



UNIVERSITY OF PITTSBURGH
CENTER FOR
Behavioral Health +
Smart Technology

KATZ
UNIVERSITY OF PITTSBURGH
JOSEPH M. KATZ
GRADUATE SCHOOL
OF BUSINESS

Integrative Conference on Technology, Social Media, and Behavioral Health

Program Book

November 10-11, 2016

University Club | 123 University Place | Pittsburgh, PA

Friends and colleagues,

We are delighted to welcome you to our second *Integrative Conference on Technology, Social Media, and Behavioral Health*. This cross-disciplinary event provides an opportunity 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. Starting with our National Innovation Contest, we have an exciting agenda of plenary presentations and breakout sessions that will conclude with a Networking Reception and software demonstrations on Friday afternoon. We hope our Conference will introduce you to exciting new ideas and provide an opportunity for you to create new collaborations with colleagues from across the region and nationally.

Last October, the *Journal of the American Medical Association* published a Viewpoint paper that described the central barrier to developing cost-lowering health care technology in the U.S. as the "inventor's dilemma." The authors wrote, "The inventor's dilemma is that creating a product that improves health is not enough." To succeed, the product "must also be able to generate a healthy return on investment (and) the surest way to generate (it) is to increase health care spending, not reduce it" ([*JAMA*. 2015;314:1447-48](#)). Among the solutions they proposed to help solve the inventor's dilemma was the use of prizes to entice creative thinkers to develop novel strategies that address this issue.

The Center for Behavioral Health and Smart Technology is delighted to host its first National Innovation Contest to solve the inventor's dilemma. Launched in July 2016, we modeled our "open innovation" Contest after the University of Pittsburgh's highly popular series of Pitt Innovation Challenges (PInCh) led by Dr. John Maier, PInCh Program Director, and supported by the University's Clinical and Translational Science Institute (CTSI). We assembled a distinguished judging panel of UPMC executives, entrepreneurs, and venture capitalists who evaluated a variety of creative short videos submitted by applicants from across the U.S., and invited those they judged most meritorious to submit brief written proposals that were then evaluated in a second judging round. We awarded \$2,500 to the inventors of the 5 submissions rated highest, and invited them to pitch their solutions to you and to our judges at the Final Round of our Contest who will select the winner that will take home an additional \$7,500. We hope you will get an opportunity to interact with our Finalists at the Conference and view their solutions at our Networking Reception.

We would like to acknowledge and thank the support provided for this Conference by a grant from the Provost's Social Science Research Initiative; to Dr. Maier and to our 27 National Innovation Contest judges; to our sponsors listed in the back of this program; and to you for spending your valuable time with us. We look forward to invigorating conversations!

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

	Thursday, November 10, 2016							
	National Innovation Contest Awards Reception <i>Sponsored by UPMC Health Plan and the Center for Behavioral Health and Smart Technology</i>							
6:00 pm - 6:45 pm	Registration and Networking Reception Ballroom A							
6:45 pm - 7:00 pm	<p>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</p> <p>Welcoming Remarks: Arjang Assad, PhD Henry E. Haller, Jr. Dean Joseph M. Katz Graduate School of Business and College of Business Administration</p>							
7:00 pm - 9:00 pm	National Innovation Contest Final Round Pitch <i>Sponsored by UPMC Health Plan</i> Ballroom A							
	<p>Host: John Maier, MD, PhD Pitt Innovation Challenge (PInCh) Program Director Assistant Professor of Family Medicine Director of Research and Development University of Pittsburgh School of Medicine</p> <p style="text-align: center;"><u>Final Round Judges:</u></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%; text-align: center;">Ilana Diamond AlphaLab Gear</td> <td style="width: 33%; text-align: center;">Jay Katarincic Draper Triangle Ventures</td> <td style="width: 33%; text-align: center;">Rasu Shrestha UPMC Enterprises</td> </tr> <tr> <td style="text-align: center;">Diane Holder UPMC Health Plan</td> <td style="text-align: center;">Larry Miller Innovation Works</td> <td style="text-align: center;">Jay Srin SCS Ventures</td> </tr> </table> <p style="text-align: center;"><u>Contest Finalists:</u></p> <p style="text-align: center;">Innovative Use of Technology: Early Mood Diagnosis <i>University of Pittsburgh, Pittsburgh, PA</i></p> <p style="text-align: center;">Precision Health at Its Best: An eCare App for Patients with Multiple Chronic Conditions <i>Wake Forest Baptist Medical Center, Winston-Salem, NC</i></p> <p style="text-align: center;">PreventHIV Games <i>University of Miami Miller School of Medicine, Miami, FL</i></p> <p style="text-align: center;">Tiba Health: A Wearable Digital Health Platform to Improve Patient Outcomes Following Joint Replacement Physical Therapy <i>Tiba Health, Durham, NC</i></p> <p style="text-align: center;">Xogo: Access and Rehabilitation Through Technology <i>Bansen Labs, Pittsburgh, PA</i></p> <p>Entertainment: The Pitt Pendulums</p>	Ilana Diamond AlphaLab Gear	Jay Katarincic Draper Triangle Ventures	Rasu Shrestha UPMC Enterprises	Diane Holder UPMC Health Plan	Larry Miller Innovation Works	Jay Srin SCS Ventures	
Ilana Diamond AlphaLab Gear	Jay Katarincic Draper Triangle Ventures	Rasu Shrestha UPMC Enterprises						
Diane Holder UPMC Health Plan	Larry Miller Innovation Works	Jay Srin SCS Ventures						

Friday, November 11, 2016

8:00 am - 8:50 am

Registration and Continental Breakfast
Sponsored by the Aging Institute of UPMC Senior Services and the University of Pittsburgh
Ballroom A

8:50 am -10:15 am

Welcome and Morning Plenary Session
Ballroom B

Welcome: **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

Welcoming Remarks: **Mark S. Redfern, PhD**
Vice Provost for Research
University of Pittsburgh

Lora E. Burke, PhD, MPH, FAHA, FAAN
Professor of Nursing and Epidemiology
Director, Hub for Excellence in eHealth Research
University of Pittsburgh School of Nursing

Keynote Speaker: **William T. Riley, PhD**
Director, Office of Behavioral and Social Sciences Research
National Institutes of Health (NIH)
Presentation sponsored by the Hub for Excellence in eHealth Research

10:15 am - 10:30 am

Coffee & Tea Break
Sponsored by the Katz-UPMC Executive MBA in Healthcare Program

Breakout Sessions #1

10:30 am - 11:45 am

Using Mobile Technology to Support Self-Management of Chronic Disorders
Ballroom A

Moderator: Lora E. Burke, PhD, MPH

Panelists:

1. Judith A. Callan, PhD, RN
Assistant Professor
Health & Community Systems
University of Pittsburgh
School of Nursing
2. Anind K. Dey, PhD, MS
Charles M. Geschke Professor
Director of Human-Computer
Interaction Institute
Carnegie Mellon University
3. Sander Kornblith, PhD
Clinical Associate Professor of
Psychiatry and Psychology
University of Pittsburgh
School of Medicine

Field Interventions for Promoting Healthier Food Choices
Ballroom B

Moderator: J. Jeffrey Inman, PhD, MBA

Panelists:

1. Vibhanshu Abhishek, PhD
Assistant Professor
Carnegie Mellon University
Information Systems
2. J. Jeffrey Inman, PhD, MBA
3. Renee J. Rogers, PhD, MS
Assistant Professor
Department of Health and
Physical Activity
University of Pittsburgh
School of Education

