

THURSDAY, MAY 5 (CON'T)

- 12:12 pm** Lunch
- 1:04 pm** **What Really Works in Hacking Mobile Health**
Moderator: Roni Zeiger, Google
- 1:14 pm Steven Dean, G51 Studio
- 1:27 pm Brian Krejcarek, GreenGoose
- 1:40 pm Aza Raskin, Massive Health
- 1:53 pm *Panel & QA*
- 2:11 pm** **Walk-on/Talk-on: What Really Works**
2:14 pm Walk-on/Talk-on Speakers
- 2:32 pm** Break
- 2:54 pm** **What Really Works in Changing Behavior: Commercial Impact**
Moderator: Susannah Fox, Pew Internet & American Life Project
- 3:03 pm Jonathan Attwood, Zamzee
- 3:16 pm Bojan Bostjancic, Azumio
- 3:29 pm Rajiv Mehta, Bhageera Consulting
- 3:42 pm Michael Kim, Kairos Labs
- 3:55 pm *Panel & QA*
- 4:09 pm** Break
- 4:30 pm** **What Really Works in the Business of Mobile Health**
Moderator: Brian Dolan, MobiHealthNews
- 4:38 pm Sonny Vu, AgaMatrix
- 4:51 pm Jody Ranck, mHealth Alliance/UN Foundation
- 5:04 pm Michael T. Cross, Kaiser Permanente
- 5:17 pm Eric Leven, Rip Road
- 5:30 pm *Panel & QA*
- 5:44 pm** **What Really Works: The Future of Mobile Health**
- 5:59 pm** See you next year!



#MH11

www.mobilehealth.org
details at bit.ly/stanford2011

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MOBILE HEALTH 2011

What Really Works

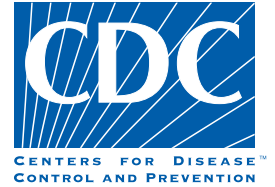
STANFORD UNIVERSITY

May 4-5, 2011

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WEDNESDAY, MAY 4

- 8:45 am Welcome to Mobile Health 2011**
BJ Fogg, Stanford
- 8:55 am Susannah Fox, Pew Internet & American Life Project
- 9:14 am Patty Mechael, Columbia University
- 9:33 am BJ Fogg, Stanford
- 10:01 am Let's meet all the speakers! (yes, all of them)**
- 10:28 am Break**
- 10:54 am What Really Works in Changing Behavior**
Moderator: Craig Lefebvre, socialShift
- 11:04 am Robert Furberg, RTI International
- 11:17 am Jennifer Shine Dyer, The Ohio State University College of Medicine
- 11:30 am Katie Malbon, Mount Sinai Adolescent Health Center
- 11:43 am Jen Uhrig, RTI International
- 11:56 am *Panel & QA*
- 12:14 pm Lunch**
- 1:07 pm What Really Works in Using SMS to Improve Health**
Moderator: Carrie Varoquiers, McKesson Foundation
- 1:16 pm Heather Cole-Lewis, Yale University
- 1:20 pm W. Douglas Evans, The George Washington University
- 1:42 pm Fred Muench, Mobile Health Interventions
- 1:55 pm Amos Adler, MEMOTEXT
- 2:08 pm *Panel & QA*
- 2:22 pm Challenge for Mobile Health**
- 2:32 pm Break**
- 2:57 pm What Really Works with Multi-touchpoint Ecosystems**
Moderator: Arna Ionescu, Proteus Biomedical
- 3:07 pm Arna Ionescu, Proteus Biomedical
- 3:20 pm Tim Roberts, Fitbit
- 3:33 pm Roni Zeiger, Google
- 3:46 pm Larry Swiader, National Campaign to Prevent Teen & Unplanned Pregnancy

3:59 pm *Panel & QA*

4:15 pm Break

4:40 pm What Really Works in Mobile Health Partnerships

Moderator: Karen Coppock, Vital Wave Consulting

4:48 pm Morley Ivers, DailyFeats

4:59 pm John Maschenic, Verizon Wireless

5:10 pm Josh Nesbit, Medic Mobile

5:21 pm James Currier, Jiff

5:32 pm *Panel & QA*

5:53 pm Wrapping up first day

6:02 pm Fun Reception - Winners Announced: Stanford Health Behavior Awards

THURSDAY, MAY 5

8:45 am Welcome Back - Day 1 Highlights & Responses

BJ Fogg, Stanford

9:08 am What Really Works in Public Health

Moderator: Ann Aikin, U.S. Food and Drug Administration

9:11 am Jeremy Vanderlan, ICF International/AIDS.gov

9:24 am Sharon Bogan, Public Health - Seattle & King County

9:37 am Sanjay Koyani, U.S. Food and Drug Administration

9:50 am Abby King, Stanford University School of Medicine

10:03 am *Panel & QA*

10:26 am Break

10:51 am What Really Works in Methods & Measures for Research & Evaluation

Moderator: Jay Bernhardt, University of Florida

11:01 am Ida Sim, University of California, San Francisco

11:14 am Charlene C. Quinn, University of Maryland

11:27 am Greg Norman, University of California, San Diego

11:40 am Andrew Broderick, Public Health Institute

11:53 am *Panel & QA*