
J. Jeffrey Inman, PhD, MBA
Associate Dean for Research and Faculty
Albert Wesley Frey Professor of Marketing
Joseph M. Katz Graduate School of Business
University of Pittsburgh
jinman@katz.pitt.edu

Dr. Inman joined the faculty of the Katz Graduate School of Business at the University of Pittsburgh in 2000 and since 2008 has served as Associate Dean of Research and Faculty. His research focuses on behavioral science and consumer decision-making and his findings have been published in many of the most prestigious business journals, including the *Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Marketing Science, Journal of Retailing*, and the *California Management Review*.

Michael B. Spring, PhD
Associate Professor
University of Pittsburgh School of Information Sciences
spring@pitt.edu

Dr. Spring’s research involves models and principles for design of human-computer interaction, visualization, virtual information spaces, and cybersecurity. With support from NCI, NIH, NIMH, Medicare and the Veterans Administration, he has developed web sites to support people with schizophrenia, and various forms of cancer as well as caregivers for individuals with traumatic brain injury. Current research efforts involve ontology mapping for semantic web applications, data mining of social web applications, secure location based services, and the automated development of secure websites to support medical research. In addition to writing two books, Dr. Spring has authored over 100 articles and book chapters in the areas of document processing, collaborative authoring, information technology standardization, visualization, virtual reality, and medical applications of web and mobile technology; and, recently completed a term as elected President of Pitt’s University Senate.

Sakena Washington, MFA
Program Administrator, Center for Behavioral Health and Smart Technology
washingtonsj@upmc.edu

Sakena Washington joined the Center for Behavioral Health and Smart Technology in December 2015 in the key role of program administrator. She has been organizing and promoting the Center’s events including this conference, designing the recently-launched Center website, and supporting faculty members as they embark on collaborative research to develop and test innovative health technologies. Prior to joining the Center for Behavioral Health and Smart Technology, Sakena earned an MFA in creative writing from Antioch University and coordinated clinical research trials at UCLA, UPMC, and University of Pittsburgh.
Speaker Biographies

Arjang A. Assad, PhD
Henry E. Haller, Jr. Dean
University of Pittsburgh Joseph M. Katz Graduate School of Business
8:30 a.m. Welcome and Morning Plenary Session

Dr. Assad is the Henry E. Haller Jr. Dean of the University of Pittsburgh’s Joseph M. Katz Graduate School of Business and College of Business Administration. Assad holds four degrees from the Massachusetts Institute of Technology—a doctorate in management science from its Sloan School of Management, master’s degrees in both chemical engineering and operations research, and a bachelor’s degree in mathematics. Widely recognized for his scholarly contributions to operations and quality management, the optimization of distribution systems, and the history of operations research, Dr. Assad has authored or edited more than 50 refereed articles and book chapters, and has served as a member of the editorial boards of several prestigious scholarly journals, including Operations Research, Transportation Science, and Production and Operations Management.

Dmitriy Babichenko, MSIS

Professor of Practice
University of Pittsburgh School of Information Sciences
dmb72@pitt.edu
2:30 p.m. Information Sciences Session

Dr. Babichenko has extensive industry experience in educational software design and development, IT project management, and web systems architecture design. Since joining the SIS in 2013, he has taught undergraduate courses in programming and information systems analysis, design and implementation, databases, and games design. His research interests are in the areas of medical decision support systems, learning technologies, and use of serious/transformational games in education and training.

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
becich@pitt.edu
3:45 p.m. Where Do We Go From Here? Invited Panel Discussion

Dr. Becich is Professor and inaugural Chairman of the Department of Biomedical Informatics at the University of Pittsburgh School of Medicine, and is the Associate Director of the University of Pittsburgh Cancer Institute as well as the Clinical and Translational Science Institute at the University of Pittsburgh School of Medicine. As a founding Director of the Center for Commercial Applications of Healthcare Data, one of two research and development centers that form the UPMC-funded Pittsburgh Health Data Alliance, Dr. Becich also plays a pivotal role in hotwiring the commercialization of science and technology advancement within the university community. Dr. Becich is focused on transforming clinical care through translational research, and creating a learning health system focused on cost-effective, high-quality and safe care through personalized medicine.
Denise Charron-Prochownik, PhD, RN  
Professor, Department Chair  
Department of Health Promotion & Development  
University of Pittsburgh School of Nursing  
dcpro@pitt.edu  
10:15 a.m. Hub For Excellence in eHealth Research

Dr. Charron-Prochownik’s research emphasis is theory-based intervention studies to enhance cognitive/psychosocial factors that impact health behavior and outcomes in children and adolescents with diabetes. She has received funding from NIH and the American Diabetes Association to develop, implement and evaluate online education-counseling intervention studies regarding reproductive health and preconception counseling in adolescent and young adult women with diabetes and in Latina and American Indian communities.

