

INTEROPERABILITY SHOWCASE™:



Call for HIMSS10 Interoperability Showcase Participation
Demonstrate your organization's leadership in interoperability

Interoperability Showcase

March 1-4, 2010

Atlanta, GA USA



A SCENARIO - BASED APPROACH

Showing the Power of Interoperability Through Examples

Clinical scenarios demonstrate the power of interoperability and the credibility of your technology. The following are examples of two scenarios from a previous Interoperability Showcase that show innovative solutions for the correct identification of patients and privacy of medical data using IHE and HITSP.

Setting: Care Coordination - From the ER to Follow-up

As a proactive health care consumer, you have created a personal health record (PHR) and have published it for clinician access. And then – your PHR goes to work. You are seriously injured and taken unconscious to a rural emergency room.

The emergency room (ER) physician looks up your record and sees your PHR. Your PHR speaks for you when you can't. You have existing health issues including diabetes. You are diagnosed with fractures requiring the skills of an orthopedic specialist at the Trauma center downtown. The ER physician creates a discharge summary and sends to the health information exchange (HIE) infrastructure. Your images are also sent to the regional HIE for sharing.

At the Trauma Center, the orthopedic specialist sees the ER discharge summary including your accident history and images captured during that visit. The orthopedic specialist doesn't spend wasted time tracking down your records or performing repeat x-rays and examinations. He can send you to the OR right away. After a successful surgery, you have developed a severe allergic rash resulting from the Perioperative antibiotics. You are instructed to follow up with your primary care physician (PCP). On your follow up visit, your PCP is able to view the documents and images from your hospitalizations. He notes the new medications and medical problems added during your hospital stays. In addition, your PCP notes the allergic reaction and updates the EMR, avoiding medical errors such as miscommunication about medication doses.

Focus: Infrastructure and Managing Identity and Audit Issues

Correct identification of patients and privacy of medical data are important issues and of concern in health IT. This scenario demonstrates how the use of IHE and HITSP address these concerns.

Healthcare digital identities are provided to healthcare professionals and emergency responder staff in accordance with regulatory agency provisions. These high assurance credentials enable accountability for authentication to health information resources and enable a trusted signature. Authorized providers and their licensed healthcare professionals (roles) are managed by an Identity Service Provider (ISP). Identities are issued to providers leveraging digital certificates, which are used for role-based access control for Health Information Exchange (HIE). These identities not only enable access, but also ensure that security audits are easily undertaken.

Infrastructure - Audit Repository

From the Audit Repository, the Security Officer can monitor the audit logs and use the audit record to support the organization's security policies. He has also created a series of security alerts that notify him of various potential security issues. This may include:

- Too many login failures may indicate a hack attack.
- Use of the "Break-Glass" feature may indicate inappropriate use and is generally investigated to ensure appropriateness.
- Unusual traffic from one source may indicate inappropriate use or hacking.

Setting: Infrastructure – Provider Audit Repository

At Regional Hospital, the Privacy Officer receives a complaint from a patient that her privacy has been breached. The patient is convinced that her neighbor, a nurse at Regional, has looked into her electronic records to see why she was in the Emergency Department the previous week. The Privacy Officer leverages the audit logs to assist with the development of Accounting of Disclosures. The use of federated identity gives better fidelity to the audit logs, allowing the Privacy Officer to see direct user access. The Privacy Officer reviews all occurrences of access to the patient's records and notes that all access by those clinicians directly involved in her care delivery was appropriate.



OPPORTUNITIES FOR PARTICIPATION IN THE INTEROPERABILITY SHOWCASE™ CONNECTED DEMONSTRATIONS

Involved in IHE or HITSP? If your applications include IHE Technical Frameworks and/or HITSP Interoperability Specifications you need to be in the Showcase!

