HIMSS17
Interoperability Showcase: Accomplishments

Bronwen Watkins-Pitchford BSN, RN-BC, MS
Manager, Interoperability Initiatives
Agenda

• HIMSS17 Accomplishments
  – Demonstration Statistics
  – Visitor Statistics
  – Vendor Testimonials

• HIMSS18
  – Overview
  – Minimum Requirements
  – Benefits
  – Early Bird Specials!
  – Next Steps
HIMSS Interoperability Showcase – a premier 34,000-square-foot exhibition that displays, in real time, the exchange and use of data through interoperability profiles and standards with live products currently in the marketplace.
How it works

The Interoperability Showcase is a conference destination and a starting place for the 40,000+ attendees of HIMSS17.

1. **Enter**
   - Conference attendees enter the showcase Welcome Area

2. **Interact**
   - Interact with the new Gateway Stations before joining the next tour

3. **Select Tour**
   - Select a tour experience with patient-centered outcomes built on a specific persona, via the Gateway

4. **Engage**
   - Engage in a 20-minute tour to see current products in the market that demonstrate standards-based interoperability

5. **Learn**
   - Learn about interoperability trailblazers, engage in peer-to-peer discussions, and meet interoperability stakeholders at the Education Theater

6. **Visit Marketplace**
   - Visit a variety of kiosks and meeting place rooms in the Showcase Marketplace to learn more about the products being demonstrated

7. **Network**
   - Return later for networking events – including an evening reception and breakfasts – meet other attendees and interop experts
Explore this ecosystem where standards-based health IT enables individuals to securely access, contribute to and analyze their own health data—with a variety of scenarios in different care settings.
HIMSS17 Accomplishments

- 19 Connected demonstrations: 117 systems representing 66 organizations
- 380 schedule demonstrations of standard based interoperability
- 21 VIP or specialty tours, including the Dutch Minister of Health and the Nursing and Physician communities.
- 35 vendor whitepapers and 8 vendor blogs developed
HIMSS17 Accomplishment cont.

- 22 education sessions with over 1,500 attendees
- 1.9M reached through social media
- Over 10,000 visitors were scanned entering the Interoperability Showcase
- 7,482 of those were unique
Attendee: Exhibitors scanned at HIMSS17

- 68% Attendees
- 32% Exhibitor
Attendee Makeup

- HIMSS Member: 34%
- Non Member: 20%
- International Delegate: 3%
- Organizational Affiliate: 12%
- Events Only: 6%
- Government: 9%
- Endorser: 3%
- Exhibitor Client: 7%
- Press: 1%
- Student: 5%
Attendee Professional Title

• C Suit attendees make up 26%
• Vice Presidents make up 11%
• Management makes up 22%
• Over half of the Interoperability Showcase attendance are members of the leadership team
Attendee Worksite

- Inpatient Hospitals make up 28% of the attendee worksites
- Outpatient Clinical Areas make up 10%
- Government makes up 8%
• 69% of attendees were decision makers or decision influencers
Average length of time spent in the showcase

- Based on wireless data- We were able to capture information about the wireless devices within the Showcase
- On average folks 1,400 devices spend 20-60 minutes in the Showcase, 1,300 spent over an hour!
Vendor Testimonials HIMSS17 - Marketing Value

• “Participating in the interoperability showcase strengthens our brand identity through increasing market awareness and building industry credibility.” - Health Payment Systems

• “Participation in the showcase allowed us to be "separated" from the maze of the thousands of vendors on the main floor, showcasing the area of our expertise. It helped bring in a focused crowd of attendees, which made the time spent at the conference well spent time.” - Apex Data Solutions LLC

• “We allocated our entire Marketing Budget for 2017 to this demonstration as we felt it was the best bang for the buck for our association.” - NATE

• “Many customers from the booth wanted to see the use case to see a real and live example how our solution works” - Siemens Healthineers

• “It’s great to have the opportunity to work so closely with vendors, healthcare systems and others to demonstrate the value of engaging and working through solutions.” - Centers for Disease Control & Prevention
Vendor Testimonials HIMSS17-Development Value

• “We participate every year because it allows us to make connections to other vendors in a test environment. Each year we find areas of our product that we can improve and help to prevent problems before they show up in our customers production environment.” - Qvera LLC

