



JULY 23-26, 2017, MADISON, WI

ProComm 2017 Call for Proposals

Special Track: Communication for Health, Medical, and Biomedical Engineering

Proposals due: 5 January 2017. Submission site will open mid-December 2016.

<http://sites.ieee.org/pcs/procomm2017/>

Overview of Track

Do you engage in some form of communication connected to aspects of health, medicine, or biomedical engineering? Are you a biomedical engineer? Do you study biomedical engineering and the types of communication associated with the field? Do you work with communication strategies in the health or medical fields? Do you teach such subjects? If so, we encourage you to apply to this specialized communication track hosted by Louisiana Tech at ProComm 2017's conference in Madison, Wisconsin in July 2017.

Topics of Interest

This track of the 2017 ProComm program invites proposals that seek to explore different aspects of health, medical, and biomedical engineering communication from around the world. Topics of interest for this track at ProComm 2017 include the following:

- Practices for engaging in effective research relating to health and medical communication.
- Documentation and communication challenges surrounding regulatory compliance.
- Product marketing and patient information for healthcare appliances.
- Documentation and user interface design for medical appliances that have a user interface that has to be designed and documentation produce and take into consider needs of patients/practitioners in context (e.g., AEDs).
- Business pitches, communicating to customers and investors.
- Risk disclosure in product marketing.
- Data analysis challenges and ethical implications of biometrics data from wearables.
- Strategies for gaining an appropriate level of technical language to be able to extract information from chart records to generate automated extraction of billing codes (for example, where the technical writer is helping control the structure of language so that it can be parsed and meaningful data gathered)
- Collaborating/working with SMEs outside of engineering discipline (e.g., working collaboratively with medical doctors and residents).
- Approaches to studying and understanding different stakeholder groups involved in health and medical communication contexts (e.g., patients, physicians, healthcare administrators, insurance providers, etc.).

- Methods for coordinating the sharing of health and medical information across different locations and populations.
- Developing effective communication practices for new and emerging health and medical technologies.
- Strategies for working effectively in regulated environments to produce health and medical communication materials.
- Processes for engaging in effective content management in and effective content strategy for coordinating health and medical communication projects.
- Factors of visual design, visual communication, and data visualization relate to conveying health and medical information to different audiences.
- Usability and user experience design approaches to health and medical comm.
- Practices professional communicators can use for working effectively with subject matter experts in health and medical contexts.
- Aspects of sharing health and medical information in international contexts.
- Approaches to teaching health and medical communication in professional communication classes and curricula.
- Factors of law and ethics one should consider when engaging in health and medical communication practices.

Paper Format	Description	Length of Submissions at Double Blind Juried Peer Review Stages	Length of Final (Accepted) Submissions
Full Paper	Appropriate for late-stage research projects with conclusive results; mature, theoretically-grounded position papers; or papers reporting on a well-tested professional or teaching practice.	First-Round Peer Review, 700 words max (determines invitation to second-round peer review: <i>does not</i> determine acceptance). DUE: January 5, 2017 ----- Second-Round Peer Review, 6-8 pages, formatted for IEEE style. (determines acceptance). DUE: Mar 15, 2017	6-8 pages (including visuals and references), formatted and edited for IEEE Xplore. DUE: May 1, 2017
Brief Paper	Appropriate for works-in-progress (early-stage research projects, in-progress professional or teaching practices, etc.).	First-Round Peer Review, 350 words max (determines invitation to second-round peer review: <i>does not</i> determine acceptance). DUE: January 5, 2017 ----- Second-Round Peer Review (determines acceptance), 3-5 pages, formatted for IEEE style.(determines acceptance) DUE: March 15, 2017	3-5 pages max (including visuals and references), formatted for IEEE Xplore. DUE: May 1, 2017
Extended Abstract	Perfect for those who wish to present without writing a longer paper. Summarizes the talk at high level for conference participants and readers of IEEE Xplore.	Single-Round Peer Review, 700 words max. (determines acceptance) DUE: January 5, 2017	1 page max (including visuals and references), formatted for IEEE Xplore. DUE: May 1, 2017

Interested individuals are also encouraged to contact Track Chair Kirk St.Amant (kirk.stamant@gmail.com) to discuss prospective ideas for proposals for the **Communication for Health, Medical, and Biomedical Engineering** Track at ProComm 2017.

Submissions

Participants can submit **Papers** or **Panels**. To keep the program diversified, authors are strictly limited to three conference submissions maximum (including co-authored works), and participants are strongly encouraged to promote other co-authors to the position of presenter where appropriate.

A. Papers

Authors typically have 15-20 minutes to present their work at the conference. Authors may select one of three formats: full paper, brief paper, or extended abstract. All three formats are published in the conference proceedings through IEEE XPIore. One author from each paper must register for, attend, and give the paper at the conference for inclusion in the program and to be published in the Proceedings.

B. Panel Proposals

Panels are 75-minute sessions with multiple presenters. Panels may be comprised of multiple speakers organized around a general topic, or they may include multiple perspectives on a more specific topic. **All members of the panel must register for and attend the conference.** The leader of the panel should submit a 700 word proposal of the panel. If accepted, the leader of the panel should submit, on behalf of all the panelists, a single paper, up to 14 pages to be published in the Proceedings. Panel proposals and papers will undergo double blind juried review.

Contact for Questions

Questions on the **Communication for Health, Medical, and Biomedical Engineering** Track at ProComm 2017 should be directed to Kirk St.Amant at kirk.stamant@gmail.com.