



# **Integrative Conference on Technology, Social Media, and Behavioral Health**

**Program Book**

**May 2, 2016**

**Mervis Hall | Roberto Clemente Drive | Pittsburgh, PA**

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*

8:00 am - 8:30 am	<b>Registration and Continental Breakfast</b> <i>Breakfast sponsored by the University of Pittsburgh Innovation Institute</i>	
8:30 am - 10:00 am	<b>Welcome and Morning Plenary Session</b>	
	<b>Welcome:</b>	<b>J. Jeffrey Inman, PhD, MBA</b> 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
	<b>Overview of the Day:</b>	<b>Bruce L. Rollman, MD, MPH</b> 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
	<b>Welcoming Remarks:</b>	<b>Patrick Gallagher, PhD</b> Chancellor and Chief Executive Officer University of Pittsburgh
		<b>Arjang Assad, PhD</b> Henry E. Haller, Jr. Dean Joseph M. Katz Graduate School of Business
	<b>Keynote Speaker:</b>	<b>Marc Malandro, PhD</b> <i>The University of Pittsburgh Innovation Institute</i> Founding Director University of Pittsburgh Innovation Institute
10:00 am - 10:15 am	<b>Coffee &amp; Tea Break</b> <i>Sponsored by the University of Pittsburgh Clinical and Translational Science Institute</i>	
	<b>Concurrent Sessions #1</b>	
10:15 am - 11:30 am	<b>Innovation and Implementation in Healthcare</b> Joseph M. Katz Graduate School of Business Room 115  <u>Moderator:</u> <b>J. Jeffrey Inman, PhD, MBA</b>  <u>Panelists:</u> <b>Susan K. Cohen, PhD</b> <i>Finding Markets for Early-Stage Healthcare Technologies</i> Associate Professor of Organizations and Entrepreneurship  <b>M. Zia Hydari, PhD</b> <i>Information Technologies and Patient Safety</i> Assistant Professor of Business Administration  <b>Jerrold H. May, PhD</b> <i>Experiences and Lessons Learned From Initiatives Within the Veterans Health Administration</i> Professor of Business Administration, Business Analytics, and Operations & <b>Robert Monte, RPh, MBA</b> Director, Veterans Engineering Resource Center VA Pittsburgh Healthcare System	<b>Hub for Excellence in eHealth Research</b> University of Pittsburgh School of Nursing Room 117  <u>Moderator:</u> <b>Denise Charron-Prochownik, PhD, RN</b> Professor, Department Chair Department of Health Promotions & Development  <u>Panelists:</u> <b>Lora E. Burke, PhD, MPH</b> <i>Using EMA to Study Predictors of Relapse Following Weight Loss</i> Professor of Nursing and Epidemiology  <b>Annette DeVito Dabbs, PhD, RN</b> <i>Designing and Testing Interactive Health Technologies to Support Self-Management in Persons with Chronic Illness</i> Professor of Nursing  <b>Judith Tabolt Matthews, PhD, MPH, RN</b> <i>The Health Kiosk Project: Empowering Community-Residing Older Adults</i> Research Associate Professor of Nursing University of Center for Social and Urban Research

