

**WoHIT11 Interoperability Showcase**  
10-12 May 2011 | Budapest Hungary  
Participant Information Webinar  
12 January 2011

**HIMSS**  
**Interoperability Showcases™** In collaboration with Integrating the Healthcare Enterprise (IHE)

## ***HIMSS Showcase Team***

- Lisa Spellman- Informatics, Sr. Director
- Sandy Vance- Director, Global Showcases
- Judi Lorek- Coordinator, Global Showcases

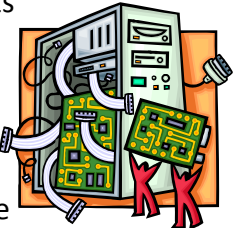
Questions: [InteroperabilityShowcase@himss.org](mailto:InteroperabilityShowcase@himss.org)

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## ***What is a HIMSS Interoperability Showcase?***

A “live” demonstration of interoperability:

- Uses transactions and “actor” designations specified in IHE International Technical Frameworks
- Uses information exchange standards recognized by regional interoperability initiatives
  - epSOS, ONC, NHIN Specifications and Constructs
- Highlights underlying standards from ISO, HL7, IEEE, DICOM, OASIS and others constrained for “plug-n-play” deployment
- Uniform process conducted in locations worldwide



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***Why are HIMSS Interoperability Showcases Important?***

- Promotes standards based exchanges
- Promotes openness and equity in provider system selection
- Brings support to interoperability across the globe

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***Target Audience***

**Who are we trying to reach? Typical Showcase visitors include...**

- Authorities & policy makers from local, regional, national & international audiences
- Clinicians
- Health IT users and buyers
- Hospital & ambulatory clinic leadership
- Informatics professionals
- Academics –clinical education
- Health IT & medical media



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Interoperability Showcase 2010

**160%**  
more visitors

**25%**  
more participants

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***WoHIT11 Interoperability Showcase Areas of Focus:***

- **HITCH:** Use case demonstrations will include significant information and practical applications that demonstrate standards-based interoperable health IT systems to meet HITCH project goals and other Europe - focused healthcare market drivers and mandates.
- **Interoperable Clinical Systems**
- **Patient Care Coordination**
- **Medical Devices**
- **Interoperable EHR / EMRs & PHRs**
- **Health Information Exchanges (HIE)**
- **Public Health Biosurveillance and Registries**
- **Quality e-Measures**



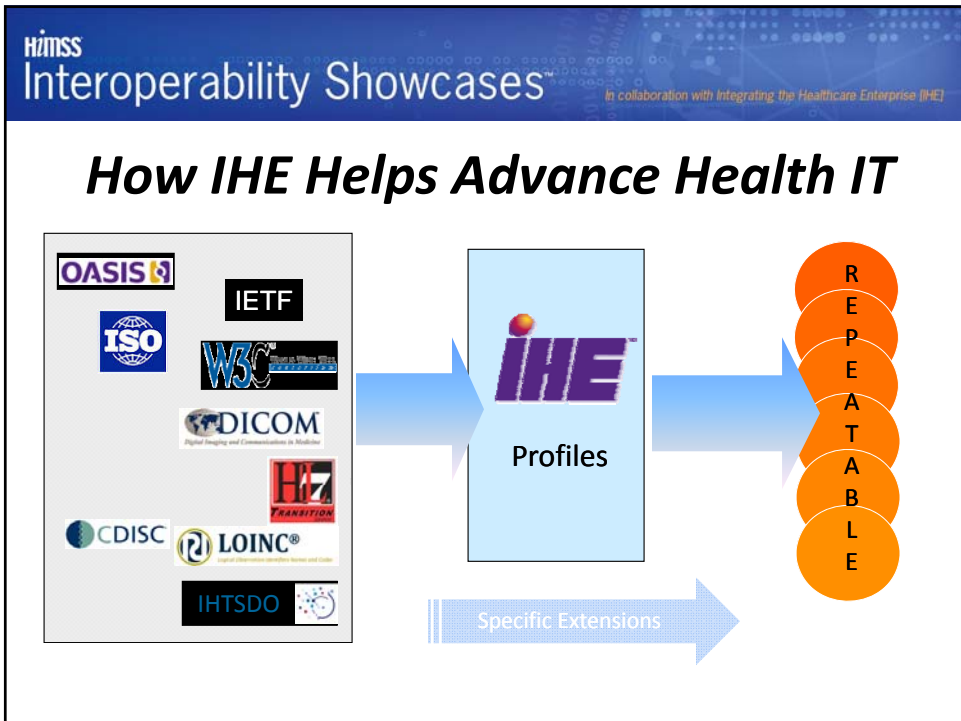
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**Featured IHE Domains:**