- Infrastructure
- EHR/EMR
- PHR
- Cardiology
- Radiology
- Laboratory
- Ophthalmology
- Clinical Systems
- Quality, Research and Public Health
- Health information exchange (HIE) for medical/patient care devices
- Financial and administrative systems for billing and claims attachments

Visit www.interoperabilityshowcase.org/himss10 for more information or email

interoperabilityshowcase@himss.org

PUTTING OUR COMMITMENTS TO WORK

HIMSS' Commitment to Participants

- Promote the Interoperability Showcase and your participation to current and potential HIMSS10 attendees.
- Develop and share compelling marketing materials to promote your participation.
- Encourage interest from HIT stakeholders, public policy decision-makers and the industry through PR efforts.
- Provide PR efforts to the national and local press prior to the event, on-site and post-Showcase.
- Produce and prominently place signage with your logo at the Showcase.
- Create a virtual presence on the HIMSS and Interoperability Showcase Web sites to promote your organization.
- Develop multimedia presentations that educate attendees on the significance of your participation.
- Schedule special tours for VIPs, press, international delegates and government agency representatives.
- Provide technical support for your organization throughout the Connectathon process.

Participant Technical Staff Commitment to HIMSS

Specific to the HIMSS10 Interoperability Showcase

- Complete the Interoperability Showcase contract by September 30, 2009.
- Participate in mandatory Showcase Webinars October 2009 –February 2010. Webinar schedule to be posted by August 1, 2009.
- Register for the IHE 2010 North American Connectathon by September 30, 2009 and attend/participate in January 11-15, 2010.
- Ship equipment to and from the HIMSS10 Annual Conference & Exhibition in Atlanta, GA.
- Confine conversations in the Interoperability to interoperability-related topics.
- Use appropriate behavior in the Showcase and respect all other participating vendors and products.

Specific to the IHE 2010 North American (NA) Connectathon*

- Register for the IHE 2010 NA Connectathon by September 30, 2009 and attend/participate January 11-15, 2010.*
- Ship equipment to and return it from the IHE 2010 NA Connectathon site in Chicago, IL (required for Connected Demonstration participants and others as identified).
- Send at least one (1) technical representative to the Connectathon for **each** IHE or HITSP actor or grouping that will be tested.
- Successfully demonstrate interoperability with designated partners in a number of test configurations.
- Submit success logs for each actor being tested.

**Note: Interoperability Showcase participants participating in the Connected Demonstration and others as identified must also participate and successfully pass all requirements for the IHE 2010 NA Connectathon.*

Participant Marketing Staff Commitment to HIMSS

- Complete HIMSS10 Interoperability Showcase contract and online survey by September 30, 2009.
- Meet the posted deadlines in the Terms and Conditions document as posted on www.interoperabilityshowcase.org/himss10 and included in your contract.
- Deadline deliverables include:
 - All participants must submit company/organizational logo in a vector .EPS format to AFIeige@himss.org.
 - Submit Showcase Theater Presentation drafts (Leadership and Organizational levels).
 - Submit White Paper Success Story drafts (Leadership, Organizational, and Implementer levels).
 - The Showcase team has the final approval on all documents in order to be permitted in the Showcase.

For information on the Interoperability Showcase, visit: www.InteroperabilityShowcase.org



For participation in the Interoperability Showcase, contact:

Kelly Laidler
klaidler@himss.org
+1 312-915-9285

Tia Peterson
tpeterson@himss.org
+1 312-915-9232

Becky Washler
bwashler@himss.org
+1 319-393-3117

For information on IHE, visit: www.ihe.net

For IHE participation, contact:
Celina Roth
Manager, Staff Liaison to IHE
croth@himss.org
+1 312-923-9312

PARTICIPATION OPTIONS – THAT WORK FOR YOU!

Choose a level with your needs in mind

Leadership: \$18,500

Demonstrate interoperability leadership and enjoy top industry visibility. Leadership participation. This level includes Supporter and Implementer benefits plus:

- **VIP Tours**—connect with top leaders from government and industry including members from the U.S. Congress and state legislators, Ministry of Health delegations from nations worldwide and more*
- **New! Showcase Theater Presentation Videotaped**—replayed at HIMSS Virtual Conference with a link on the Interoperability Showcase Web site for one year, and utilize video for your own marketing needs worldwide*
- **Connected Demonstration Participation**—All systems in Connected Demonstration must pass IHE 2010 NA Connectathon.
- **Showcase Theater Presentation**—high profile speaking engagement*
- **Print & Web-based Marketing**—logos included in a wide range of marketing materials including hyperlinks, print materials, HIMSS Daily Insider and card packs
- **Additional marketing visibility**—free-standing message signs and HIMSS10 web exposure*
- **New! White Paper Success Story**—one printed IHE Interoperability White Paper Success Story in the Showcase (*Note: HIMSS has final content approval*)
- **Complimentary**—Three full conference badges - (may be used by anyone of your choosing, a staff member, client or prospect) - a \$3000 value*
- **Lead generation**—receive a list of all Showcase demo participants*
- **Distributed Demo Participation**—promotes higher exhibit booth and Showcase traffic*