11:30 am - 12:30 pm	<b>Networking Lunch</b> <i>Sponsored by UPMC Health Plan</i> Mervis Hall Atrium	
12:30 pm - 2:15 pm	<b>Overview Plenaries</b>  Overview of UPMC Enterprises: <b>Rasu Shrestha, MD, MBA</b> Chief Innovation Officer, UPMC Executive Vice President, UPMC Enterprises  Overview of Innovation at Pitt: <b>John Maier, MD, PhD</b> Director of Research and Development University of Pittsburgh School of Medicine  Overview of Regional Resources: <b>Karen Wolk Feinstein, PhD</b> President and Chief Executive Officer Jewish Healthcare Foundation  Panelist 1: <b>Rich Lunak, MBA</b> President and Chief Executive Officer Innovation Works  Panelist 2: <b>Bobby Zappala, JD</b> Chief Executive Officer Thrill Mill, Inc.	
2:15 pm - 2:30 pm	<b>Coffee &amp; Tea Break</b> <i>Sponsored by the University of Pittsburgh Clinical and Translational Science Institute</i>	
	<b>Concurrent Sessions #2</b>	
2:30 pm - 3:30 pm	<b>CMU Connections</b> Carnegie Mellon University Room 115  <u>Moderator:</u> Robert E. Kraut, PhD Herbert A. Simon Professor of Human-Computer Interaction School of Computer Science  <u>Panelists:</u> <b>Jason Hong, PhD</b> <i>Using Smartphones to Sense Health</i> Associate Professor of Human-Computer Interaction  <b>Robert E. Kraut, PhD</b> <i>Understanding &amp; Improving Online Social Support</i> Professor of Human-Computer Interaction  <b>Louis-Philippe Morency, PhD, MS</b> <i>Modeling Human Communication Dynamics</i> Assistant Professor Language Technologies Institute	<b>Information Sciences</b> University of Pittsburgh School of Information Sciences Room 117  <u>Moderator:</u> <b>Michael Spring, PhD</b> Associate Professor of Information Sciences  <u>Panelists:</u> <b>Dmitriy Babichenko, MSIS</b> <i>Health Sciences Education Through  Collaborative Multiplayer Games</i> Professor of Practice  <b>Rosta Farzan, PhD</b> <i>Online Communities for Citizen Empowerment</i> Assistant Professor of Information Sciences  <b>Sean Sweeney</b> <i>Data Security and Research</i> Information Security Officer Computing Services and Systems Development (CSSD)
3:30 pm - 3:45 pm	<b>Coffee &amp; Tea Break</b> <i>Sponsored by the University of Pittsburgh Clinical and Translational Science Institute</i>	

3:45 pm - 4:30 pm	<p style="text-align: center;"><b>Where Do We Go From Here? Invited Panel Discussion</b></p> <p style="text-align: center;">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</p> <p style="text-align: center;">Anind K. Dey, PhD, MS Charles M. Geschke Professor and Director of the Human-Computer Interaction Institute Carnegie Mellon University School of Computer Science</p> <p style="text-align: center;">Illana Diamond, MBA Managing Director AlphaLab Gear</p>
4:30 pm - 4:45 pm	<p style="text-align: center;"><b>Concluding Remarks</b></p> <p style="text-align: center;">J. Jeffrey Inman, PhD, MBA Bruce L. Rollman, MD, MPH</p>
4:45 pm - 6:30 pm	<p style="text-align: center;"><b>Networking Wine Reception and Smart Technology Demonstrations</b> <b>Mervis Hall Atrium</b> <i>Sponsored by UPMC Enterprises</i></p> <p><u>Table #</u></p> <ol style="list-style-type: none"> <li>1. Philip Empey, PharmD, PhD, BCPS                      <b>MEDivate</b> James Coons, PhD Center for Clinical Pharmaceutical Sciences, University of Pittsburgh School of Pharmacy</li> <li>2. Charles Jonassaint, PhD, MHS                              <b>SMART CBT</b> Center for Behavioral Health and Smart Technology, University of Pittsburgh School of Medicine</li> <li>3. Kathleen McTigue, MD, MS, MPH                              <b>Minding Goals Software; Feather Park</b> Natalie Morone, MD, MS Center for Research on Health Care, University of Pittsburgh School of Medicine</li> <li>4. Louis-Philippe Morency, PhD, MS                              <b>Automatic Sensing of Behavior Indicators</b> Tadas Baltrušaitis, PhD; Chirag Raman, MET Carnegie Mellon University Language Technologies Institute</li> <li>5. Jeffrey F. Cohn, PhD    <b>Z-Face: Dense 3D Face Alignment from 2D Videos in Real Time</b> Zakia Hammal, PhD University of Pittsburgh Department of Psychology; Carnegie Mellon University The Robotics Institute</li> <li>6. Bambang Parmanto, PhD    <b>iMHere 2.0</b> Made Agus Setiawan; Zakiy Alfikri University of Pittsburgh School of Health and Rehabilitation Sciences</li> <li>7. Robin Richardson, LCSW; B. Parmanto                              <b>iRest (Interactive Resilience-Enhancing Sleep Tactics)</b> University of Pittsburgh Western Psychiatric Institute and Clinic and School of Health and Rehabilitation Sciences</li> <li>8. Jennifer Silk, PhD; B. Parmanto                                      <b>SmartCAT (Smartphone-based Child Anxiety)</b> Gede Pramana University of Pittsburgh Department of Psychology and School of Health and Rehabilitation Sciences</li> <li>9. Andi Saptono, PhD; B. Parmanto                                      <b>VISYTER (Versatile &amp; Integrated System for Telerehabilitation)</b> University of Pittsburgh School of Health and Rehabilitation Science</li> <li>10. Brian Suffoletto, MD, MS    <b>MyBP</b> Matthew F. Muldoon, MD University of Pittsburgh Departments of Emergency Medicine and Medicine</li> <li>11. Chris Wiltrout, BS    <b>Internet Support Group for Mood and Anxiety Disorders</b> University of Pittsburgh School of Medicine</li> <li>12. Ana Radovic, MD, MSc    <b>SOVAProject (Supporting Our Valued Adolescents)</b> University of Pittsburgh School of Medicine</li> </ol>