- Cardiology
- Electronic Health Records
- Financial/ Administrative
- Hospital Information Systems
- Infrastructure
- Laboratory
- Patient Care Coordination
- Patient Care Devices/Medical Devices
- Personal Health Records
- Pharmacy
- Quality, Research & Public Health
- Radiology



**Learn more about the IHE Domains:**  
[Listen to the archived webinars and presentations recorded during the IHE 2010 Educational Webinar Series.](#)





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### Key Components of Showcase

- Connected Demonstration Area (Back of House)
- HIMSS Interoperability Showcase Theaters (Front of House)
- Organizational Participants
- Expanded **Help Desk** to help attendees
- Educational Resources (Success Stories / White Papers)
- WoHIT Attendee Tours & VIP Tours

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***Interoperability Showcase  
Connected Demonstration- "Back of House"***



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***Interoperability Showcase Theaters  
"Front of House"***



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***HIMSS Interoperability Showcase Theater***

- **Education**
  - High-Profile speaking engagements to share Success Stories
  - Leadership and Organizational Participants
  - IHE Domain Updates
  - HITCH Roundtable
- **Welcome**
  - Attendee and VIP Tours are launched continuously from the theater



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***Marketing Benefits for All Participants***

**Logo placement at WoHIT11:**

- Free-standing message signs at conference
- WoHIT11 and HIMSS Interoperability Showcase websites
- HIMSS Marketing Materials such as the eHealth Week Onsite Guide and mailing card packs
- Onsite eHealth week Daily

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**Marketing Resources for All Participants**

- E-push
- Magazine / Newsletter Article
- Flyer
- Website banner
- PowerPoint templates

View all these resources online at:  
[www.interoperabilityshowcase.org/WoHIT](http://www.interoperabilityshowcase.org/WoHIT)



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**Marketing Benefits- Success Story / White Paper Leadership, Implementer & Organizational**

- Displayed on Interoperability Showcase website
- Distributed on-site at the HIMSS Interoperability Showcase on the Educational Resources wall



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***Marketing Benefits: Theater Presentations  
Leadership & Organizational***

- Showcase Theater schedule and slides will be published on
  - [www.interoperabilityshowcase.org/WoHIT](http://www.interoperabilityshowcase.org/WoHIT)
- Schedule will be added to the WoHIT11 Annual Conference Attendee Event Planner
- Direct your key audience to visit these links and attend your company presentation



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***In Cooperation with IHE Europe***