The Evolution of Socio-Behavioral Research Projects
Gold Room

Moderator: Michael Spring, PhD
Associate Professor
School of Information Sciences
University of Pittsburgh

Panelists:

1. Heidi Donovan, PhD, RN
Nurse-Directed Intervention for Cancer Patients & Caregivers
Professor of Nursing
Vice Chair for Research
University of Pittsburgh
School of Nursing
2. Armando J. Rotondi, PhD
Development of Severe Mental Illness & eHealth Interventions
Associate Professor
Department of Critical Care
Medicine
University of Pittsburgh
School of Medicine

11:45 am - 12:45 pm	<p style="text-align: center;">Networking Lunch, All Guests <i>Sponsored by the University of Pittsburgh Innovation Institute</i> Ballroom A</p> <p style="text-align: center;">National Innovation Contest Finalists Luncheon, Invitation Only Conference Room A, 3rd floor</p>		
12:45 pm- 2:00 pm	<p style="text-align: center;">Breakout Sessions #2 (repeat of Breakout Sessions #1)</p>		
	<p>Using Mobile Technology to Support Self-Management of Chronic Disorders <i>Ballroom A</i></p> <p>Moderator: Lora E. Burke, PhD, MPH</p>	<p>Field Interventions for Promoting Healthier Food Choices <i>Ballroom B</i></p> <p>Moderator: J. Jeffrey Inman, PhD, MBA</p>	<p>The Evolution of Socio-Behavioral Research Projects <i>Gold Room</i></p> <p>Moderator: Michael Spring, PhD</p>
2:00 pm -2:15 pm	<p style="text-align: center;">Coffee & Tea Break <i>Sponsored by the Katz-UPMC Executive MBA in Healthcare Program</i></p>		
2:15 pm -3:30 pm	<p style="text-align: center;">Afternoon Plenary Session Ballroom B</p> <p style="text-align: center;">Mitesh S. Patel, MD, MBA, MS Director, Penn Medicine Nudge Unit Assistant Professor of Medicine and Health Care Management Perelman School of Medicine and The Wharton School University of Pennsylvania <i>Presentation sponsored by the Hub for Excellence in eHealth Research</i></p>		
3:30 pm - 3:45 pm	<p style="text-align: center;">Coffee & Tea Break <i>Sponsored by the Katz-UPMC Executive MBA in Healthcare Program</i></p>		
3:45 pm - 4:45 pm	<p style="text-align: center;">Taking it to Market. Invited Panel Discussion Ballroom B</p> <p>Moderator: Evan Facher, PhD, MBA Senior Director, Innovation Commercialization University of Pittsburgh Innovation Institute</p> <p>Panelists:</p> <p style="text-align: center;">Steven Handler, MD, PhD, CMD Associate Professor of Medicine and Biomedical Informatics University of Pittsburgh School of Medicine Chief Medical and Informatics Officer, Curavi Health</p> <p style="text-align: center;">Brian Suffoletto, MD, MS Assistant Professor of Emergency Medicine University of Pittsburgh Consultant, healthStratica</p> <p style="text-align: center;">Heather Bansbach, BS PhD Candidate in Bioengineering Neuromuscular Research Laboratory Department of Bioengineering University of Pittsburgh</p>		
4:45 pm - 4:50 pm	<p style="text-align: center;">Concluding Remarks Ballroom B</p> <p style="text-align: center;">Bruce L. Rollman, MD, MPH</p>		

4:50 pm - 6:30 pm

Networking Wine Reception and Smart Technology Demonstrations
Ballroom A

Table #

1. Virginia Flavin Pribanic, MBA **Behavioral Health Answers**
MedRespond, LLC, Pittsburgh, PA and NAMI, San Diego
2. Candice L. Biernesser, LCSW, MPH **Brite: A Suicide Prevention App for Youth**
Erin Wentroble, PsyD
University of Pittsburgh School of Public Health, UPMC Western Psychiatric Institute and Clinic
3. Valerie Watzlaf, PhD, MPH **imHealthy**
Leming Zhou, PhD
University of Pittsburgh School of Health and Rehabilitation Services
4. Rasim Somer Diler, MD **Innovative Use of Technology: Early Mood Diagnosis**
University of Pittsburgh Department of Psychiatry
5. Howard Rosen, MBA **LifeWIRE**
LifeWIRE Corp, Richmond, VA
6. Tadas Baltrušaitis, PhD **Multisense**
Chirag Raman, MET
Carnegie Mellon University Language Technologies Institute
7. Matthew F. Muldoon, MD **MyBP: Automated SMS with Feedback to Improve Hypertension Self-Management**
Matthew Allen; Julian Einhorn
University of Pittsburgh School of Medicine
8. Ryan Brannon, BS **My New Leaf**
My New Leaf, Inc., Saltsburg, PA
9. Charles Jonassaint, PhD, MHS **Painimation**
University of Pittsburgh School of Medicine
10. Pamela Duncan, PhD **Precision Health at Its Best: An eCare App**
Scott D. Rushing, BS
Wake Forest Baptist Medical Center, Winston-Salem, NC
11. Andrew J. Wawrzyniak, PhD **PreventHIV Games**
University of Miami Miller School of Medicine
12. David M. L. Rabin, MD, PhD **Purrr: Emotion Prosthetics**
Greg J. Siegle, PhD
University of Pittsburgh Departments of Psychology & Psychiatry
13. Holly A. Swartz, MD **RAY (Rhythms and You)**
Stacy Martin, LPC; Amanda Silva
University of Pittsburgh Department of Psychiatry
14. Ana Radovic, MD, MSc **SOVAProject (Supporting Our Valued Adolescents)**
University of Pittsburgh School of Medicine
Department of Pediatrics
15. Mihir Pershad, MS **Tiba Health: A Wearable Digital Health Platform**
Tiba Health, LLC, Durham, NC
16. Oliver Lindhiem, PhD **UseIT! mHealth system**
Jordan Harris, BS
University of Pittsburgh Department of Psychiatry, UPMC
17. Jennifer Mankoff, PhD **Watch-Ya-Doin**
Carnegie Mellon University Human-Computer Interaction Institute
18. Raymond Abel, III, MA **XOGO: Access and Rehabilitation Through Technology**
Dalton Banks, MS
Bansen Labs, Pittsburgh, PA

Underlined - National Innovation Contest Finalist See pp. 21 & 22 for brief descriptions of demos

Conference Organizing Committee

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
Division of General Internal Medicine
University of Pittsburgh School of Medicine
rollmanbl@upmc.edu

8:50 am Welcome and Morning Plenary Session



Dr. Rollman's research focuses on developing novel interventions to treat mood 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 nearly 100 scientific papers, including first-authored papers in the *New England Journal of Medicine* and the *Journal of the American Medical Association*, 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, mental health services research, and the conduct of pragmatic 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

10:30 am & 12:45 pm Using Mobile Technologies to Support Self-Management of Chronic Disorders



Lora E. Burke is Professor of Nursing and Epidemiology and serves as the director of the Hub for Excellence in eHealth Research that is sponsoring the presentations of our two Conference keynote speakers. Dr. Burke 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 a series of clinical trials testing behavioral strategies to support behavioral change and the use of technology to validate self-report measures. Dr. Burke also serves as a senior faculty member on 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, BSME

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

10:30 am & 12:45 pm Field Interventions for Promoting Healthier Food Choices



Jeff Inman joined the faculty of the Katz Graduate School of Business at the University of Pittsburgh in 2000 and in 2008 assumed the position of Associate Dean of Research and Faculty. His research focuses on behavioral science and consumer decision-making, and he is President-Elect of the Society for Consumer Psychology, former President of the Association for Consumer Research, and Serves on the editorial boards of several leading marketing journals including the *Journal of Marketing*, the *Journal of Consumer Research*, *Marketing Science*, the *Journal of Consumer Psychology*, and *IJRM*. Dr. Inman teaches a course in retail analytics, a doctoral seminar in Market Behavior, and leads a session on the patient experience in the UPMC-Katz Physician Leadership Program. Dr. Inman has published over 50 journal articles, most of which have appeared in the top marketing journals (*Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, and *Marketing Science*). Jeff received his BSME from General Motors Institute (now Kettering University), his MBA from Indiana University, and his Ph.D. from the University of Texas.