• “Interest in FHIR is very high and the Showcase attendance and feedback received further strengthened that notion. We are resolved as a company to continue to put R&D resources into FHIR to better serve customers and the industry as a whole.” - MEDITECH

• “We learned a lot about interoperability standards and we were able to do some initial development with some potential partners. This was extremely valuable.” - ELLKAY

• “It's good to see what are other vendors and products are doing. What's are the current trends. Which of the tons of new interface standards are really used and useful” - Philips

• Participating in the IHE Connectathon is a milestone for our development and a ripe opportunity to reveal weakness in our development or in the integration profiles themselves. When there are issues, we can address them far more quickly than we would outside that setting. The Showcase presents a similar opportunity.” - EPIC
Vendor Testimonials HIMSS17-
Personal Value

• “I became even more familiar with other solutions in the market, as well as individuals from various companies that we would like to partner with in the future or at least stay in touch with. This was one of the most powerful aspects of this engagement.” - Health Payment Systems

• “YES-new relationship with public health departments, and the Immunization association (AIRA)” - Alliance of Chicago

• “Great opportunity to see what everyone else is doing in terms of innovations in interoperability and make new business connections.” - CDC

• “This was my first attendance in the Showcase, even though MEDITECH has participated several times in the past. I enjoyed the process, including the use case development and conversations. It showed how interoperability is truly important and how as vendors we have an obligation to help solve the problems and bridge the gaps. I enjoyed the camaraderie among the vendor participants; how we were able to put aside competitive desires with common purpose.” - MEDITECH
Thank you for all of your support
Questions?
(Up next- HIMSS18)
HIMSS18 March 5-9, 2018 Las Vegas
HIMSS Interoperability Showcase

- The Showcase has expanded to include all interoperability stakeholders and to demonstrate the entire health ecosystem, with no technical barriers to health IT solutions providers to participate.
- Represent and demonstrate your interoperability standard at the newly expanded Interoperability Showcase.
6-8 Vendors collaborate on a single use case. Each organization will bring their own perspective and story to tell, which makes each use case one-of-a-kind. Vendors collaborate with HIMSS and other organizations to develop unique use cases that explore the value of their interoperability solutions.
Demonstration Schedules

• All connected demonstrations have scheduled times to demonstrate once an hour either at 15 past the hour or 45 past the hour.

• Volunteers guide visitors to use cases about to start

• Invite clients to your use case demonstration and see your product in action

• Attendees will be able to schedule their time with the showcase and add their time to their schedule within the app
The Education

- Trailblazers of interoperability will provide their perspectives and insights on challenges, inroads and opportunities for an interoperable health ecosystem
- Extended time – now sixty minutes in length
- HIMSS17: 22 education sessions with over 1,500 attendees
The Marketplace

• An extension of the attendee experience
• Vendor solutions reps can engage directly with the attendee via ‘kiosks’ or ‘meeting place rooms’
Networking

• Networking is the #1 reason attendees are at conference. In the Interoperability Showcase we provide many opportunities for attendees to network with your organization:
  – VIP Tours
  – Community Hours
  – Breakasts
  – Receptions
I’m Ready!
Minimum Requirements to participate in the Interoperability Showcase:

• You must use an interoperability standard to exchange information (such as a HL7 Profile, IHE Profile*, DICOM, IEEE, Continua, etc.).

• You must complete the Participation Interest and Goals Survey

• All participants must attend a 2 day face to face in Cleveland, OH in January to ensure that demonstrations are sound and to identify any concerns. (Travel, Hotel and Registration Required).

• Participation on a weekly call to plan your demonstration.

• Attendance at set up for 2 days prior to HIMSS18 conference (9am-5pm) and during all exhibit hours.