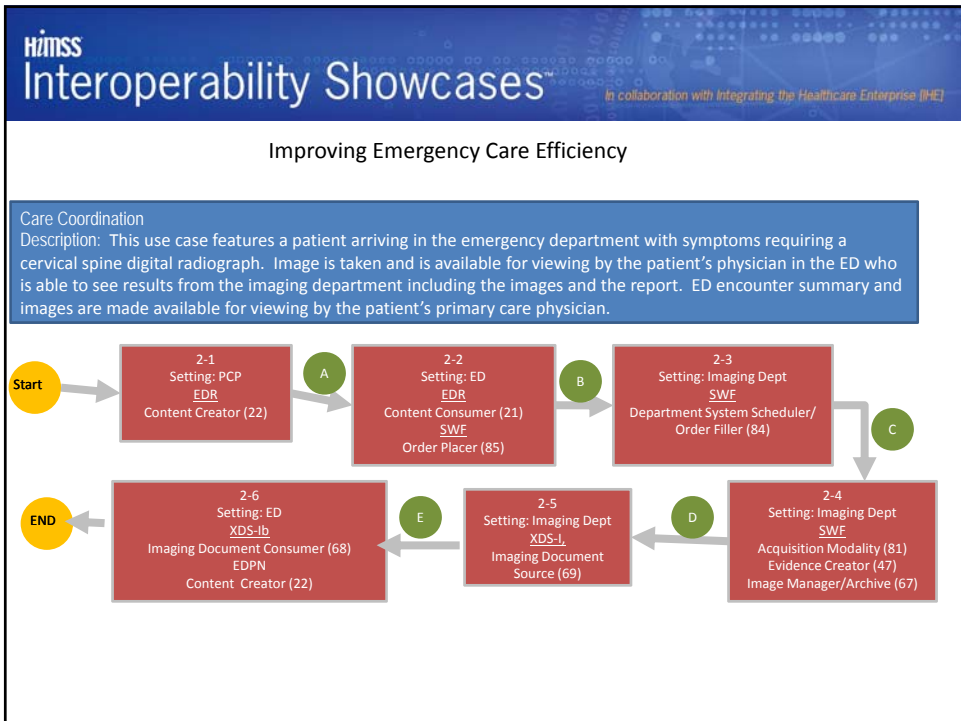
- HIMSS is working with IHE Europe to publicize the Interoperability Showcase
- HIMSS seeks IHE input for regional relevance of clinical use cases
- IHE Europe will use the Showcase as a venue to promote local initiatives such as Project HITCH, European success stories, and others.

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**Where does my company fit into the connected demonstration?**

**Use cases are still being developed!**

- We can amend or add use cases as we engage your technology.
- Use cases can be developed around any clinically relevant story.
- The goal is to showcase the *interoperability* of the technology as it relates to European healthcare initiatives.



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### Informed Care at a Vacation Community

**Care Coordination**  
 Description: The use case demonstrates how a patient can receive quality care at a destination that is not a frequent location where the patient receives care, e.g. at a vacation community. Special needs and medical conditions are made readily available to all care delivery organizations independent of geographic location with minimal exchange of an individual's clinical information.

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XPHR  
Content Creator (22)  
XDS-MS  
Content Creator (22)]
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Setting: PCP (Vac Comm)  
XCPD  
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  B3 -- C --> B4[28-4  
Setting: PCP (Home/Univ)  
XDS-MS  
Content Consumer (21)]
  B4 --> End((END))
  
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Review in European context: linkage to epSOS

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### *How do you become involved in the Connected Demonstration?*

- Contact Sandy Vance at [svance@himss.org](mailto:svance@himss.org) to determine what use case you would like to be involved in.
- Sean Roberts will contact you with the Interoperability Showcase contract.
- Sign up for the Europe Connectathon
- Attend the Interoperability Showcase Participant Planning Calls

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### *WoHIT 2011 Participation Levels*

**Leadership Level – €6,000 –**

- Participation in round table session in education programme
- Speaking opportunity in the Showcase Theater
- Full participation in the Connected Demonstration
- and much more...

**Implementer Level – €3,800**

- Participation in the Connected Demonstration
- Featured workstation for Showcase tours
- Recognition on flyer distributed in the Showcase

**Organisational Level – €2,700**

- Logo on marketing materials, exhibit floor graphics, conference guide
- Recognition on flyer
- Two complimentary exhibitor badges

**Supporter Level – €1,700**

- Logo on marketing materials
- Recognition on flyer distributed in the Showcase

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**Quicklink:**  
[www.interoperabilityshowcase.org/WoHIT](http://www.interoperabilityshowcase.org/WoHIT)

- Participant Checklist
- Use case matrix
- Marketing Resources
- Meeting schedule

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## ***Google Groups***

Link: [www.interoperabilityshowcase.org/WoHIT](http://www.interoperabilityshowcase.org/WoHIT)

- Sign-up today
  - No need for Gmail Account- Use any email!
- Regular email updates
- Review Archive Discussion postings and files

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# **Questions?**