Michael B. Spring, PhD

Associate Professor
University of Pittsburgh School of Information Sciences
spring@pitt.edu

10:30 am & 12:45 pm The Evolution of Socio-Behavioral Research Projects



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 organizes and promotes the Center's events including this conference, designed the Center website, manages the social media marketing, and supports 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, Ms. Washington earned an MFA in creative writing from Antioch University and coordinated clinical research trials at UCLA, UPMC, and University of Pittsburgh.

National Innovation Contest Speaker Bios and Contestant Profiles Thursday, November 10, 2016

Arjang A. Assad, PhD

Henry E. Haller, Jr. Dean

University of Pittsburgh Joseph M. Katz Graduate School of Business
and College of Business Administration

6:45 pm Welcoming Remarks, National Innovation Contest Awards Reception



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. He 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*.

Ilana Diamond, MBA

Managing Director

AlphaLab Gear

Final Round Judge, National Innovation Contest



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. Ms. Diamond 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 from Northwestern University's Kellogg Graduate School of Management and earned her BA in Biological Sciences and Economics from Northwestern University.

Diane P. Holder

Executive Vice President and President,

UPMC Insurance Services Division

President and CEO, UPMC Health Plan

Final Round Judge, National Innovation Contest



Ms. Holder is executive vice president and president of the UPMC Insurance Services Division, and president and CEO of UPMC Health Plan. UPMC is one of the nation's leading integrated delivery systems and through its health plans and affiliates, provides health coverage and benefit management for over 3 million men, women, and children across Pennsylvania. The Insurance Services Division includes the UPMC Health Plan, UPMC for You, Community Care Behavioral Health Organization and Work Partners. These health benefits companies manage benefits for Commercial, Medicaid, Medicare, Behavioral Health, EAP, Health Promotions, and Worker's Compensation programs.

Ms. Holder is a faculty member of the University of Pittsburgh's Department of Psychiatry and its Graduate School of Public Health and has held a number of leadership positions in health care including the CEO of UPMC's Western Psychiatric Institute and Clinic and the founding CEO of Community Care Behavioral Health Organization. She received her undergraduate degree from the University of Michigan and her master's degree from Columbia University.

Jay Katarincic, JD, MSIA

Managing Director and Co-Founder
Draper Triangle Ventures
Final Round Judge, National Innovation Contest



Jay is a regular speaker and guest lecturer in both western Pennsylvania and across the nation on the subject of early stage venture investing. On behalf of Draper Triangle, he serves on the board of directors of several privately held corporations including: Amplifinity, Directworks, Acrobatiq and Thread, and previously served on the board of several successful Draper Triangle investments, including BodyMedia (acquired by Jawbone), CardioInsight (acquired by Medtronic) and Carnegie Learning (acquired by The Apollo Group). Jay also serves on the board of trustees of the Pittsburgh Technology Council and The Children’s Institute.

Prior to founding Draper Triangle, Jay served as Vice President-Corporate Development and General Counsel of J. Edward Connelly Associates, Inc., a diversified holding company where he was responsible for all corporate acquisitions, minority investments, divestitures and financings. Previously, Jay was an Associate in the Mergers & Acquisitions Group in the New York office of Skadden, Arps, Slate, Meagher & Flom. Jay received his B.A. in Economics from the College of the Holy Cross in 1987 and graduated from the JD/MSIA joint degree program at the University of Pittsburgh School of Law and the Carnegie Mellon University Graduate School of Industrial Administration in 1991.

John S. Maier, MD, PhD

Program Director
Pitt Innovation Challenge (PInCh)
Assistant Professor of Family Medicine
Director of Research and Development
University of Pittsburgh School of Medicine
7:00 pm Overview, National Innovation Contest Awards Reception



Dr. Maier is the Program Director and guiding force behind the Pitt Innovation Challenge (PInCh) and its various spin-off competitions including ProtoHype and the Pain Research Challenge sponsored by 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 served as a member of the housestaff in the UPMC Shadyside Family Medicine Residency program. Afterwards, he worked as the leader of biomedical research and a member of the management team for the ChemImage Corporation in Pittsburgh. In 2011, Dr. Maier 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 in addition to PInCh. Dr. Maier is also a co-inventor on over 50 US patents and co-author on 14 peer-reviewed publications and numerous other scientific proceedings, abstracts and presentations.

Larry Miller, MBA

Executive in Residence

Innovation Works

Final Round Judge, National Innovation Contest



As an Executive in Residence, Larry Miller works with the management teams of early-stage life sciences and medical device companies and other start-ups. Mr. Miller helps entrepreneurs address their critical business issues including product and business development, fundraising, sales and marketing, and strategic planning. Some of these high potential enterprises receive grant or investment funds and become members of the Innovation Works investment portfolio. For these companies, Mr. Miller provides mentoring and network access, and may serve as an observer on their board of directors.

Mr. Miller has over 20 years of experience in leading and managing medical device companies to identify commercializeable IP and accelerate product development, raise venture capital, manage cash flow, identify market opportunities and generate sales, sustain profits, and implement productivity and quality improvement practices. His background includes 16 years of P&L and balance sheet management of divisions as large as \$600M in sales to as small as a skunk works product development teams. Prior to joining Innovation Works in 2007, he was President and CEO of Biomec, a privately held technology accelerator and investment company which raised over \$20M in SBIR grants and provided contract engineering and manufacturing as well as business development consulting for radiology product manufacturers and distributors.

Rasu Shrestha, MD, MBA

Chief Innovation Officer, UPMC

Executive Vice President, UPMC Enterprises

Final Round Judge, National Innovation Contest



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, where he leads a team of over 200 technology professionals building patient-centric, value-based technology solutions designed to transform the health care industry. Through strategic partnerships, joint development agreements, and investments in start-ups, he champions the development, implementation, and commercialization of these innovations. Prior to joining UPMC, he served as the informatics director at the University of Southern California (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, and KLAS Research. Dr. Shrestha earned his medical degree from CCS University in India, and MBA from USC, and completed a fellowship in medical informatics at the University of London.

Jay Srin, MS, MSBA

Chief Strategist, SCS Ventures

Adjunct Associate Professor, University of Pittsburgh School of Health and Rehabilitation

Final Round Judge, National Innovation Contest



Jay Srin works with international startup companies and established organizations on their business development, health care strategy, and expansion efforts, and serves on the boards of MedRespond, ChipRewards and Pittsburgh Regional Health Initiative (PRHI), and as an advisor to Health Enterprise Partners. Before joining at SCS Ventures, she was Chief Innovation Officer for UPMC's Insurance Services Division and Vice President of Emerging Technologies, and prior to that, Managing Director for e-Health Initiatives at Internet Venture Works where she led technology and industry assessments of opportunities presented by strategic partners, investors and external sources and served in interim executive management roles for its portfolio companies. Ms. Srin earned her Master's degree in Computer Science from New York University, MBA from Bucknell University, and received her executive education from the Kellogg School of Management at Northwestern University.

