

# NIH Digital Summit

Optimizing Digital To  
Reach Patients, Scientists,  
Clinicians, and the Public

**#NIHDigital**

Monday  
**October 19** 9 a.m.-4 p.m.  
2015

 National Institutes of Health

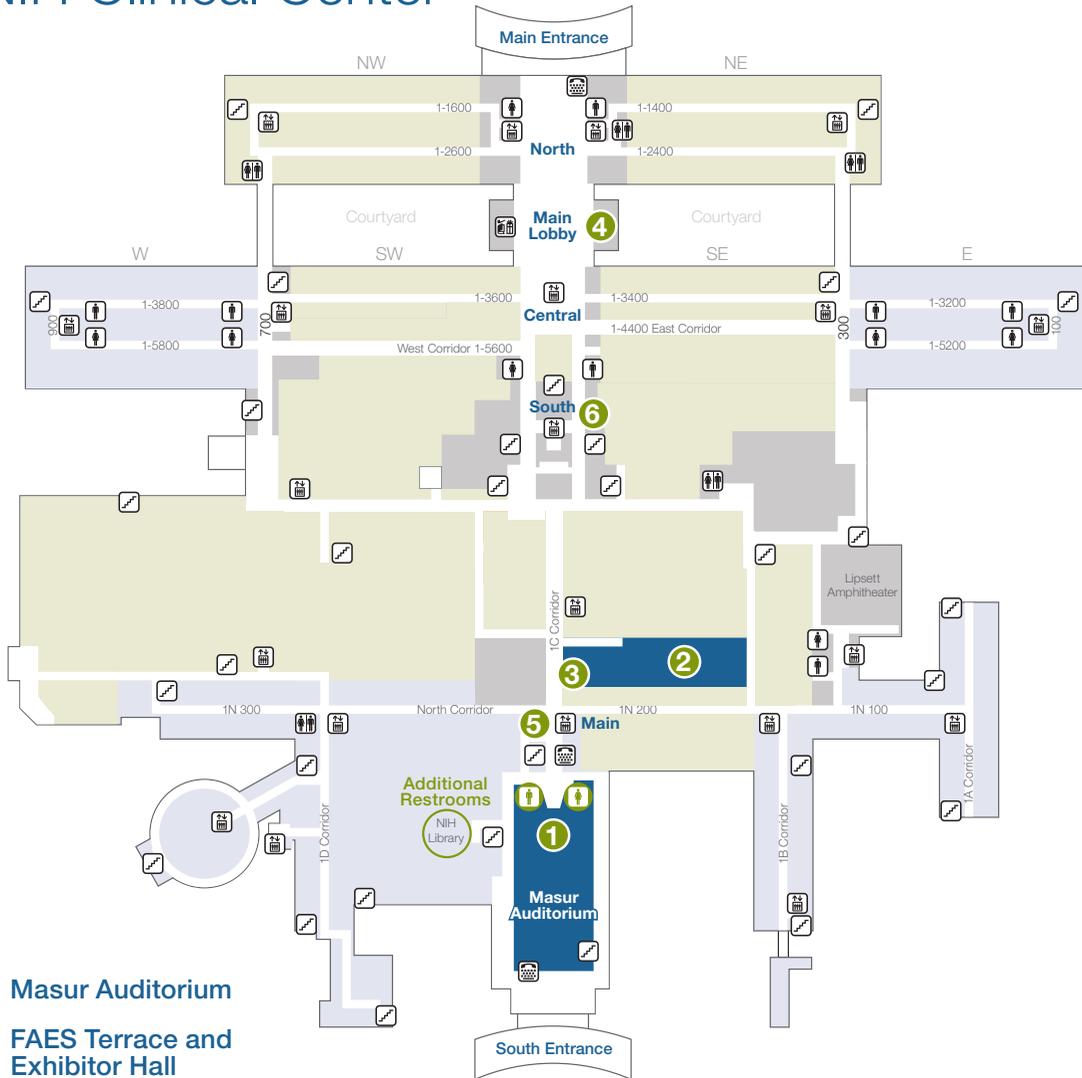
## Morning Session

8:00 a.m.–9:00 a.m. Masur Auditorium	<b>Registration</b>	
9:00 a.m.–9:10 a.m.	<b>Opening Remarks and Keynote Introduction</b>	<b>John Burklow</b> Associate Director, Office of Communications and Public Liaison (OCPL), National Institutes of Health (NIH)
9:10 a.m.–9:30 a.m.	<b>Keynote Speaker</b>	<b>Susannah Fox</b> Chief Technology Officer, U.S. Department of Health & Human Services (HHS)
9:30 a.m.–9:45 a.m.	<b>Q&amp;A</b>	
9:45 a.m.	<b>Master of Ceremonies</b>	<b>Scott Prince</b> Chief, Online Information Branch, OCPL, NIH
9:45 a.m.–10:00 a.m.	<b>Panel 1: The Patient and Caregiver Perspective: Managing Health Conditions Using Digital Tools and Social Media</b>	<b>Moderator: Anne Rancourt</b> Section Chief, Office of Communications and Government Relations, National Institute of Allergy and Infectious Diseases, NIH
	<b>Anna McCollister-Slipp</b> , founder and CEO, Galileo Analytics	
	<b>Guy Anthony</b> , author, <i>Pos+ively Beautiful</i>	
	<b>Rebecca Spencer White</b> , mother and advocate for son with Niemann-Pick Type C	
10:00 a.m.–10:30 a.m.	<b>Q&amp;A</b>	
10:30 a.m.–10:55 a.m. FAES Terrace	<b>Break for Exhibitor Hall</b>	
11:00 a.m.–11:30 a.m.	<b>Panel 2: Reaching Patients and the Public Where They Are: Sharing High Quality, Evidence-Based Information With the Public on Social Media, Blogs, and Mobile Apps</b>	<b>Moderator: Brooke Leggin</b> Program Analyst, Office on Women’s Health, Division of Strategic Communications, HHS
	<b>Erin Edgerton Norvell, M.A.</b> , Digital Edge Communications “When Health Communications and Content Marketing Collide”	
	<b>Robert Burchard, M.A.</b> , U.S. Environmental Protection Agency “EPA’s UV Index: A Public Health Information Campaign Gone Viral”	
	<b>Erik Augustson, Ph.D., M.P.H.</b> , National Cancer Institute, NIH “Amplifying Quit Smoking Success Through Digital Media Intervention and Support: Examples From the Smokefree.gov Initiative”	
11:30 a.m.–11:45 a.m.	<b>Q&amp;A</b>	
11:45 a.m.–12:45 p.m. Clinical Center	<b>Lunch</b>	Options include: Cafeteria and Au Bon Pain
12:45 p.m.–1:10 p.m. FAES Terrace	<b>Exhibitor Hall</b>	

## Afternoon Session

1:15 p.m.–1:25 p.m. Masur Auditorium	<b>Afternoon Opening Remarks and Keynote Introduction</b>	<b>Scott Prince</b> Chief, Online Information Branch, OCPL, NIH
1:25 p.m.–1:45 p.m.	<b>Keynote Speaker</b>	<b>Richard Besser, M.D.</b> Chief Health and Medical Editor, ABC News
