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MOBILE HEALTH 2012

Baby Steps for Big Results



May 16-17, 2012

STANFORD UNIVERSITY

www.mobilehealth.org

Day 1 | Wednesday | May 16

- 8:45 AM **Welcome to Mobile Health 2012**
BJ Fogg, Stanford
- 8:51 AM **Baby Steps -- Done Quickly!**
Robert Scoble, RackSpace; Nikhil Arora, Back to the Roots; Eric Hekler, Arizona State University
Panel & QA
- 10:08 AM **BREAK**
- 10:36 AM **Meet the Speakers**
- 10:54 AM **How Baby Steps Worked for Me**
Kyra Bobinet, Aetna; Roni Zeiger, Impatient Science; Alexandra Drane, Eliza Corporation
Panel & QA
- 11:56 AM **Let's Get Hands-on**
Neema Moraveji, Stanford
- 12:10 PM **LUNCH**
- 1:03 PM **Simplicity Changes Behavior**
BJ Fogg, Stanford; Bernie Knobbe, Yahoo!; Reman Child, OhLife; Michael Wu, Lithium Technologies; Gus Tai, Trinity Ventures
Panel & QA
- 2:29 PM **BREAK**
- 2:55 PM **Launch and Iterate in Baby Steps**
Vinay Gidwaney, DailyFeats; Cristina Cordova, Pulse; Rahim Fazal, Involver; Manu Kumar, K9 Ventures
Panel & QA
- 4:12 PM **BREAK**
- 4:39 PM **Baby Steps in Collaborations**
Sheana Bull, University of Colorado Denver; Robert Pakter, PillJogger; Albert Chan, Palo Alto Medical Foundation
Panel & QA
Announcement: New Research Service
- 5:49 PM **Wrapping Up Day 1**
- 5:56 PM **Fun Reception**

Day 2 | Thursday | May 16

- 8:45 AM **Welcome Back**
- 8:50 AM **Day 1 Highlights & Reactions**
BJ Fogg, Stanford
Surprise guests
- 9:01 AM **Baby Steps to a Healthier Future**
David Kirchoff, Weight Watchers International
Emily Knight & Melanie Stuckey, Western University, Canada
- 10:18 AM **BREAK**
- 10:47 AM **Nike+ FuelBand Research Set**
Linda Fogg Phillips, FamilyHealth360
Participants from audience
- 10:56 AM **The "Why" & "How" of Small Collaborations**
Leslie Ziegler, Rock Health; Ellen Levy, Silicon Valley Connect; Julia Hu, LARK
Panel & QA
- 12:09 PM **LUNCH**
- 1:05 PM **Bit by Bit: Improving Health Behavior**
Sarah Milstein, The Twitter Book; Richard Tate, HopeLab; Maria Ly, Skimble; Deborah Rozman, Quantum Intech & HeartMath
Panel & QA
- 2:21 PM **Walk-on/Talk-on: How We Do Baby Steps**
- 2:36 PM **BREAK**
- 3:02 PM **Getting Colleagues to Embrace Baby Steps**
John Lilly, Greylock Partners; Hiten Shah, KISSmetrics
Cases from audience
- 4:06 PM **BREAK**
- 4:32 PM **Future of Baby Steps in Health Innovation**
Hemi Weingarten, Fooducate; Rajiv Kumar, ShapeUp; David Sobel, Kaiser Permanente; Tim Chang, Mayfield Fund
Panel & QA
- 5:42 PM **Your View: The Big Wins from Baby Steps**
- 5:54 PM **See you next year!**