## Conference Organizing Committee

### **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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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  
[dcp@pitt.edu](mailto:dcp@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](mailto: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](mailto: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](mailto: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  
[ilana@alphalabgear.org](mailto:ilana@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](mailto: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 18<sup>th</sup> 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.

**Jason Hong, PhD**  
Associate Professor  
Human-Computer Interaction Institute  
Carnegie Mellon University School of Computer Science

[jasonh@cs.cmu.edu](mailto:jasonh@cs.cmu.edu)

*2:30 p.m. CMU Connections*

Jason Hong is an associate professor in the Human Computer Interaction Institute, part of the School of Computer Science at Carnegie Mellon University. He works in the areas of ubiquitous computing and usable privacy and security, and is a co-founder of Wombat Security Technologies. Jason has participated on DARPA's Computer Science Study Panel (CS2P), is an Alfred P. Sloan Research Fellow, a Kavli Fellow, a PopTech Science fellow, a New America National Cybersecurity Fellow, and currently holds the HCII Career Development fellowship.



**M. Zia Hydari, PhD**

Assistant Professor of Business Administration  
Joseph M. Katz Graduate School of Business  
[zia.hydari@pitt.edu](mailto: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](mailto: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 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  
[jmaier@pitt.edu](mailto:jmaier@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](mailto: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](mailto: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](mailto: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 J. Monte, RPh, MBA**

Director Veterans Engineering Resource Center (VERC)  
Veterans Affairs Pittsburgh Healthcare System  
[robert.monte@va.gov](mailto:robert.monte@va.gov)

*10:15 a.m. Innovation and Implementation in Healthcare*

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, PhD, MS**

Assistant Professor  
Language Technologies Institute  
Carnegie Mellon University School of Computer Science  
[lmorency@andrew.cmu.edu](mailto:lmorency@andrew.cmu.edu)

*2:30 p.m. CMU Connections*

Louis-Philippe (LP) 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.



**Rasu B. Shrestha, MD, MBA**

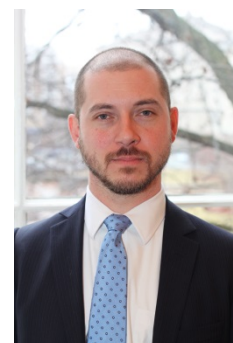
Chief Innovation Officer, UPMC  
Executive Vice President, UPMC Enterprises  
[shrestharb@upmc.edu](mailto:shrestharb@upmc.edu)  
*12:30 p.m. Overview Plenaries*



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](mailto: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.