1:45 p.m.–2:00 p.m.	<b>Q&amp;A</b>	
2:00 p.m.–2:30 p.m.	<b>Panel 3: The Health Professional Perspective: Using Social Media To Get and Share Information and Interact With Other Professionals and Patients</b>	<b>Moderator: Josephine Briggs, M.D.</b> Director, National Center for Complementary and Integrative Health, NIH
	<b>Elizabeth Jarrett, M.A.</b> , Office of the Assistant Secretary for Preparedness and Response (ASPR), HHS <b>Stacey Arnesen, M.S.</b> , National Library of Medicine, NIH “From Better Data to More Effective Tools: ASPR and NLM Collaborate To Create Resources that Promote Emergency Preparedness, Response and Recovery” <b>Corey Holland, R.D.</b> , U.S. Department of Agriculture “SuperTracker User Groups: Connecting Health Professionals With Patients Through Interactive Tools” <b>David Cooper, Psy.D.</b> , National Center for Telehealth & Technology “Digital Tools for Behavioral Health in the U.S. Military”	
2:30 p.m.–2:45 p.m.	<b>Q&amp;A</b>	
2:45 p.m.–2:55 p.m.	<b>Break</b>	
3:00 p.m.–3:30 p.m.	<b>Panel 4: The Scientist’s Perspective: Using Digital and Social Media To Collaborate, Share Ideas, and Communicate Research to the Public</b>	<b>Moderator: Sheri Schully, Ph.D.</b> Senior Advisor, Office of Disease Prevention, NIH
	<b>John Didion, Ph.D.</b> , National Human Genome Research Institute, NIH “The Electronic Lab: Technologies for Digitizing Your Data” <b>Megan Moreno, M.D., M.S.Ed., M.P.H.</b> , Seattle Children’s Research Institute “Using Social Media to Investigate Adolescent Health” <b>Margaret M. Farrell, M.P.H., R.D.</b> , National Cancer Institute, NIH “From Content to Collaboration: How NCI Engages Researchers and Practitioners To Implement Cancer Control and Implementation Science Research Through a Virtual Community of Practice”	
3:30 p.m.–3:45 p.m.	<b>Q&amp;A</b>	
3:45 p.m.–3:50 p.m.	<b>Thank You and Closing</b>	

# NIH Clinical Center



- 1 Masur Auditorium**
- 2 FAES Terrace and Exhibitor Hall**
- 3 FAES Coffee Shop**
- 4 Au Bon Pain Cafe**
- 5 B1 Cafeteria and Concession Stand**  
Take stairs or elevator down one floor to the B1 level
- 6 Second Floor Cafeteria**  
Take stairs or elevator up one floor to the second level

## Additional Information

- If you have pre-ordered a lunch, you can pick it up in the FAES Terrace at the lunch break.
- If you purchase your lunch in any of the Clinical Center cafeterias and find space to sit is limited, there is additional seating to eat your lunch in the FAES Terrace and in FAES Classrooms 3-B1C207, 4-B1C205, and 7-B1C206.
- Need to power your device? There is a charging station set up in the back of Masur Auditorium.
- WiFi is available at NIH-Guest-Network