Final Round Contestant Profiles

Innovative Use of Technology: Early Mood Diagnosis

Rasim Somer Diler, MD

University of Pittsburgh, Pittsburgh, PA

dillers@upmc.edu

Depression and mood swings are leading causes of disability worldwide; however, current diagnostic systems do not include any objective measures, have poor reliability, and are very costly. We aim to develop a novel automated algorithm to identify accurate mood states by linking “subjective” mood ratings with “objective” energy measures that is reliable and personalized. Our “disruptive innovation” of identifying novel automated personalized mood & energy correlations using our proprietary Mood&Energy Thermometer© and accelerometer will displace existing practices, and allow clients access a more reliable, convenient, and cheaper system for early mood diagnosis that will provide value to all stakeholders.

Precision Health at Its Best: An eCare App for Patients with Multiple Chronic Conditions

Pamela W. Duncan, PhD

Scott D. Rushing, BS

Wake Forest Baptist Medical Center, Winston-Salem, NC

thecompassstudy@gmail.com

We developed eCare App, a patient-centered electronic application that captures the social and functional determinants of an individual’s health at the point of care. Designed to be administered by a clinician, caregiver or provider in a clinical or home setting, our tool also assesses caregiver abilities and resources critical for patients during the post-stroke care period. Housed as a web-based or iPad application, our functional assessment is simple to administer, yet provides a comprehensive overview of potential barriers that can impair a patient’s ability to manage their personal health and recovery. The application’s unique algorithm generates a personalized patient care plan, we call an “eCare Plan”, in real time from survey responses, immediately identifying and recommending specific areas where additional care interventions or support services would benefit the patient. This information drives the coordination of appropriate medical, rehabilitation or community resources to improve the patient’s function, independence, and quality of life.

PreventHIV Games

Andrew J. Wawrzyniak, PhD

University of Miami Miller School of Medicine, Miami, FL

awawrzyniak@miami.edu

Our proposed solution to the inventor’s dilemma is to develop a smartphone-based video game to deliver an HIV risk-reduction behavioral intervention to reduce new HIV infections in minority adolescents. Leveraging teenagers’ high levels of smartphone use, our solution calls for the professional creation of an engaging, culturally-tailored video game that incorporates a behavioral intervention based on psychological behavior change theories; playing the game develops health-protective behaviors and leads to the discovery of HIV prevention services. This solution creates an effective, scalable, and adaptable HIV prevention tool whose general appeal provides revenue while simultaneously increasing uptake of HIV prevention services, thereby solving the inventor’s dilemma.

Tiba Health: A Wearable Digital Health Platform to Improve Patient Outcomes Following Joint Replacement Physical Therapy

Mihir Pershad, BS

Tiba Health, LLC

mihir@tibahealthcare.com

Geriatric patients attending physical therapy after total knee and hip replacement surgery experience a high rate of adverse events that cost billions in excess medical expenses annually. Tiba Health's unique digital health platform that harnesses real-time exercise coaching, behavioral medicine, and artificial intelligence to dynamically optimize patient care plans to improve recovery outcomes and minimize adverse events helps providers improve rehabilitation outcomes and avoid Medicare payment penalties for adverse events. With the transition to value-based payments for joint replacements, our solution addresses the Inventor's Dilemma by enabling hospitals and physical therapists to reduce long-term care costs and improve patients' recovery outcomes and quality-of-life.

Xogo: Access and Rehabilitation Through Technology

Raymond Donald Abel, III, MA

Dalton Banks, MS

Bansen Labs, Pittsburgh PA

ray@bansenlabs.com

dalton@bansenlabs.com

We are building a powerful platform aimed at the \$29 billion physical rehabilitation market. Our first product, Xogo Access, is a universal platform that enables people with disabilities to access game consoles, cable boxes, smart home, and other technology in one place via the accessible controls they already use. The core technology behind Xogo will enable a novel physical rehabilitation platform that will link rehab equipment to blockbuster video games, turning rehab motions into game actions to make therapy engaging and maintain patient motivation. Our platform will help clinicians attract and retain patients, and achieve outstanding clinical results.

**Thank you to the Pitt Pendulums
for their performance at our event!**

**The Pitt Pendulums are the University of Pittsburgh's
oldest undergraduate A Capella group!
Founded in 1996, they've been singing people's socks off
for almost 21 years.**

A special thanks for your help with our National Innovation Contest!

Platinum Sponsor

UPMC HEALTH PLAN

To our twenty-one **Round 1** and **Round 2** Judges for their time
and thoughtful reviews of the videos and written proposals
submitted to our National Innovation Contest:

Ellen Beckjord
UPMC Health Plan

David Kalson
Cohen & Grigsby, PC

Sean Sebastian
Birchmere Ventures

Susan Cohen
Joseph M. Katz Graduate School of Business

Matthew Keener
BlackBird Health

Ken Segel
Value Capture

Steve Halpern
Woodland Management

Jane N. Kogan
University of Pittsburgh

Jessica Sinclair
Institute for Entrepreneurial Excellence

Todd Hertzberg
3-J Imaging

Andrew Rabin
Premier, Inc

Robert Stein
Institute for Entrepreneurial Excellence

Evan Indianer
Unicentric

Shivdev Rao
UPMC Enterprises

John Tippins
Stonewood Capital Management

Kim A. Jacobs
UPMC Health Plan

Neal Ryan
University of Pittsburgh

Rich Tsui
University of Pittsburgh

David Jaffe
Fox Rothschild, LLP

James Schuster
UPMC Health Plan

Andrew Watson
UPMC

....and to **Dr. John Maier** and to the University of Pittsburgh's
Clinical and Translational Science Institute (CTSI) for allowing
us to host our Contest on their "Powered By PlnCh" open
innovation software platform (pwdbypinch.pitt.edu).

Conference Speaker Biographies

Vibhanshu Abhishek, PhD, MA

Assistant Professor of Information Sciences
Carnegie Mellon University Heinz College
vibs@andrew.cmu.edu

10:30 am & 12:45 pm *Field Interventions for Promoting Healthier Food Choices*



Dr. Abhishek's research focuses on the effect of emerging technologies on consumers' behavior, business strategy and market structure. He is particularly interested in multi-channel coordination and examines issues in multi-channel retail, advertising and pricing. He studies how consumers respond to different forms of advertising and how companies can strategically use new advertising channels to connect with their consumers. He also examines the dynamics of e-commerce platforms like Amazon and iTunes and their interaction with traditional retail channels. With the growth in wearable devices and mHealth applications, he is increasingly interested in understanding the effect of these emerging technologies on consumer behavior and how such devices can be used to improve health outcomes or reduce healthcare costs.

His research has appeared in top management journals like *Operations Research*, *Management Science* and *Marketing Science*. He is also a recipient of several awards like the ISA-INFORMS best paper award, CIST best student paper award and he was the runner up for the ISS Nunamaker-Chen Dissertation award. He was instrumental in founding MaestroIQ, a marketing automation startup based on NYC. He works with several companies like McKinsey, the Pirates (go BUCS!), LEGO, Adobe, FICO, IBM and Omnicom and advises several hi-tech startups.

