Mobilizing mHealth Innovation for Real-World Evidence Generation
1201 Pennsylvania Ave. NW • Washington, DC 20004
September 15, 2017

2:00 p.m. Welcome
• Mark McClellan, Duke-Margolis Center for Health Policy

2:05 p.m. Real-World Evidence, mHealth, and FDA’s Center for Devices and Radiological Health
• Mark McClellan, Duke-Margolis Center for Health Policy
• Jeff Shuren, Center for Devices and Radiological Health, U.S. Food and Drug Administration

2:15 p.m. Panel Discussion: Overview of Action Plan
• Presenter
  o Christina Silcox, Duke-Margolis Center for Health Policy
• Moderator
  o Gregory Daniel, Duke-Margolis Center for Health Policy
• Panelists
  o Ravi Ramachandran, PatientsLikeMe
  o Patricia Franklin, FORCE-TJR, University of Massachusetts Medical School
  o John Reites, THREAD
• Public Q&A

3:05 p.m. Panel Discussion: Perspectives on Next Steps for mHealth Across the Healthcare Ecosystem
• Moderator
  o Mark McClellan, Duke-Margolis Center for Health Policy
• Panelists
  o Rachael Fleurence, National Evaluation System for health Technology Coordinating Center (NESTcc)
  o Cynthia Grossman, FasterCures
  o Martin Entwistle, Ares Health Systems
  o Alicyn Campbell, Genentech
• Public Q&A

3:55 p.m. Closing Remarks
• Mark McClellan, Duke-Margolis Center for Health Policy

4:00 p.m. Adjourn

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