Implementer: \$9,000

Gain in-depth experience and industry visibility. This level includes Supporter Level benefits plus:

- **Standard Tours**—included in the Connected Demonstration with upgrades to VIP Tours possible
- **New! White Paper Success Story**—one printed IHE Interoperability White Paper Success Story in the Showcase (*Note: HIMSS has final content approval*)
- **Connected Demonstration Participation**—All systems in Connected Demonstration must pass IHE 2010 NA Connectathon.
- **Print & Web-based Marketing**—logos included in a wide range of marketing materials including hyperlinks, print materials, HIMSS Daily Insider and card packs
- **Complimentary**—Two full conference badges (may be used by anyone of your choosing, a staff member, client or prospect) - a \$2000 value
- **Lead Retrieval Option**—flexibility to rent a system for your kiosk

Supporter: \$3,500

Demonstrate your organization's support for standards-based HIT.

Benefits include:

- **Logo Placement**—display your logo in the Resource Guide, signage, Website and more
- **Print & Web-based Marketing**—logos included in a wide range of marketing materials including hyperlinks, print materials, HIMSS Daily Insider and card packs

Organizational: Special Category & Rate for Non-Profit & Government Initiatives \$6,500

Demonstrate your support for IHE national and global efforts. This level includes Supporter Level benefits plus:

- **Demonstrations**—\$6,500 is the standard kiosk price but special pricing may be available, call Tia Peterson for more details at +1-312-915-9232
- **Standard Tours**—Organizational participants are included in some of the tours
- **Showcase Theater**—high profile speaking engagement
- **Print & Web-based Marketing**—logos included in a wide range of marketing materials including hyperlinks, print materials, HIMSS Daily Insider and card packs
- **New! White Paper Success Story**—one printed IHE Interoperability White Paper Success Story in the Showcase (*Note: HIMSS has final content approval*)
- **Complimentary**—Two full conference badges (may be used by anyone of your choosing, a staff member, client or prospect) - a \$2000 value
- **Lead Retrieval Option**—flexibility to rent a system for your kiosk

Complete your application today.

<http://www.InteroperabilityShowcase.org/himss10>

*Exclusive for Leadership Level

HIMSS10 INTEROPERABILITY SHOWCASE PARTICIPATION OPPORTUNITIES

HIMSS¹⁰ Annual Conference & Exhibition MARCH 1-4, 2010 / ATLANTA

By participating in the Interoperability Showcase, your company takes center stage at the HIMSS10 Annual Conference in Atlanta, GA. This is an unparalleled opportunity to demonstrate your technology to thousands of healthcare IT professionals from across the globe. It is also a unique and ideal venue to gain visibility and credibility for your application and connect with key audiences – your current customers, new prospects and potential business alliances.

HIMSS Interoperability Showcases™

HIMSS Interoperability Showcases™ are unique events where vendors and organizations come together to demonstrate standards-based health IT applications in a venue that simulates typical healthcare settings like Ambulatory, Hospital/Provider, Emergency, Chronic Care and Public Health.

Interoperability Showcases originally focused exclusively on commercially available products that included interfaces based on IHE Technical Frameworks. Today the Showcases have evolved to offer a real-world, real-time demonstration of complex healthcare environments that are standards-based using IHE and HITSP and provide an early look at other proven and tested standards in the industry.

Interoperability Showcases don't just offer information about standards-based health IT applications – they feature multiple simulated healthcare environments that demonstrate realistic clinically-accurate examples, called "Showcase Scenarios." These vignettes demonstrate real-time live health information data exchange used as examples to show how standards-based health IT benefits today's complex healthcare systems.