Heather Bansbach, BS

PhD Candidate in Bioengineering
Neuromuscular Research Laboratory
University of Pittsburgh
Department of Bioengineering
hmb47@pitt.edu

3:45 pm *Taking it to Market*



Heather Bansbach received her Bachelor's degree in Biomedical Engineering from the University of Virginia and has spent her graduate career working with the Neuromuscular Research Laboratory studying neuromuscular and biomechanical risk factors for musculoskeletal injury, with a special emphasis on athletic and military populations. She has been working with Dr. Timothy Sell, PhD, PT, associate professor of Sports Medicine and Nutrition in the School of Health and Rehabilitation Sciences, on developing a technology that enables laboratory based musculoskeletal measures to be taken in a clinical setting. It aims to leverage the successful work that the Neuromuscular Research Laboratory has conducted with the United States Special Operations Forces to bring standardized evaluations and best treatment practices to physical therapy clinics.

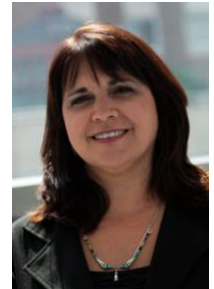
Judith A. Callan, PhD, RN

Assistant Professor, Health & Community Systems
University of Pittsburgh School of Nursing
callanja@pitt.edu

10:30 am & 12:45 pm Using Mobile Technologies to Support Self-Management of Chronic Disorders

Dr. Callan is a psychiatric nurse whose primary research is the development and testing of technological interventions to improve treatment adherence for persons with mood disorders and Type 2 Diabetes. Specifically, she designed and tested CBTMobileWork, an application for smart phones to assist patients to complete common CBT homework exercises 'on the go' as they experience a change in mood.

After completing her clinical training at WPIC, Dr. Callan pursued work in intervention research for patients with borderline personality disorder, sleep disorders, cocaine addiction, and mood disorders. To this end, she pursued a National Institute of Nursing Research post-doctoral fellowship entitled "Technology: Research in Chronic and Critical Illness" (T32 NR008857). Dr. Callan recently completed a 5-year NIH-funded KL2 research training award from the National Center for Research Resources at the University of Pittsburgh Clinical Translational Science Institute (RR024154). Since joining the faculty at the University of Pittsburgh School of Nursing, she has expanded her research to include Type 2 Diabetes distress and poor self-management, and to work with veterans of Operation Enduring Freedom / Operation Iraqi Freedom with mild to moderate psychiatric symptoms and difficulty with work/home adjustment.



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

10:30 am & 12:45 pm Using Mobile Technologies to Support Self-Management of Chronic Disorders

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.



Heidi Donovan, PhD, RN

Professor of Nursing and Vice Chair for Research
Professor of Obstetrics, Gynecology, and Reproductive Sciences
University of Pittsburgh School of Nursing and School of Medicine
donovanh@pitt.edu

10:30 am & 12:45 pm *The Evolution of Socio-Behavioral Research Projects*



Dr. Donovan’s NIH-funded research focuses on the development and testing of technology-supported interventions for patients with advanced cancer and their family caregivers. She is the co-developer of the Representational Approach (RA) to patient education, a patient-centered intervention theory designed to promote conceptual and behavioral change among persons facing complex self-management problems. Through a series of 3 studies she conducted with Dr. Michael Spring, she developed, tested and refined an Internet-based symptom management intervention (WRITE Symptoms) based on the RA with the aim of improving symptom management, patient-provider communication, and quality of life among women living with recurrent ovarian cancer. This work culminated in a multi-site, 3-arm RCT evaluating nurse-delivered WRITE Symptoms vs. self-directed WRITE Symptoms vs. care-as-usual (R01 NR010735; GOG-0259). In collaboration with her long-time colleague, Dr. Paula Sherwood, and building on findings from the WRITE Study they have modified the WRITE Symptoms intervention to address the many caregiving needs of family members caring for persons with a primary malignant brain tumor. They are currently completing data collection on a 3-arm trial to determine whether *SmartCare*, a web and telephone based intervention, improves psychological, biological, and health outcomes for family caregivers (NR013170).

Evan Facher, PhD, MBA

Senior Director, Innovation Commercialization
University of Pittsburgh Innovation Institute
efacher@innovation.pitt.edu

3:45 pm *Taking it to Market*



Dr. Facher oversees all commercialization activities related to new discoveries developed by Pitt innovators. Previously, he was President/CEO of SironRX Therapeutics, a private, clinical-stage company developing novel drug therapies, and worked in Bayer Healthcare’s medical device division as General Manager of its Pittsburgh Interventional business. Over the course of his career, he has been involved with corporate fundraisings bringing in nearly \$100 million as well as a leader in company and product acquisitions totaling over \$600 million of investments. Dr. Facher holds a Ph.D. in Human Genetics from the University of Pittsburgh, an MBA with a concentration in Entrepreneurship from Case Western Reserve University, and a B.S. in Biology from the University of Miami.

Steven M. Handler, MD, PhD, CMD

Associate Professor of Geriatric Medicine and Biomedical Informatics
Department of Medicine Division of Geriatric Medicine
handler@pitt.edu

3:45 pm Taking it to Market

Dr. Handler is Director for Geriatric Telemedicine Programs for the Division of Geriatric Medicine, Chief Medical Informatics Officer for UPMC Community and Provider Services, and Medical Director for Telemedicine and Health Information for the RAVEN (Reduce Avoidable hospitalization using Evidence-based interventions for Nursing facilities) CMS Innovation Award designed to reduce potentially avoidable hospitalizations in Western Pennsylvania. Dr. Handler's cutting-edge research at the intersection of biomedical informatics and geriatrics utilize active medication monitoring systems to detect and manage adverse drug events among nursing home residents residing in the post-acute and long-term care settings, and have led to the awarding of six U.S. copyrights to the University of Pittsburgh. Dr. Handler is also Chief Medical and Innovation Officer for *Curavi Health*, a new UPMC Enterprises-backed company that is bringing comprehensive, real-time and easy-to-use telemedicine solutions and physician care to where nursing home residents and staff need it most – at the bedside (<http://curavihealth.com/>).



Sander Kornblith, PhD

Founding Fellow, Diplomate and Certified Trainer
Academy of Cognitive Therapy
Clinical Associate Professor of Psychiatry and Psychology
University of Pittsburgh School of Medicine
Dietrich School of Arts and Sciences
kornblithsj@upmc.edu

10:30 am & 12:45 pm Using Mobile Technologies to Support Self-Management of Chronic Disorders

Dr. Kornblith received his degrees in Clinical Psychology from the University of Pittsburgh. At WPIC, he helped develop effective outpatient cognitive-behavioral treatments which dramatically reduce the risk of psychotic relapse for patients with schizophrenia. He then became a protocol therapist and certified trainer in cognitive therapy research studies of treatments for cocaine addiction, recurrent and chronic depression, and anxiety disorders. Dr. Kornblith teaches and supervises psychiatry residents and clinical psychology graduate students in cognitive behavior therapy, and is also a founding partner in Allegheny Mental Health Associates, P.C. where he maintains a private practice. His presentation will examine the benefits and obstacles encountered in research involving treatments for depression and for Type II diabetes blending clinical skill and evolving technology with these two patient populations.



