Call for Brainstorm Innovation Lab Entries

3rd Annual Innovations in Psychiatry and Behavioral Health: Virtual Reality and Behavior Change

Authors are invited to submit entries for consideration as part of the 3rd Annual Innovations in Psychiatry and Behavioral Health: Virtual Reality and Behavior Change conference, presented by the Department of Psychiatry and Behavioral Sciences at the Stanford University School of Medicine. This year’s event will be devoted to virtual and augmented reality (VR/AR) technologies and behavioral change. We will explore the application of immersive technologies for treating and researching psychiatric disorders and behavioral health. Topics will include addictions, ADHD, anxiety, PTSD, psychosis, pain, depression, psychosomatic illness and more. Please join us and interact with all stakeholders in this VR/AR and behavioral change space, which includes psychiatrists, psychologists, behavioral scientists, neuroscientists, engineers, developers, designers, computer scientists, entrepreneurs, investors, and patients.

Brainstorm Innovation Lab Summary: Prior to the conference, Qualified Entrants (who are individuals or teams of individuals, as defined below in “Eligibility”) may submit solutions to a problem, defined by the Qualified Entrants, relating to virtual and augmented reality in mental health care, systems improvement, health behaviors, and healthful behavior change, in an awards contest. Then, approximately one month prior to the conference, about 5-7 Qualified Entrants will be selected as Finalists, by the Brainstorm Innovation Lab Committee and other Judges. Each of the Qualified Entrants, who is selected as a Finalist, will subsequently receive reimbursement for one free registration. If the Qualified Entrant is a team of individuals, then all other individuals on the team must register for the conference and pay their registration fee.

At the conference, one person, who will orally present the solution (5-minute pitch followed by questions and feedback from the judges for 5 minutes), will represent each Finalist. Then the Finalist will engage for one hour in the “Collaboration Zone,” consisting of interactive, experiential learning to improve upon ideas pitched, address the judges’ feedback, and create a better solution and oral presentation, in real-time through feedback and interaction with the interdisciplinary and expert audience (the Finalists will separate into different locations for this activity). Then, one person, who will orally present a revised solution (1-minute pitch), will represent each Finalist. (Duration of the first and second pitches are subject to change prior to the Lab.) Finally, the Judges will determine which Finalists will receive honorary award certificates (If a Finalist is a team of individuals, then all members will receive certificates). Due to CME guidelines, commercial promotion of equipment or platform, or having sales personnel at the Innovation Lab will not be permitted.

Eligibility

The Lab is open to any individual or team of individuals who register(s) for the Conference, excluding those registrants who are employed by commercial interests as defined by the Accreditation Council for Continuing Medical Education (“ACCME”) (i.e. any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients – a complete definition can be found at: http://www.accme.org/requirements/accreditation-requirements-cme-providers/policies-and-
definitions/definition-commercial-interest) (such individuals or team of individuals shall be referred to as a “Qualified Entrant”).

Stanford reserves the right, in Stanford’s sole discretion, to disqualify submissions if Stanford believes that an entrant is not a Qualified Entrant. Additionally, if after accepting a submission, new information calls into question Stanford’s ability to maintain the appropriate boundaries required of its educational planning efforts, Stanford reserves the right to reverse its initial decision and determine that an entrant is no longer a Qualified Entrant and must be disqualified from further participation in the innovations lab activity.

Before working on your solution, should you have any questions about whether you are a Qualified Entrant, please email Romola L. Breckenridge romola@stanford.edu.

Review Procedure

The Brainstorm Innovation Lab Committee, chaired by Nina Vasan, M.D. with co-directors Kenechi Ejebe, M.D., Cody Rall, M.D., and Gowri Aragam, M.D., will review all entries with their associated videos. The Committee and other Judges will select about 5 to 7 Finalists to give oral presentations at the conference’s Brainstorm Innovation Lab. The Scientific Committee will retain the sole discretion to select or decline Qualified Entrants as Finalists. Qualified Entrants agree to be bound by, and not challenge, the final decisions of the Committee. All correspondence will be directed to the identified corresponding/submitting person. Entries involving commercial promotion and funding requests will not be appropriate.

Entries will be evaluated with reflection given to the following criteria:
• Quality of oral presentation
• Problem addressed and relevance to audience and conference theme
• Novelty and creativity of the solution
• Feasibility of the solution (proposed technology and business plan)

Brainstorm Innovation Lab Entry Form, Disclosures, Terms and Conditions, and Video

Entry Form (Online)

Entry form online, information needed:
1. Corresponding/submitting person’s information (name, email, institution/organization, professional titles)
2. Name of Innovation (ex. "Anxiety Eraser"):
3. Brief Description of Idea (10 words max):
4. Funding sources for work relating to the entry (if applicable)
5. Relationship to commercial or for-profit activity (if applicable)
6. Have you presented/submitted this entry at another event or for publishing?
7. If the Qualified Entrant is a team of individuals, then a list of all the individuals (names, emails, institution/organizations, professional titles)

Disclosures (print out, fill out, sign/date, scan, and upload)
All qualified entrants (including all team members who work on the entry) must fill out, sign, date, and submit disclosure forms.
Terms and Conditions (print out, read and accept, sign/date, scan, and upload)
All qualified entrants (including all team members who work on the entry) must sign, date, and submit Terms and Conditions.

