



MEETING AGENDA

The Evolving Phenomenon of Direct-to-Consumer Neuroscience

The Banbury Center, Cold Spring Harbor Laboratory, New York, USA
February 4-6, 2018

This meeting was funded by the **Cold Spring Harbor Laboratory Corporate Sponsor Program**

Organizers:

Peter Reiner, University of British Columbia
Anna Wexler, University of Pennsylvania

A growing array of devices, products, and software are being sold directly to consumers to monitor and modulate brain function. These products – non-invasive neurostimulation, EEG recording devices, brain-fitness software, and apps that diagnose mental health disorders – are allowing the public to access technologies once held behind the closed doors of science and medicine. As there is currently little oversight into the effectiveness of these products and claims made by manufacturers, this Banbury Center meeting convened an interdisciplinary group of legal scholars, bioethicists, sociologists, regulators, and industry representatives to discuss the novel regulatory and ethical questions as well as potential solutions that foster best practices in the field.

SUNDAY, FEBRUARY 4

Afternoon Participant arrivals

6:00 pm Reception, dinner

MONDAY, FEBRUARY 5

7:15 am Breakfast

8:30 am **Welcome and Introductory Remarks**

Rebecca Leshan, The Banbury Center, Cold Spring Harbor Laboratory

Peter Reiner, University of British Columbia, Vancouver, Canada

Anna Wexler, University of Pennsylvania, Philadelphia, USA



9:00 am SESSION I: Overview of the Direct-to-Consumer Neuroscience Market

Alvaro Fernandez, SharpBrains, Washington, DC, USA

9:25 am SESSION II: Institutional Pushes and Pulls

Carlos Peña, U.S. Food and Drug Administration, Silver Spring, USA

Annette Soberats, Federal Trade Commission, Washington, D.C., USA

10:35 am SESSION III: Direct-to-Consumer Brain Training

Karen Rommelfanger, Emory University, Atlanta, USA

Jonathan King, National Institute on Aging, Bethesda, USA

Aaron Seitz, University of California, Riverside, USA

11:40 am SESSION IV: Direct-to-Consumer Recording

Yannick Roy, University of Montreal & NeurotechX, Montreal, Canada

Robert Thibault, McGill University, Montreal, Canada

Beatrice Capestany, Duke University, Durham, USA

12:45 pm Luncheon

2:15 pm SESSION V: Direct-to-Consumer Electrical Stimulation

Anna Wexler, University of Pennsylvania, Philadelphia, USA

Brett Wingeier, Halo Neuroscience, San Francisco, USA

4:00 pm SESSION VI: On the Horizon

Peter Reiner, University of British Columbia, Vancouver, Canada

4:25 pm General Discussion

Nita Farahany, Duke University, Durham, USA

6:00 pm Reception, dinner



TUESDAY, FEBRUARY 6

7:15 am Breakfast

8:30 am Introduction and Aims for Day 2

Peter Reiner, University of British Columbia, Vancouver, Canada
Anna Wexler, University of Pennsylvania, Philadelphia, USA

8:45 am SESSION VII: Perspectives from the Public

Clíodhna O'Connor, University College Dublin, Belfield, Ireland
Sarah Lock, AARP, Washington, D.C., USA
John Torous, Harvard University, Boston, USA

9:45 am SESSION VIII: Independent Third-Party Review of Products and Advertising

Bonnie Patten, Truth in Advertising, New York, USA
Stephen Schueller, Northwestern University, Chicago, USA
Tod Cooperman, ConsumerLabs.com, White Plains, USA

11:20 am General Discussion

12:00 pm Luncheon

1:30 pm SESSION IX: Lessons from Direct-to-Consumer Health Products

Patricia Zettler, Georgia State University, Atlanta, USA
Nita Farahany, Duke University, Durham, USA

2:20 pm SESSION X: Summary Discussion and Wrap-Up

Hank Greely, Stanford University Law School, Stanford, USA
Peter Reiner, University of British Columbia, Vancouver, Canada;
Anna Wexler, University of Pennsylvania, Philadelphia, USA

4:15 pm Participant departures



MEETING PARTICIPANTS

Beatrice Capestany, Duke University
Tod Cooperman, ConsumerLab.com
David Dobbs, independent journalist
Nita Farahany, Duke University
Alvaro Fernandez, SharpBrains
Hank Greely, Stanford University Law School
Jonathan King, National Institute on Aging, NIH
Sarah Lock, AARP
Clíodhna O'Connor, University College Dublin
Bonnie Patten, Truth in Advertising
Carlos Peña, U.S. Food & Drug Administration
Peter Reiner, University of British Columbia
Karen Rommelfanger, Emory University
Yannick Roy, University of Montreal
Stephen Schueller, Northwestern University
Aaron Seitz, University of California, Riverside
Annette Soberats, Federal Trade Commission
Robert Thibault, McGill University
John Torous, Harvard University
Anna Wexler, University of Pennsylvania
Brad Wible, *Science*
Brett Wingeier, Halo Neuroscience
Patricia Zettler, Georgia State University