Susan K. Cohen, PhD  
Associate Professor of Organizations and Entrepreneurship  
Joseph M. Katz Graduate School of Business  
University of Pittsburgh  
suecohen@katz.pitt.edu  
10:15 a.m. Innovation and Implementation in Healthcare

Dr. Cohen received her PhD from the University of Minnesota, Minneapolis, and her Bachelor of Science from Clarkson University. Her research interests include the roles of collaboration, experience, and leadership in shaping how firms invent and commercialize innovations, compete and adapt, and create new businesses through technological innovation.

Annette DeVito Dabbs, PhD, RN, FAAN  
Professor and Chair  
Department of Acute &Tertiary Care  
University of Pittsburgh School of Nursing  
ajdst42@pitt.edu  
10:15 a.m. Hub for Excellence in eHealth Research

Dr. DeVito Dabbs has over 35 years of clinical experience in the management of persons with chronic cardio-pulmonary conditions. Since beginning her academic research career in 1998, she has led interdisciplinary teams of clinicians, behavioral scientists, engineers, and human factors specialists to design and evaluate theory-driven, technology-based interventions to promote patient engagement, self-management and health outcomes in chronic illness populations, particularly transplant recipients. Dr. DeVito Dabbs is also the Co-Director for the T32: Technology in Critical and Chronic Illness, and serves on the Expert Panel for Informatics and Technology for the American Academy of Nurses.
Anind K. Dey, PhD, MS
Charles M. Geschke Professor and Director
Human-Computer Interaction Institute
Carnegie Mellon University School of Computer Science
anind@cs.cmu.edu
3:45 p.m. Where Do We Go From Here? Invited Panel Discussion

Among his various projects, Dr. Dey is Principal Investigator for the Google-funded open Internet of Things (IoT) project at CMU, and leads the Ubicomp Lab which performs research at the intersection of ubiquitous computing, human-computer interaction and machine learning. Dr. Dey has authored over 100 peer-reviewed papers on these topics, serves on the editorial board of several journals, and is a member of the prestigious CHI Academy. He earned a Master of Science in both Computer Science and Aerospace Engineering as well as his PhD in computer science from Georgia Tech, and his Bachelors of Applied Science in Computer Engineering from Simon Fraser University.

Ilana Diamond, MBA
Managing Director
AlphaLab Gear
idiamond@alphalabgear.org
3:45 p.m. Where Do We Go From Here? Invited Panel Discussion

Ms. Diamond is the Managing Director of AlphaLab Gear, Innovation Works' hardware start-up accelerator which provides physical product startups with investment, mentorship and connections. Prior to joining AlphaLab Gear, she served as President and CEO of Sima Products, an international consumer electronics accessory manufacturer, which she led to a successful exit. Ilana is an active angel investor and advisor in Pittsburgh's startup community and has served on the Executive Board of the Consumer Electronics Association, the Board of Directors for the Pittsburgh Technology Council and the Board of Directors of TIE Pittsburgh. She holds an MBA degree from Northwestern University's Kellogg Graduate School of Management and earned her BA in Biological Sciences and Economics from Northwestern University.