## Pre-Registered Conference Attendees

First Name	Last Name	Institution/Company Name
Menna	Abaye	University of Pittsburgh
Sarah	Abbound	Joseph M. Katz Graduate School of Business
Fatma	Abdel-Salam	Waynesburg University
Liz	Agey	Joseph M. Katz Graduate School of Business
Zakiy	Alfikri	University of Pittsburgh
Mohammed	Alrawashdeh	University of Pittsburgh
Amy	Anderson	University of Pittsburgh
Arjang	Assad	Joseph M. Katz Graduate School of Business
Dmitriy	Bachichenko	University of Pittsburgh
Tadas	Baltrusaitis	Carnegie Mellon University
Carla	Barricella	Jewish Healthcare Foundation
Michael	Becich	University of Pittsburgh
Ellen	Beckjord	UPMC Health Plan
Candice	Biernesser	UPMC
Kate	Brennan	NuturePA, Inc.
Cindy	Bryce	University of Pittsburgh
Thuy	Bui	University of Pittsburgh
Lora	E. Burke	University of Pittsburgh
Daniel	Buysse	UPMC
Lauren	Bylsma	University of Pittsburgh
Judy	Callan	University of Pittsburgh
Melynda	Casement	University of Pittsburgh
Denise	Charron-Prochownik	University of Pittsburgh
Cynthia	Church	UPMC Enterprises
Susan	Cohen	Joseph M. Katz Graduate School of Business
Jeffrey	Cohn	University of Pittsburgh & CMU
Jason	Colditz	University of Pittsburgh
James	Coons	University of Pittsburgh
Pamela	Dancisin	Dollar Bank
Jill	Demirci	University of Pittsburgh
Annette	DeVito Dabbs	University of Pittsburgh
Anind	Dey	Carnegie Mellon University
Ilana	Diamond	AlphaLab Gear
Stephen	Doyle	UPMC Health Plan
Gary	Dubin	UPMC
Philip	Empey	University of Pittsburgh
Judith	Erlen	University of Pittsburgh
Rachel	Faas	Innovative Wellness Solutions
Rosta	Farzan	University of Pittsburgh
Karen	Wolk Feinstein	Jewish Healthcare Foundation
Robert	Ferguson	Jewish Healthcare Foundation
Donald	Fischer	DRFischer Consulting, LLC
Daniel	Forman	University of Pittsburgh
Patrick	Gallagher	University of Pittsburgh



First Name	Last Name	Institution/Company Name
Elizabeth	Garcia	University of Pittsburgh
Allison	Gerger	University of Pittsburgh
Mark	Gladwin	University of Pittsburgh
David	Golebiewski	Jewish Healthcare Foundation
Zakia	Hammal	Carnegie Mellon University
Holly	Hampe	Robert Morris University
Steven	Handler	University of Pittsburgh
Leslie	Hausmann	University of Pittsburgh
Doug	Henry	UPMC
Rachel	Hersh	Hilltop Community Health Center
Jason	Hong	Carnegie Mellon University
M. Zia	Hydari	Joseph M. Katz Graduate School of Business
Janet	Ingram	University of Pittsburgh School of Medicine
J. Jeffrey	Inman	Joseph M. Katz Graduate School of Business
Taya	Irizarry	University of Pittsburgh
Kim	Jacobs	UPMC Health Plan
Charles	Jonassaint	University of Pittsburgh
Taafoi	Kamara	Aging Institute of UPMC Senior Services
Tom	Kamarck	University of Pittsburgh
Wishwa	Kapoor	University of Pittsburgh
John	Kasckow	UPMC Psychiatry
Matt	Keener	Blackbird Health
Phil	Keys	NuturePA, Inc.
Matt	Koren	Allegheny Health Choices, Inc.
Robert	Kraut	Carnegie Mellon University
Ethan	Lennox	University of Pittsburgh
Carissa	Low	University of Pittsburgh
Richard	Lunak	Innovation Works
Jessica	Ma	University of Pittsburgh
Jessica	Maccormac	UPMC
John	Maier	University of Pittsburgh
Lisa	Maillart	University of Pittsburgh
Marc	Malandro	University of Pittsburgh
Jared	Magnani	University of Pittsburgh
Juliet	Mancino	University of Pittsburgh
Meghan	Mattos	University of Pittsburgh
Jerry	May	Joseph M. Katz Graduate School of Business
Kathleen	McTigue	University of Pittsburgh
Alissa	Meade	UPMC Health Plan
Robert	Monte	Veterans Engineering Resource Center (VERC)
Louis-Philippe	Morency	Carnegie Mellon University
Natalia	Morone	University of Pittsburgh
Matthew	Muldoon	UPMC
Abid	Naseem	University of Pittsburgh
Kathy	O'Donnell	HM Health Solutions
Patty	Orndoff	University of Pittsburgh