*If you are demonstrating an IHE profile you must register, attend and successfully pass the IHE Connectathon (separate fee required). Your system must have tested that profile at a Global Connectathon within 12 months priors to conference.
Standard Benefits of Participation – Connected Level- Cost 11,500

• 1 system to demonstrate a connected solution
• Distribution of 1 success story or white paper
• HIMSS official hashtag for interoperability: #EmpowerHIT
• Inclusion in on-site attendee print and electronic materials
• Invitation to author interoperability blog on HIMSS Blog
• Log of attendee visitors to the HIMSS18 Interoperability Showcase – list includes name, title, employer, demographics, city and state (not guaranteed that every visitor will be captured)
• Live broadcast tours with social media tools
• On-site signage recognition
• Access to marketing toolkit
Standard Benefits of Participation – Connected Level- Cost 11,500

• Promotion on HIMSS18 website, interoperability exhibit website and himss.org

• Recognition in a variety of media interviews, news items and journal articles

• One (1) shared demonstration area with custom graphics - just bring your equipment

• On-site amenities include: 32” monitor, internet, electric, carpet, chair, and laptop stand

• VIP tours with government agencies and executive stakeholders

• 4 exhibitor/client badges (you determine the mix) 1 full conference badge
Premier Level - Benefits of Participation - $60,000

Additional, exclusive benefits for premier sponsors:

• Co-sponsorship of networking events hosted within Interoperability Showcase exhibit space
• Demonstrate up to 6 systems
• List of scanned attendees with contact information to the HIMSS18 Interoperability Showcase (not guaranteed that every visitor will be captured)
• Marketplace Meeting Place or kiosk (first choice)
• On-site video interview; utilized by HIMSS for future marketing
• Theater presentation in Education Theater
• 14 exhibitor/client badges (you determine the mix)
• 6 full conference badges
The Premier Level Benefit-Meeting Room

Meeting Room Benefits:

• Closed door meeting room
• Electrical (15amps)
• Shared Internet connection (hard wire internet line)
• A table with 4 chairs
The Marketplace Benefits

A variety of interoperable vendor solutions in designated kiosks

Exhibiting Kiosk:

- Countertop with lockable storage
- 24” monitor (participating company will need to bring a laptop to hook into the monitor)
- Bar Stools – 1
- Electrical (15amps)
- Shared Internet connection (hard wire internet line)
- Graphic panel
February 22-June 30- Early Bird Sign up

• Sign up early for the HIMSS Interoperability Showcase and receive additional benefits including:
  – 15 extra exhibitor points
  – Priority selection of use case placement (pending availability)
  – Priority Selection of showcase theater session time
  – Early web distribution of your whitepaper or success story

QVÆRA APEX DATA SOLUTIONS

eClinicalWorks Baxter SECTRA
February 22-May 1- Suggest a Use Case Topic

- If you register with the Interoperability Showcase between February 22nd and May 1st you can suggest a use case topic. Fill out our Participation Interest and Goals Survey to tell us more about your product and suggest a use case topic.
  - Collaborate with vendors you work with in the marketplace and collaborate on a use case together.
  - Determine the demonstration role you would like your organization to fill!
  - Want to work with others using similar interoperability standards? Invite others to join your demonstration!
  - Know exactly what you will be demonstrating when preparing your budget.
- Note: Demonstrations require 6 participants at a minimum. Demonstrations who do not reach this minimum may not been demonstrated or may be combined with another demonstration. HIMSS may place other vendors into this demonstration to reach the participation requirement.
- Don’t know what topic you want to demonstrate?! That is ok as well! We will be asking interoperability stakeholders what they would like to see in the Showcase. When Demonstration Topics are published in July you can select your participation from this group first. Get started by submitting our Participation Interest and Goals survey.
Next Steps

• Please visit our website:
  – [www.interoperabilityshowcase.org](http://www.interoperabilityshowcase.org)
  – Learn more about our education sessions, demonstrations, participants, and their work supporting standard based interoperability!

• Review our Contract

• Complete the Participant Interest and Goals Survey

• Contact your sales representative to complete your contract: salesinfo@himss.org

• General Questions? Bronwen Pitchford, bpitchford@himss.org Showcase Manager

Note: Recording and slides will be sent out to everyone registered after this call.
Next Webinar- May 10, 2pm ET

• **Register** for our next call
  – Review project and participation timelines
  – Updates to use case proposals
  – Answer any questions
March 5-9, 2018 Las Vegas, NV

Conference & Exhibition

5 DAYS \ 300 SESSIONS \ 1,200 EXHIBITORS \ 45,000 COLLEAGUES

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