Rosta Farzan, PhD
Assistant Professor of Information Sciences
University of Pittsburgh School of Information Sciences
rfarzan@pitt.edu
2:30 p.m. Information Sciences Session

Online communities continue to experience great growth and penetration in key areas of modern societies, including health, economic development, safety, and citizen empowerment. Dr. Farzan’s research focuses on studying online communities as socio-technical information systems encompassing significant technical and social components. She studies the development of such systems to empower citizens by fostering interpersonal interactions, exchange of information, and growth of a strong sense of online and offline community. To this end, she pursues research projects within the areas of online health support groups, hyper-local online communities, and online production communities. Dr. Farzan earned her PhD in Intelligent System Programs at the University of Pittsburgh for her thesis study of social navigation support under different situational and personal factors.
Karen Wolk Feinstein, PhD
President and Chief Executive Officer
Jewish Healthcare Foundation
feinstein@jhf.org
12:30 p.m. Overview of Regional Resources

Dr. Feinstein is president and CEO of the Jewish Healthcare Foundation and its two operating arms, the Pittsburgh Regional Health Initiative (PRHI) and Health Careers Futures (HCF). Appointed the Foundation’s first CEO in 1990, she initially focused on seniors, women, and other underserved populations. She has since made PRHI a leading voice in healthcare safety, quality, and efficiency, and HCF an engine for workforce development. When Dr. Feinstein founded PRHI, it was among the nation’s first regional multi-stakeholder quality coalitions and the first to apply industrial engineering principles to advance safety and quality. Dr. Feinstein is regarded as a national leader in healthcare quality improvement and frequently presents at national and international conferences. Dr. Feinstein is also the author of numerous regional and national publications on quality and safety. In 2015, she was appointed to Governor Wolf’s Health Research Advisory Committee, and was also named one of Pittsburgh Magazine’s Pittsburghers’ of the Year.

Patrick Gallagher, PhD
Chancellor
University of Pittsburgh
8:30 a.m. Welcome and Morning Plenary Session

As the 18th Chancellor and Chief Executive Officer of the University of Pittsburgh, Dr. Gallagher leads the University in fulfilling its mission of providing students with a world class education and fostering a supportive environment for our faculty to excel in their pursuit of new knowledge.

Chancellor Gallagher holds a bachelor’s degree in physics and philosophy from Benedictine College and a PhD in physics from the University of Pittsburgh. Before coming to Pitt, he spent much of his professional career in public service at the National Institute for Standards and Technology (NIST). Initially hired as a research scientist, he rose through the ranks eventually being appointed by President Obama and confirmed by the U.S. Senate in 2009 to serve as the Director of NIST. In 2013, he took on the additional role of Acting Deputy Secretary of Commerce serving as the chief operating officer for the Department until June 2014, when he departed to assume the Chancellorship of Pitt.

M. Zia Hydari, PhD
Assistant Professor of Business Administration
Joseph M. Katz Graduate School of Business
zia.hydari@pitt.edu
10:15 a.m. Innovation and Implementation in Healthcare

Dr. Hydari received his PhD in Industrial Administration (Business Technologies) at the Tepper School of Business at Carnegie Mellon University, his MS in Management from the Massachusetts Institute of Technology, and his MS in Computer Science from the University of Illinois at Urbana-Champaign. Prior to entering academia, Dr. Hydari worked as a management consultant in the telecom and pharmaceutical industries and several high technology companies, most recently as a Principal Product Manager at Oracle USA. Dr. Hydari’s research interests are in the economics of business technologies within the context of health care.
Robert Kraut, PhD  
Herbert A. Simon Professor  
Human-Computer Interaction Institute  
Carnegie Mellon University School of Computer Science & Tepper School of Business  
robert.kraut@cmu.edu  
2:30 p.m. CMU Connections

Dr. Kraut is a social psychologist with broad interests in the impact of computing and telecommunications on individuals, groups and organizations, and ways to design them to improve human lives. He has conducted empirical research on online communities, the social impact of the internet, the design of information technology for small-group intellectual work and related topics. Starting with his HomeNet project of residential internet use in the early 1990’s, Dr. Kraut has spent over 15 years conducting research to understand how the way people use technology influences their psychological well-being and personal relationships. His research on online communities combines careful empirical studies of communities with interventions and design ideas to improve them. This approach is illustrated in the book he co-authored entitled, Building Successful Online Communities: Evidence-Based Social Design (MIT Press; 2011). Dr. Kraut’s current research focuses on ways to improve productivity and creativity in online production.