Mitesh Patel, MD, MBA, MS

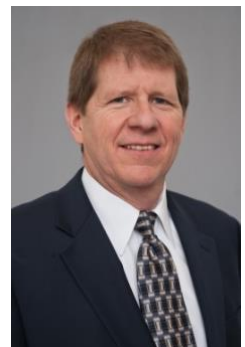
Assistant Professor of Medicine and Health Care Management
Perelman School of Medicine and The Wharton School
University of Pennsylvania
mpatel@mail.med.upenn.edu
2:15 pm Afternoon Plenary Session



Dr. Patel is a practicing primary care physician and a core faculty member of the Center for Health Care Innovation and the Center for Health Incentives and Behavioral Economics at the University of Pennsylvania. His research focuses on studying innovative ways to change health behaviors and improve health outcomes by combining digital health approaches that collect data using wireless and wearable devices with engagement strategies that leverage insights from behavioral economics. Dr. Patel has led over 10 clinical trials that evaluated financial and social incentive designs within hospitals and in partnerships with insurers, employers, and community organizations. As Director of the Penn Medicine Nudge Unit, he leads an initiative within the health care system to systematically test ways to apply insights from behavioral science as to improve health care value and outcomes. Dr. Patel has received a Career Development Award from the Department of Veterans Affairs and a Clinical Scientist Development Award from the Doris Duke Charitable Foundation, and his work has been published in leading medical journals including the *New England Journal of Medicine*, *JAMA*, *Annals of Internal Medicine*, and *Health Affairs*, and featured in numerous media outlets including the *New York Times*, *Wall Street Journal*, *Washington Post*, *Forbes*, *Bloomberg*, *Time*, *NPR*, and *CNN*.

Mark S. Redfern, PhD

Vice Provost for Research
William Kepler Whiteford Professor of Bioengineering
University of Pittsburgh
mredfern@pitt.edu
8:50 am Welcome and Morning Plenary Session



Dr. Redfern's research interests include the biomechanics of human movement and occupational biomechanics. His human movement research focuses on the areas of postural control, locomotion, and measurement systems of movement with applications in the prevention of falling injuries and the factors that influence balance in older adults and in the area of musculoskeletal injury prevention through biomechanical analysis of jobs and tasks within jobs. Dr. Redfern is co-holder of a patent entitled, "Apparatus and Method for Postural Assessment While Performing Cognitive Tasks" and has another patent pending entitled, "Gait Variability Measurement System."

As Vice Provost for Research, Dr. Redfern is responsible for creating a supportive environment to enhance research at the University of Pittsburgh. Dr. Redfern is a graduate of the University of Michigan where he earned his bachelor of science in engineering science and applied mechanics, PhD in bioengineering, and post-doctorate in Ergonomics.

William T. Riley, PhD

Director, Office of Behavioral and Social Sciences Research
National Institutes of Health
william.riley@nih.gov

8:50 am Welcome and Morning Plenary Session



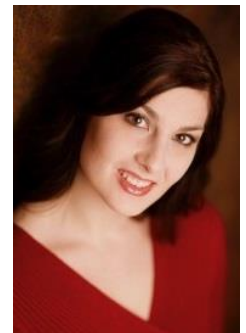
Dr. William (Bill) Riley was appointed Director of the NIH Office of Behavioral and Social Sciences Research (OBSSR), and Associate Director of NIH for Behavioral and Social Sciences in August, 2015. He is also servicing as the Interim Deputy Director of the Precision Medicine Initiative. A clinical psychologist by training, Dr. Riley’s research interests include behavioral assessment, psychosocial health risk factors, tobacco use/cessation, and the application of technology to preventive health behaviors and chronic disease management. His research has included the use of mobile phones and other mobile computer devices to assess and intervene on tobacco use, dietary intake, physical activity, sleep, and medication adherence. Dr. Riley is also interested in the application of engineering and computer science methodologies to the behavioral sciences.

Since joining NIH in 2005, he had served in a variety of roles including Health Scientist Administrator and Deputy Director in the Division of AIDS and Health Behavior Research at the National Institute of Mental Health, Program Director at the National Heart, Lung, and Blood Institute, and Chief of the Science of Research and Technology Branch in the Division of Cancer Control and Population Sciences at the National Cancer Institute. Prior to joining NIH, he held academic appointments at the Medical College of Georgia and at Virginia Commonwealth University, and was Director of Research at PICS, a research and development firm applying technology to health risk behavior change. Dr. Riley completed his Bachelor of Science degree in Psychology and Sociology from James Madison University, and his Master of Science and Doctorate in Clinical Psychology from the Florida State University.

Renee Rogers, PhD, MS

Assistant Professor, Department of Health and Physical Activity
University of Pittsburgh School of Education
r.j.rogers@pitt.edu

10:30 am & 12:45 pm Field Interventions for Promoting Healthier Food Choices



Dr. Rogers is director of the Moving Health with Media Core of the Physical Activity and Weight Management Research Center at the University of Pittsburgh. She has studied under the mentorship of John M. Jakicic, Ph.D., her Department Chairman, and has expertise in the delivery of behavioral interventions for weight loss with an emphasis on physical activity engagement. Her research focuses on using technology to improve weight loss behaviors and to assist with physical activity participation, including a media platform to promote physical activity engagement by Pitt faculty and staff. Dr. Rogers also uses media to supplement and support lifestyle research interventions, and she has been the Principal Investigator on a study that applied wearable technology combined with telephone contact for weight loss in adults with severe obesity, and has assisted with managing the application of technology as part of a large NIH funded trial in young adults who are overweight or obese.

Armando J. Rotondi, PhD

Associate Professor of Critical Care Medicine and Health Policy and Management
University of Pittsburgh School of Medicine
VA VISN4 Mental Illness Research, Education & Clinical Center (MIRECC), Core Investigator
VA VISN4 Center for Health Equity Research (CHERP), Core Investigator
rotondi@pitt.edu

10:30 am & 12:45 pm *The Evolution of Socio-Behavioral Research Projects*



Dr. Rotondi has been a pioneer in the field of creating e-health interventions and using them to provide treatments and supportive services directly to those with chronic illnesses, including those with severe mental illness and special cognitive needs, and their family members. His work has a focus on facilitating social connectedness, community self-management, and improving well-being and utilized several technologies including personal computers, smart phones, Health Buddy[®], websites, mobile phone apps, text messaging, interactive voice response systems (IVR), as well as traditional land-line phones. These technologies are designed to improve the ease of receipt, adaptability, and convenience of resources for education, treatment, communications with providers, self-monitoring, self-management, peer support, and recovery. Dr. Rotondi earned his bachelor's degree in molecular biology and his doctorate in Health Systems Engineering both from the University of Wisconsin-Madison.

Brian Suffoletto, MD, MS

Assistant Professor of Emergency Medicine
University of Pittsburgh Department of Emergency Medicine
suffbp@upmc.edu

3:45 pm *Taking it to Market*



Over the last six years, Dr. Suffoletto has designed, developed, and evaluated multiple eHealth interventions that use mobile phone text messaging to collect health-related data and deliver support and motivation to influence health outcomes with a specific focus on preventing alcohol misuse. He has a Mentored Patient-Oriented Research Career Development Award from NIAAA for his work on developing SMS text message interventions to reduce heavy episodic drinking in adults. This work has led to the development of CaringTXT that he has proved effective at reducing college students' risky drinking behavior in a randomized clinical trial.

With the assistance of the University of Pittsburgh's Innovation Institute, Dr. Suffoletto has licensed CaringTXT to *healthStratica*, a local start-up company, that in-turn has subsequently licensed his program to Pitt, Penn State, Temple, and several other colleges interested in reducing binge drinking and alcohol-related injuries. Based on these experiences, he has identified numerous challenges to build impactful eHealth programs for substance use prevention. Dr. Suffoletto earned his medical degree from Loyola Chicago Stritch School of Medicine and completed his residency in Emergency Medicine and masters degree in clinical research both at the University of Pittsburgh.