First Name	Last Name	Institution/Company Name
Bambang	Parmanto	University of Pittsburgh
Paul	Petrovich	University of Pittsburgh
Brandi	Phillips	Allegheny Health Choices, Inc.
Kimberly	Poling	UPMC
Gede	Pramana	University of Pittsburgh
Jan	Pringle	University of Pittsburgh
Oleg	Prokopyev	University of Pittsburgh
Ana	Radovic	University of Pittsburgh
Chirag	Raman	Carnegie Mellon University
Sunny	Ran	University of Pittsburgh
Mark	Redfern	University of Pittsburgh
Steven	Reis	University of Pittsburgh
Robin	Richardson	University of Pittsburgh
Bonny	Rockette-Wagner	University of Pittsburgh
Anthony	Rodi	Joseph M. Katz Graduate School of Business
Renee	Rogers	University of Pittsburgh
Bruce	L. Rollman	University of Pittsburgh
Loren	Roth	UPMC
Armando	Rotondi	University of Pittsburgh
Karlye	Rowles	Joseph M. Katz Graduate School of Business
Cassandra	Ruane	Chronic Health Metrics, Inc.
Grac	Sang Won Bae	Carnegie Mellon University
Andi	Saptano	University of Pittsburgh
Danielle	Scott	Pittsburgh Regional Health Initiative
Katie	Scott	UPMC Enterprises
Agus	Setiawan	University of Pittsburgh
Sam	Shabaan	NuRelm, Inc.
Steven	Shapiro	UPMC
Rasu	Shrestha	UPMC/UPMC Enterprises
Jennifer	Silk	University of Pittsburgh
Carl	Snyderman	UPMC
Michael	Spring	University of Pittsburgh
Harini	Subramanian	University of Pittsburgh
Brian	Suffoletto	University of Pittsburgh
Holly	Swartz	University of Pittsburgh
Daniel	Swayze	Center for Emergency Medicine
Sean	Sweeney	University of Pittsburgh
Eva	Szigethy	University of Pittsburgh
Judith	Tabolt Matthews	University of Pittsburgh
Jordan	Taradash	Innovative Wellness Solutions
Amanda	Thomas	Forging Futures
Marian	Vanek	University of Pittsburgh
Sakena	Washington	University of Pittsburgh
Susan	Weiner	Forging Futures
Susan	Weiner	Weiner Family Foundation
Erin	Wentrobe	UPMC
Chris	Wiltrout	University of Pittsburgh

First Name	Last Name	Institution/Company Name
Aidan	Wright	University of Pittsburgh
Yang	Yu	University of Pittsburgh
Bobby	Zappala	Thrill Mill, Inc.
Daniel	Zhou	Novo Nordisk
Nancy	Zionts	Jewish Healthcare Foundation



# 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** (@HealthTechPitt) or **Facebook** (facebook.com/smarthealthtech)

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