Richard Lunak, MBA  
President & CEO, Innovation Works  
Managing Director, Riverfront Ventures  
12:30 p.m. Overview of Regional Resources

Rich Lunak has over has 20 years of experience as a successful technology entrepreneur and corporate executive. He is currently President & CEO of Innovation Works, one of the nation’s most active early-stage technology investors. Since 2008, Innovation Works has supported many of the region’s fastest growing technology startups and has had over 30 exits from their portfolio. Mr. Lunak also manages the nationally-ranked AlphaLab accelerator program and is Managing Director of Riverfront Ventures—an early stage venture fund that he founded in 2013. In addition to serving on the board of the Pittsburgh Venture Capital Association, he was a winner of the Ernst and Young Entrepreneur of the Year Award and the Carnegie Science Center entrepreneur’s award and holds several U.S. patents. Mr. Lunak received his Bachelor’s Degree in Electrical and Computer Engineering from Carnegie Mellon, and Master’s Degree in Business Administration from the University of Pittsburgh.

John S. Maier, MD, PhD  
Director of Research and Development  
University of Pittsburgh School of Medicine  
jsmaier@pitt.edu  
12:30 p.m. Overview Plenaries

Dr. Maier is the Director of the Novel Core at the Clinical and Translational Science Institute where he is also the director of the Pitt Innovation Challenge (PinCh) and its various spin-off competitions including ProtoHype and the Pain Research Challenge for Pitt’s Clinical and Translational Science Institute (CTSI). After completing his PhD in Physics and MD at the University of Illinois at Urbana-Champaign, Dr. Maier was housestaff in the UPMC Shadyside Family Medicine Residency from 1999 to 2002. Afterwards, he worked as the leader of biomedical research and a member of the management team for the ChemImage Corporation in Pittsburgh. In 2011 he joined the Department of Family Medicine at the University of Pittsburgh where he presently serves on its executive committee and provides leadership and support to projects that span the range from comparative effectiveness research to health care system delivery innovation in community based settings. Dr. Maier is also a co-inventor on over 50 US patents and co-author on 14 peer-reviewed publications and numerous proceedings, abstracts and presentations.
Marc S. Malandro, PhD  
Founding Director, Innovation Institute  
University of Pittsburgh  
mmalandro@innovation.pitt.edu  
8:30 a.m. Welcome and Morning Plenary Session

Dr. Malandro serves as the Associate Vice Chancellor for Technology Management and Commercialization and, since 2013, as Founding Director of the University of Pittsburgh Innovation Institute where he oversees technology commercialization, start-up company formation, student entrepreneurship and entrepreneurial education activities. He has expertise in technology transfer, commercialization of technologies based on university research, intellectual property, industry–academia relations, company formation and support, business development, licensing, and alliance management. Under Dr. Malandro’s leadership, the Office of Technology Management, a part of the Innovation Institute, has filed over 860 new US patent applications, been granted 414 US issued patents, entered into over 900 license agreements and formed 59 companies based on University technologies since 2005.

Judith Tabolt Matthews, PhD, MPH, RN  
Research Associate Professor of Nursing  
Associate Director, Gerontology Program  
University Center for Social and Urban Research  
University of Pittsburgh School of Nursing  
jtmatt@pitt.edu  
10:15 a.m. Hub for Excellence in eHealth Research

Dr. Matthews’s program of research involves extensive interdisciplinary collaboration with technologists, social scientists, community partners, and other health professionals to develop and test emerging technologies for enhancing health, independence, and quality of life among older adults and family caregivers. Her current projects include evaluation of the utility of a wearable camera system as an aid to assessment and intervention in the context of dementia family caregiving, and a longitudinal study of older adults’ motivations, preferences, and patterns of use of multi-user health kiosks in congregate settings.

Jerrold H. May, PhD  
Professor of Business Administration, Business Analytics and Operations  
Joseph M. Katz Graduate School of Business  
University of Pittsburgh  
jerrymay@pitt.edu  
10:15 a.m. Innovation and Implementation in Healthcare

Dr. May’s current research interests focus on data-driven analytics modeling in healthcare, artificial intelligence, and in the implementation of such models. Dr. May earned his PhD and MPhil degrees from Yale University and BA from Roosevelt University, and has been on the faculty of the Katz Graduate School of Business since 1974.
Robert Monte is the Director of the Veterans Engineering Resource Center, one of three VERC programs under the VA Office of Quality Safety and Value that each propose, develop and facilitate innovative solutions to healthcare delivery challenges in the VA through the application and integration of systems engineering principles.

