

3rd Integrative Conference on Technology, Social Media, and Behavioral Health
Friday, November 3, 2017

8:00 am - 8:50 am

Registration and Continental Breakfast
Ballroom A

8:50 am -10:15 am

Welcome and Morning Plenary Session
Ballroom B

Welcome: **Bruce L. Rollman, MD, MPH**
UPMC Endowed Professor of General Internal Medicine
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: **Rob A. Rutenbar, PhD**
Senior Vice Chancellor for Research
University of Pittsburgh

Keynote Speaker: **David Mohr, PhD**
Director, Center for Behavioral Intervention Technologies (CBITs)
Northwestern University Feinberg School of Medicine

10:15 am - 10:30 am

Coffee & Tea Break

Breakout Sessions #1

10:30 am - 11:45 am

Mobile Smart Sensing
Ballroom B

**Case Studies,
Katz Executive
Healthcare MBA**
Ballroom A

Electronic Trial Recruitment
Gold Room

11:45 am - 1:00 pm

Networking Lunch, All Guests
Ballroom A

1:00 pm - 2:15 pm

Afternoon Plenary Session
Ballroom B

Welcome: **Paul R. Cohen, PhD**
Founding Dean, School of Computing and Information
University of Pittsburgh

Speaker Introduction: **Dmitriy Babichenko**
Professor of Practice
School of Computing and Information
University of Pittsburgh

Keynote Speaker **Jesse Schell**
CEO, Schell Games
Pittsburgh, PA

2:15 pm - 3:30 pm	Breakout Sessions #2	
	Games for Health Ballroom B	Chronic Disease Management Gold Room
3:30 pm - 3:45 pm	Coffee & Tea Break	
3:45 pm - 4:50 pm	<p style="text-align: center;">Intro to the Innovation Institute Ballroom B</p> <p>Speaker Introduction: J. Jeffrey Inman, PhD, MBA, BSME 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</p> <p>Carrie Leana, PhD, MBA Director, Healthcare Executive MBA George H. Love Professor of Organizations and Management Professor of Business Administration, Medicine, &. Public and International Affairs Joseph M. Katz Graduate School of Business</p> <p>Keynote Speaker: Evan Facher, PhD, MBA Senior Director, Innovation Commercialization University of Pittsburgh Innovation Institute</p> <p>Games4Health Awards Presentations</p> <p style="text-align: center;">Babs Carryer Director of Education and Outreach, Innovation Institute University of Pittsburgh</p>	
4:50 pm - 5:00 pm	Concluding Remarks Ballroom B Bruce L. Rollman, MD, MPH	
5:00 pm - 6:45 pm	Networking Wine Reception and Smart Technology Demonstrations Ballroom A	