INTEROPERABILITY SHOWCASE BENEFITS

Benefits of Participation for Vendors

Makes interoperability real: Your systems are featured in a setting demonstrating compelling, realistic, clinically-accurate examples that draw thousands of visitors. The benefits of this environment are tremendous. Potential buyers and end-users enjoy the unique opportunity to experience real-time, real-data experiences and envision how this technology might benefit their own healthcare environment.

Benefits of Participation for Non-Profit and Government Initiatives

Sets your organization, agency or initiative apart: Dozens of prestigious organizations participate annually in the Showcase because they value the opportunity to expand their marketing reach. Organizations not a part of the connected demonstration are located in open approachable kiosks that frame the live connected demonstration area. As a result, attendees can easily interact with all Showcase participants and gain the same value as the connected partnerships.

Why Participate? Terrific exposure!

The HIMSS09 Interoperability Showcase in Chicago, IL captured record attendance!

Key statistics from HIMSS09 Interoperability Showcase:

- **4,000 attendees** – nearly 15% of all HIMSS09 attendees visited the Showcase.
- **72 participating companies and organizations** including vendors, standards organizations, national initiatives, government agencies and other special programs.
- **47 Participants** in the Connected Demonstration showcasing interoperability between 60+ unique systems
- **40 educational sessions** including Federal Health Architecture, CAQH/CORE, OASIS, Continua, HITSP, IHE and others.

Will your company be there in 2010? The Interoperability Showcase is the largest booth on the HIMSS exhibit floor – don't get left behind and miss out!

Register online at www.InteroperabilityShowcase.org



230 E. Ohio St., Suite 500
Chicago, IL 60611
www.himss.org

Important Deadlines for HIMSS10 Interoperability Showcase

September 30, 2009:

- Complete registration for the HIMSS10 Interoperability Showcase and complete online survey.
- Complete registration for the IHE 2010 North American Connectathon (if participating in the Connected Demonstration or asked to do so by Showcase management team).

October 23, 2009:

- Showcase Logo submission due to AFliege@himss.org in vector EPS format.

October 2009 – February 2010:

- Attend mandatory Showcase Participant Webinars (details to be provided following Showcase registration).

January 11-15, 2010:

- Participate in IHE 2010 North American Connectathon (if participating in the Connected Demonstration or asked to do so by Showcase management team).

February 28, 2010:

- Arrive and prepare for on-site Showcase final tests and staging.

*Note: Deadlines for White Papers and Showcase Theater Presentations will be posted on www.interoperabilityshowcase.org/himss10 by August 1, 2009 and are included in *HIMSS10 Interoperability Showcase Terms and Conditions*.

COMPLETE YOUR APPLICATION TODAY!

For more information on requirements for the Showcase visit:

www.InteroperabilityShowcase.org/himss10

or contact the Showcase team at

interoperabilityshowcase@himss.org

"It is now clear that health information technology is the first thing on the list and the only thing on the horizon that will both significantly improve the quality of healthcare while at the same time significantly reducing the cost. It is critical in these uncertain economical times that our country has a unified focus and HIMSS helps provide a support to bring healthcare to the 21st century. I'm excited about the progress that is happening in both the public and private sector to help fix our paper-based healthcare system as quickly as possible."

Daniel Mongiardo MD,
Lieutenant Governor of Kentucky

"If you are at all involved with healthcare, the HIMSS conference is the place to see the present and future of the healthcare technology that our nation is looking for. The lives of patients and reduction of waste in healthcare, all are dependent upon the constantly evolving health IT science network to deliver systems that are innovative, interactive, interoperable, intelligent and integrative across healthcare specialties. I was impressed by the scalpel sharp technology on display as well as the conversations with experts planning the over the horizon innovation for coming generations of health IT."

Congressman Tim Murphy (PA-18)

"This was my first time attending the HIMSS Annual Conference, and I feel the Interoperability Showcase highlighted the promising value of public health IT integration with clinical care information systems. I look forward to seeing future demonstrations of projects that work towards improved population health."

Irene Stephens, MPH
Senior Analyst, Public Health Informatics
Association of State and Territorial Health Officials (ASTHO)