Louis-Philippe Morency leads the Multimodal Communication and Machine Learning Laboratory (MultiComp Lab) at the Carnegie Mellon University School of Computer Science. Dr. Morency was co-PI for the DARPA-funded multi-institution effort called SimSensei which was recently named one of the year’s top ten most promising digital initiatives by the NetExplo Forum, in partnership with UNESCO. Dr. Morency has received 7 best paper awards in multiple ACM- and IEEE-sponsored conferences for his work on context-based gesture recognition, multimodal probabilistic fusion and computational models of human communication dynamics. In 2008, he was also named as one of “AI’s 10 to Watch” by IEEE Intelligent Systems.

Dr. Morency received his Ph.D. and Master degrees from MIT Computer Science and Artificial Intelligence Laboratory.

As Chief Innovation Officer for UPMC, Dr. Shrestha serves as a catalyst in transforming UPMC into a more patient-focused and economically sustainable system. In addition, he serves as Executive Vice President of UPMC Enterprises, pushing the needle in the pursuit of a unique blend of health care intelligence, technology expertise, and entrepreneurial drive to develop inventive and commercially successful solutions that address complex health care challenges. At UPMC Enterprises, Dr. Shrestha leads a team of over 200 technology professionals innovating towards intelligent health care, building patient-centric, value-based technology solutions that are transforming the industry. Through strategic partnerships, joint development agreements, and investment in start-ups, he champions the development, implementation, and commercialization of these innovations. Prior to arriving at UPMC, Dr. Shrestha served as the informatics director at the University of Southern California (USC) where he was also professor of radiology research. Dr. Shrestha received his medical degree from CCS University in India, completed his fellowship in informatics at the University of London, and earned his MBA from USC. A radiologist by training, he also serves as the chair of the Informatics Scientific Program Committee at the Radiological Society of North America and is a board member of several organizations, including Omnyx, a UPMC/GE joint venture. He is also a longtime member of the Advisory Board of KLAS Research.
Sean Sweeney  
Information Security Officer  
Computing Services and Systems Development (CSSD)  
University of Pittsburgh  
sweeney2@pitt.edu  
2:30 p.m. Information Sciences

Sean joined the University of Pittsburgh in 2012 as Information Security Officer. In this role, he is responsible for the strategic leadership of the information security program for 65,000 faculty, staff, and students located across the University’s 5 main campuses. He leads the development and implementation of effective information security policies, provides direction in assessing and managing information security risk, oversees the administration of technical security standards and security services, manages education and awareness programs, and advises the University at all levels on security issues. Sean is a graduate of George Mason University in Fairfax, VA. Prior to joining Pitt, he was the co-founder and Chief Information Officer of a Pittsburgh-based startup, Burns, White and Hickton, a national law firm based in Pittsburgh, and Applications Manager for the U.S. Department of Justice in Washington D.C.

Bobby Zappala, JD  
Co-Founder and CEO  
Thrill Mill, Inc.  
12:30 p.m. Overview of Regional Resources

Pittsburgh-native and former corporate attorney, Bobby Zappala, co-founded Thrill Mill—a Pittsburgh-based non-profit organization that provides mentorship, programming, strategic partnerships, funding and collaborative workspace to early-stage startups in the Pittsburgh region. Mr. Zappala is unapologetically Pittsburgh-proud, but recognizes that there are amazing assets here that need to be leveraged more effectively. Mr. Zappala and his cofounders started Thrill Mill specifically to gather these great assets, connect them effectively, and make them accessible to our bursting young talent pool. In addition, they also created Thrival Festival—Thrill Mill’s accelerator and a soon-to-be announced revamped cooperative working environment in East Liberty. The Thrival Festival shines a national and international spotlight on the beautiful, creative, innovative, and entrepreneurial city that Pittsburgh has become.
## Conference Attendees

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**SAVE THE DATE!**

**Friday, November 11, 2016**

Our next conference will be held at the **University Club**

*123 University Place, Pittsburgh, PA*

**Keynote Speaker: William T. Riley, PhD**
Director of the Office of Behavioral and Social Sciences
National Institutes of Health

For more details, visit [healthtech.pitt.edu](http://healthtech.pitt.edu) and follow us on [Twitter](http://Twitter) (@HealthTechPitt) or [Facebook](http://Facebook) (facebook.com/smarthealthtech)
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