



mHealth@Duke 5th Annual Conference: The Lifecycle of Digital Health Science

- 9:00 – 9:10 **Welcome & Opening Remarks**
- 9:10 - 9:50 **Keynote Address**
Drew Schiller, CEO & Co-Founder, Validic
- 9:50 - 10:05 **Is your solution viable?**
Michael Levy, MBA, Center for Innovation, UNC School of Medicine
- 10:05 - 10:45 **Is your solution feasible?**
Matt Crowley, MD, Duke University
Harriett Burns, MD, Pediatrician, Piedmont Health Services, Inc.
Jane Brown, Blue Cross and Blue Shield of NC
Trinity Zan, MA, fhi360
- 10:45-11:00 **Break**
- 11:00 - 11:40 **Is your solution usable?**
Hayden Bosworth, PhD, Durham VA Medical Center
Dori Steinberg, PhD, MS, RD, Duke University
Charlene Wong, MD, Duke University School of Medicine
Sara LeGrand, PhD, Duke University
- 11:40 - 12:00 **Designing your solution**
Andy Hamilton, First.
- 12:00 - 1:00 **Lunch**
- 1:00 - 2:00 **How do you evaluate your solution?**
Kevin Schulman, MD, MBA, Duke University School of Medicine
Roger Vilaradaga, PhD, Duke University
George Cheely, MD, Duke University
Jon Hudson, Digital Marketing & SEO Strategist
- 2:00 - 2:10 **Break**
- 2:10 – 2:40 **Digital Health Product Demos**
- 2:45 – 3:45 **How do you grow your solution?**
Anita Watkins, REX Health Ventures
Gary Bennett & Dori Steinberg, Scale Down
Blake Long, MD, Echo Health Ventures
- 3:45 – 4:00 **Closing Remarks**

POWERED BY