Networking Wine Reception and Smart Technology Demonstrations Ballroom A

Table

1. Virginia Flavin Pribanic, MBA **Behavioral Health Answers**
MedRespond, LLC, Pittsburgh, PA and NAMI San Diego

A patented ConversationalSM Engagement platform that uses artificial intelligence to answer questions about behavioral health that includes an ASL translation.
2. Candice L. Biernesser, LCSW, MPH **Brite: A Suicide Prevention App for Youth**
Erin Wentroble, PsyD
University of Pittsburgh School of Public Health, UPMC Western Psychiatric Institute and Clinic
3. Valerie Watzlaf, PhD, MPH **imHealthy**
Leming Zhou, PhD
University of Pittsburgh School of Health and Rehabilitation Services

A comprehensive behavioral health and wellness assessment system for individuals, families, communities, and the world.
4. Rasim Somer Diler, MD **Innovative Use of Technology: Early Mood Diagnosis**
University of Pittsburgh Department of Psychiatry

This is a novel algorithm to identify automated, reliable, and personalized mood & energy correlations.
5. Howard Rosen, MBA **LifeWIRE**
LifeWIRE Corp, Richmond, VA

A patented cloud communication engine automating continuous 2-way “dialogue” with patients gaining insights/trends, reducing costs.
6. Tadas Baltrušaitis, PhD **Multisense**
Chirag Raman, MET
Carnegie Mellon University Language Technologies Institute

MultiSense is a behavior sensing technology designed to detect behavior indicators for treatment or diagnosis of mental health illnesses.
7. Matthew F. Muldoon, MD **MyBP: Automated SMS with Feedback to Improve Hypertension Self-Management**
Matthew Allen; Julian Einhorn
University of Pittsburgh School of Medicine

Help for patients with hypertension: automated, bidirectional SMS with feedback for BP self-monitoring.
8. Ryan Brannon, BS **My New Leaf**
My New Leaf, Inc., Saltsburg, PA

A gamified addiction recovery app targeting millennials using best practices, feedback, loops, and rewards.
9. Charles Jonassaint, PhD, MHS **Painimation**
Center for Behavioral Health + Smart Technology
University of Pittsburgh School of Medicine

A novel tool for assessing pain that uses animations instead of words.
10. Pamela Duncan, PhD **Precision Health at Its Best: An eCare Application**
Scott D. Rushing, BS
Wake Forest Baptist Medical Center, Winston-Salem, NC

An App helping patients find their way forward after a stroke with a care plan and providers coordinate their care efficiently and effectively.

11. Andrew J. Wawrzyniak, PhD
University of Miami Miller School of Medicine
PreventHIV Games
A culturally-tailored mobile game that delivers an HIV risk-reduction behavioral intervention to increase uptake of HIV prevention services.
12. David M. L. Rabin, MD, PhD
Greg J. Siegle, PhD
University of Pittsburgh Departments of Psychology & Psychiatry
Purrr: Emotion Prosthetics
Purrr is a convenient, wearable, and intuitive tool that detects stress on the rise and empowers you to effortlessly control it before it controls you.
13. Holly A. Swartz, MD
Stacy Martin, LPC; Amanda Silva
University of Pittsburgh Department of Psychiatry
RAY (Rhythms and You)
A web-based self-help program for bipolar disorder that teaches participants to increase the regularity of their daily rhythms in order to improve their mood.
14. Ana Radovic, MD, MSc
University of Pittsburgh School of Medicine
Department of Pediatrics
SOVAProject (Supporting Our Valued Adolescents)
Sova.pitt.edu (for teens and young adults) and wisesova.pitt.edu (for parents) are two separate moderated online communities with the goal of increasing the conversation about depression and anxiety.
15. Mihir Pershad, BS
Tiba Health, LLC, Durham, NC
Tiba Health: A Wearable Digital Health Platform
A digital health platform that uses behavioral medicine and artificial intelligence to dynamically optimize patient care plans to improve recovery outcomes.
16. Oliver Lindhiem, PhD
Jordan Harris, BS
University of Pittsburgh Department of Psychiatry, UPMC
UseIT! mHealth system
A set of smartphone apps and clinician portal designed to enhance skill acquisition for families in treatment for child behavior problems.
17. Jennifer Mankoff, PhD
Carnegie Mellon University Human-Computer Interaction Institute
Watch-Ya-Doin
An innovative experienced based sampling framework for longitudinal data collection and analysis. Our system consists of a smartwatch and an android device working unobtrusively to track data so sample applications are in healthcare and assistive technology.
18. Raymond Abel, III, MA
John Dalton Banks, MS
Bansen Labs, Pittsburgh, PA
XOGO: Access and Rehabilitation Through Technology
A universal platform that enables people with disabilities to access game consoles, cable boxes, smart home, and other technology in one place via the accessible controls they already use.

Underlined - National Innovation Contest Finalist

Pre-Registered Conference Attendees

Last Name	First Name	Institution/Company Name
Abbott	Rica	Wake Forest Baptist Medical Center
Abel, III	Raymond	Bansen Labs, LLC
Abhishek	Vibhanshu	Carnegie Mellon University Heinz College
Abunto	Maria	University of Pittsburgh
Albert	Steven	University of Pittsburgh
Albusaysi	Mona	DePaul University
Alfikri	Zakiy	University Of Pittsburgh
Allen	Matthew	University of Pittsburgh School of Medicine
Alrawashdeh	Mohammed	University of Pittsburgh School of Nursing
Anderson	Amy	University of Pittsburgh School of Medicine
Anderson	Jocelyn	University of Pittsburgh
Arida	Janet	University of Pittsburgh School of Nursing
Assad	Arjang	Joseph M. Katz Graduate School of Business and College of Business Administration
Bae	Sang	Carnegie Mellon University
Baltrušaitis	Tadas	Carnegie Mellon University Language Technologies Institute
Baniak	Lynn	University of Pittsburgh School of Nursing
Banks	Dalton	Bansen Labs, LLC
Bansbach	Heather	University of Pittsburgh Department of Bioengineering
Beckjord	Ellen	UPMC Health Plan
Belcher	Sarah	University of Pittsburgh School of Nursing
Bell	Kevin	University of Pittsburgh
Biernesser	Candice	UPMC Western Psychiatric Institute and Clinic
Blackwood	Amber	UPMC Health Plan
Boyce	Richard	University of Pittsburgh
Branch	Robert	Pitt Bridge Program
Brannon	Ryan	My New Leaf, Inc.
Brent	David	UPMC Western Psychiatric Institute and Clinic
Bubb	Kelsi	University of Pittsburgh
Burke	Lora E.	University of Pittsburgh School of Nursing
Buysse	Daniel	University of Pittsburgh Department of Psychiatry
Callan	Judith A.	University of Pittsburgh School of Nursing
Campbell	Grace	University of Pittsburgh School of Nursing
Cannanbilla	Prashanth	Verasano
Cannanure	Vikram Kamath	Carnegie Mellon University
Carlin	Jocelyn	University of Pittsburgh
Chung	Tammy	University of Pittsburgh
Cipkala-Gaffin	Janet	UPMC Shadyside
Ciuca	James	Carnegie Mellon University Center for Machine Learning and Health

