

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*