HOW DO YOU GET FROM IDEA TO APP?

tiag Co-Sponsors Symposium to Help Others Surmount Obstacles in Mobile App Development

RESTON, Va., Jan. 25, 2016 – Seeking innovative ways to translate their ideas into products that benefit more people, a growing number of research institutions — along with life science and health care researchers — are exploring mobile applications and emerging digital health platforms as a means to improve care delivery and foster patient engagement. But successful entry into the mobile apps world is complicated by confusion about the ever-changing regulatory landscape, the search for knowledgeable commercialization partners, and copious obstacles in the quest to get from idea to app.

To help academic and commercial scientists and clinicians surmount these hurdles, on February 4, 2016, tiag® — a progressive management and technology services company known for its expertise in developing behavioral health mobile apps for federal and state governments and private sector organizations — is co-sponsoring the "So You Want to Build an App" symposium to be presented in Seattle, Washington, by Life Science Washington.

Focusing on the digital health/health information technology landscape, the symposium will illuminate trends and issues facing health care app development across care delivery, data collection and consumer products. Through case studies and discussion, expert panelists and accomplished entrepreneurs will discuss existing products on the market, local support for researchers developing health care apps, common pitfalls to avoid, branding and legal obligations, how to boost chances for success, and other issues. Interested audiences include researchers, entrepreneurs and students exploring mHealth apps, technology transfer staff from academic and research institutes, and service providers supporting the life science and digital health/health IT sector.

Among the symposium panelists and experts who will help academic and commercial scientists understand the elements of translating research to a product, David Cooper, Psy.D. — a psychologist and mobile applications lead for the mobile health program at National Center for Telehealth & Technology (T2) — will share examples of T2's work in mobile health application development. Representing tiag's co-sponsorship of this symposium, tiag experts Mark White, general manager of strategic operations, and Steve Vincent, senior client engagement executive, will demonstrate behavioral health mobile apps tiag has developed in partnership with T2, the Department of Defense and other federal agencies. Vincent and White will share examples of tiag's mobile solutions that address organization-specific goals and challenges, among them, apps designed to promote resiliency among medical professionals and first responders, and the mobile FRAT app tiag created in collaboration with Uniformed Services University of the Health Sciences and Armed Forces Radiobiology Research Institute.

The "So You Want to Build an App" symposium will be held on February 4, 2016, from 1:00 p.m. to 5:00 p.m. at Knobbe Martens, located at 925 Fourth Avenue in Seattle, Washington. This symposium is presented by Life Science Washington, an independent, non-profit 501(c)(6) trade association serving the life sciences industry in the state of Washington (formerly known as Washington Biotechnology and Biomedical Association). Symposium partners include Seattle Children's Research Institute and University of Washington's CoMotion®, a collaborative hub for expanding the societal impact of the UW community.

For more information, please contact Molly Schar at mschar@tiag.net or 202-230-3716.

About tiag • Established in 1999 in Reston, Va., tiag® (The Informatics Applications Group., Inc.) is an innovative management and technology services company with a leading reputation in providing superior transformational business results. All of our staff are experts in both business and technology and bring a comprehensive discernment to advising on relevant technologies. Our group prides itself on its ability to provide nimble, entrepreneurial responses to multidimensional problems. We leverage our collective expertise to deliver refined, comprehensive solutions grounded in real world experience. Please visit **tiag.net** to learn more.