Last Name	First Name	Institution/Company Name
Colditz	Jason	University of Pittsburgh
Conroy	Molly	University of Pittsburgh
Crytzer	Theresa	University of Pittsburgh
DeFerrari	Rosa	UPMC Health Plan
Demirci	Jill	University of Pittsburgh
Derzic	Karen	Magee-Womens Research Institute
Dey	Anind	Carnegie Mellon University Human-Computer Interaction Institute
Diamond	Ilana	AlphaLab Gear
Doman	Jack	UPMC
Donovan	Heidi	University of Pittsburgh School of Nursing
Doryab	Afsaneh	Carnegie Mellon University
Duncan	Pamela	Wake Forest Baptist Medical Center
Duvall	Jonathan	University of Pittsburgh
Einhorn	Julian	University of Pittsburgh School of Medicine
Erlen	Judith	University of Pittsburgh School of Nursing
Facher	Evan	University of Pittsburgh Innovation Institute
Farzan	Rosta	University of Pittsburgh School of Information Sciences
Feinstein	Karen Wolk	Jewish Healthcare Foundation
Flavin Pribanic	Virginia	MedRespond, LLC
Flynn	Nicole	Carnegie Mellon University Center for Machine Learning and Health
Freel	Jennifer	UPMC
Freeman	Rick	iSalus Solutions
Frink	Jay	NuRelm
Gettemy	David	UPMC Insurance Services Division
Gladwin	Mark	University of Pittsburgh Department of Medicine
Goel	Mayank	Carnegie Mellon University
Goldstein	Tina	University of Pittsburgh
Gong	Min	RAND
Griffith	Michelle	UPMC
Halpern	Steve	Woodland Management
Handler	Steven	University of Pittsburgh School of Medicine
Harding	Collette	University of Pittsburgh School of Medicine
Harris	Jordan	UPMC Western Psychiatric Institute and Clinic
Henry	Doug	UPMC Western Psychiatric Institute and Clinic
Herbeck Belnap	Bea	University of Pittsburgh School of Medicine
Hertzberg	Todd	3-J Imaging
Holder	Diane	UPMC Health Plan
Houlihan	Jennifer	Wake Forest Baptist Medical Center
Indianer	Evan	Unicentric
Inman	Jeffrey	Joseph M. Katz Graduate School of Business
Irizarry	Taya	University of Pittsburgh School of Nursing

Last Name	First Name	Institution/Company Name
Jacobs	Kim	UPMC Health Plan
Jaffe	David	Fox Rothschild, LLP
Jhamb	Manisha	University of Pittsburgh
Ji	Meihua	University of Pittsburgh School of Nursing
Jonassaint	Charles	University of Pittsburgh School of Medicine
Kalson	David	Cohen & Grigsby, PC
Kamara	Tafoi	Aging Institute of UPMC Senior Services and the University of Pittsburgh
Kant	Peter	University of Pittsburgh
Kapoor	Wishwa	University of Pittsburgh School of Medicine
Kariuki	Jacob	University of Pittsburgh School of Nursing
Kasckow	John	UPMC
Katarincic	Jay	Draper Triangle Ventures
Keener	Matthew	Blackbird Health
Kogan	Jane N.	UPMC Health Plan
Kolko	Rachel	University of Pittsburgh School of Medicine
Kornblith	Sander	University of Pittsburgh School of Medicine
Leana	Carrie	Joseph M. Katz Graduate School of Business
Levenson	David	UPMC Shadyside
Levenson	Jessica	University of Pittsburgh
Li	Hongjin	University of Pittsburgh
Lindhiem	Oliver	University of Pittsburgh Department of Psychiatry
Low	Carissa	University of Pittsburgh School of Medicine
Magnani	Jared	University of Pittsburgh School of Medicine
Maier	John	University of Pittsburgh School of Medicine
Malito	Adelina	University of Pittsburgh School of Medicine
Mankoff	Jennifer	Carnegie Mellon University Human-Computer Interaction Institute
Martin	Stacy	University of Pittsburgh Department of Psychiatry
Matthews	Judith	University of Pittsburgh
Mendez	Dara	University of Pittsburgh Graduate School of Public Health
Miller	Larry	Innovation Works
Muldoon	Matthew	University of Pittsburgh School of Medicine
O'Donnell	Kathy	HM Health Solutions
Olson	Darren	UPMC Health Plan
Patel	Mitesh	University of Pennsylvania Perelman School of Medicine and The Wharton School
Pellathy	Tiffany	University of Pittsburgh School of Nursing
Pershad	Mihir	Tiba Health, LLC
Petrovich	Paul	University of Pittsburgh Innovation Institute
Poling	Kimberly	UPMC Western Psychiatric Institute and Clinic
Porta	Giovanna	UPMC Western Psychiatric Institute and Clinic
Rabin	Andrew	Premier, Inc.

Last Name	First Name	Institution/Company Name
Rabin	David	UPMC Western Psychiatric Institute and Clinic
Radovic	Ana	University of Pittsburgh School of Medicine/ Department of Pediatrics
Raman	Chirag	Carnegie Mellon University
Ran	Sunny	University of Pittsburgh School of Nursing
Rao	Shivdev	UPMC Enterprises
Redfern	Mark	University of Pittsburgh
Riley	William T.	National Institutes of Health (NIH) Office of Behavioral and Social Sciences Research
Rockette-Wagner	Bonny	University of Pittsburgh Department of Epidemiology
Rogers	Renee	University of Pittsburgh Department of Health and Physical Activity
Rollman	Bruce L.	University of Pittsburgh School of Medicine
Rollman	Jane	Highmark Blue Cross Blue Shield
Rollman	Jeffrey	Shippensburg Area EMS
Rometo	David	UPMC Division of Endocrinology and Metabolism
Rosen	Howard	LifeWIRE Corp
Rotondi	Armando	University of Pittsburgh/VA
Rottman	Ben	University of Pittsburgh Department of Psychology
Rowles	Karlye	Joseph M. Katz Graduate School of Business and College of Business Administration
Rushing	Scott	Wake Forest Baptist Medical Center
Ryan	Neal	University of Pittsburgh Department of Psychiatry
Salam	Fatma	UPMC
Salk	Rachel	UPMC
Sander	Mary Ann	Aging Institute of UPMC Senior Services and the University of Pittsburgh
Saptono	Andi	University of Pittsburgh
Schuster	James	UPMC Health Plan
Sebastian	Seán	Birchmere Ventures
Segel	Kenneth	Value Capture, LLC
Sereika	Susan	University of Pittsburgh
Setiawan	Agus	University of Pittsburgh
Shaaban	Sam	NuRelm
Shrestha	Rasu	UPMC Enterprises
Siegle	Greg	University of Pittsburgh School of Medicine
Silva	Amanda	University of Pittsburgh Department of Psychiatry
Sinclair	Jessica	Institute for Entrepreneurial Excellence
Sissine	Mysha	Wake Forest Baptist Medical Center
Somer Diler	Rasim	University of Pittsburgh Department of Psychiatry
Spring	Michael	University of Pittsburgh School of Information Sciences
Srini	Jay	SCS Ventures
Stein	Robert	Institute for Entrepreneurial Excellence
Subramanian	Harini	University of Pittsburgh
Suffoletto	Brian	University of Pittsburgh Department of Emergency Medicine
Swartz	Holly	University of Pittsburgh Department of Psychiatry

Last Name	First Name	Institution/Company Name
Swayze	Dan	Center for Emergency Medicine
Taylor	Donald	University of Pittsburgh Commercial Translation in the Health Sciences
Tippins	John	Stonewood Capital Management, Inc.
Trauth	Jeanette	University of Pittsburgh School of Public Health
Tsui	Rich	University of Pittsburgh Department of Biomedical Informatics
Washington	Sakena	University of Pittsburgh School of Medicine
Watson	Andrew	UPMC Telemedicine
Watzlaf	Valerie	University of Pittsburgh School of Health and Rehabilitation Sciences
Wawrzyniak	Andrew	University of Miami Miller School of Medicine
Wentrobe	Erin	UPMC Western Psychiatric Institute and Clinic
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