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SCHOOL OF BUSINESS

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Post-Event Brief Report

FDA and M-CERSI Workshop: It's big, but is it useful? A scientific inquiry into how mobile health and social media data may inform medical product safety

Date: Friday, September 11th, 2015

Time: 12:30 – 5:00 pm

Location: Adele H. Stamp Student Union, University of Maryland (College Park, MD)

Event website: <http://go.umd.edu/mobilesocialanalytics>

Faculty PI: Ritu Agarwal, PhD

Summary: This half-day workshop covered important scientific questions about using two of the most ubiquitous and fastest growing data sources, mobile health data and social media data, focusing especially on the implications for product safety. The workshop met all of its stated aims. Over 80 participants including academic researchers, FDA scientists, industry scientists and executives, and students convened to hear from and discuss with scientific experts from the FDA, academia and industry how this fascinating and promising regulatory science innovation domain may be actualized. We received many comments regarding the event's excellent and timely content, insightful speakers, and overall quality.

Participation: Figure 1 details the participant distribution, which shows the event met its aim to include FDA scientists, academic scientists, and industrial scientists, concerning a current regulatory science topic. Presenters included FDA, academic and industry scientists on the leading edge of analytics in this domain.

Dissemination: Event content was disseminated via traditional and social media across platforms with broad reach. Bloomberg, FierceHealthIT, and Inside Health Policy reporters attended. Media (we know of) generated includes: Scrip Intelligence (Aug. 27 advance story) <http://go.umd.edu/scristory>; Smith School News Advance Story <http://go.umd.edu/smithschoolstory>; UMD Right Now Recap: <http://go.umd.edu/umdnwsstory>; Smith News Event Recap: <http://go.umd.edu/smithschoolstoryrecap>. Over 10,600 impressions (number of times a user saw a related tweet on Twitter) were garnered during the event itself. A YouTube playlist (<http://go.umd.edu/mobilesocialanalyticschannel>) has been created where all video presentations are made available in the public domain in addition to slides and video being made freely available through the event website.

Opportunity Generation: The workshop included rich dialog with a very engaged group. We know of at least one research collaboration involving university scientists, industry and FDA that is attempting to be spawned as a result of the event, which will be seeking to apply data mining to a large corpus of clinical notes, and a range of connections were made across audience members across sectors. The event seeded emerging opportunities, shared evidence and piqued interesting questions that should lead to further exploration, research and applications of mobile health and social media data analytics for regulatory decision-making and health sector innovation.

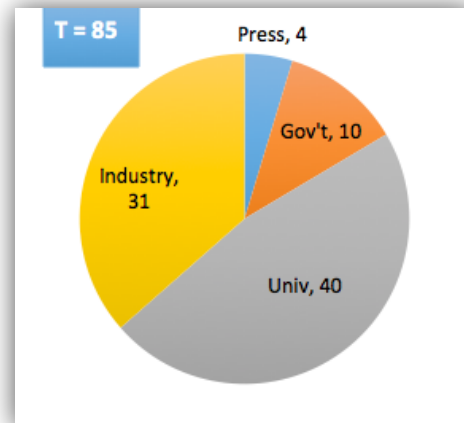


Figure 1. Attendance breakdown