Video Preparation (Upload to Youtube)
Please prepare a 3-5 minute video submission that addresses the following questions. Submissions will be scored for the quality with which they answer each of these questions:

1. Problem
   What problem are you trying to solve?
   What is the scope of the problem; how many people does it impact and in what manner?

2. Innovative Idea
   What is your idea for a solution?
   What is your value proposition?
   How is your solution measurable?

3. Healthcare
   What are the targeted diagnoses or conditions that will be impacted by your solution? (ex. depression, anxiety, PTSD)
   What types of patients would benefit? (ex. rural v. urban. clinician v. patient, age range, education level, etc.)
   What is the targeted clinical care setting (ex. outpatient, urgent care, telemedicine, hospital, ER, etc.)
   What is the usability/feasibility for clinician-patient relationship?

4. Technology
   Discuss the technological needs for running this VR/AR (ex. smartphone vs desktop vs laboratory)
   Include a live demonstration of the VR/AR. If you are in an early phase (pre-development), describe the experience the user will go through.

5. Business
   Who is your target customer, and how much would you charge them?
   What is your plan for scaling and optimizing access?
   Who is your competition and what is your competitive advantage?

Please upload your video to Youtube and include a link to it on the submission form. If needed, instructions for creating a Youtube account and uploading a video can be found here:

Creating an account
https://support.google.com/youtube/answer/1646861?hl=en

Uploading a video
https://support.google.com/youtube/answer/57407?hl=en&co=GENIE.Platform=Desktop
Two sample video presentations done at an innovation lab by an organization unrelated to Stanford may be viewed at https://www.youtube.com/watch?v=tiEDZjECzZg and https://www.youtube.com/watch?v=ZSLQQ82bMDs. These are provided only as samples that are publicly accessible and we do not endorse or guarantee the content at these links.

**Presenter Requirements:**

All Qualified Entrants must register for the conference and will be responsible for all of their own conference-related expenses. Each of the Qualified Entrants, who is selected as a Finalist, will subsequently receive reimbursement for one free registration. If the Qualified Entrant is a team of individuals, then all other individuals on the team must register for the conference and pay their registration fee. Qualified Entrants are responsible for producing their own video and for the associated costs. Qualified Entrants of the entry will be solely responsible for the security of any demonstration and interactive technology equipment associated with the entry. The Conference and Stanford will not be responsible for any loss or damage to said equipment.

**Online Submission Information**

Entries (entry form, disclosure, Terms and Conditions, and YouTube video link) must be made electronically at https://app.smartsheet.com/b/form?EQBCT=9cca37ffddac49deb76d02db0cf7bd72. Please be prepared to provide the information described above under “Entry Form (online).”

**Submissions must be received by** the deadline noted at https://med.stanford.edu/cme/courses/2017/psychiatry17/abstracts.html

Applicants will be notified around two weeks after the deadline, about whether they will be Finalists.

**FAQS**

- **How will I know if my entry was received?**
  After you complete your entry, a confirmation email will be sent to inform you know that your entry was successfully received. Keep a copy of this receipt for your records, along with a copy of the entry documents/files.

- **Can I make any changes to any part of my entry submission (e.g., edits to the Entry Form or Video)?**
  No. Once all materials (entry form and video) are submitted, it cannot be changed. If there is an issue with your entry, email Romola L. Breckenridge romola@stanford.edu

- **When will I be notified if my entry was accepted?**
  Whether the entry is accepted (to be a finalist) or declined will be communicated via email to the corresponding/submitting author by early September 2017.

- **When may I register for the conference and book my hotel room?**
  Registration for the conference, as well as when you can book your hotel, is available now at https://med.stanford.edu/cme/courses/2017/psychiatry17.html#registration
• How do I learn more Stanford Brainstorm?
  For more information on Brainstorm: The Stanford Laboratory for Mental Health Innovation and Entrepreneurship, please email Dr. Nina Vasan nvasan@stanford.edu and/or visit https://med.stanford.edu/psychiatry/special-initiatives/brainstorm.html
  This is a publicly accessible website and we do not guarantee or endorse its content.

• How do I join the Stanford Brainstorm community?
  To sign up for Stanford Brainstorm’s Mental Health Innovation Network, visit bit.ly/brainstormnetwork
  This is a publicly accessible website and we do not guarantee or endorse its content.

• Whom may I contact with additional questions?
  For more information please email Romola L. Breckenridge romola@stanford.edu