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 Capestan, 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
Cliodhna 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