HIMSS18 Interoperability Showcase: Getting Started

Bronwen Huron, BSN, RN-BC, MS Manager, Interoperability Initiatives
Team Members on the Call

- **Bronwen Huron**, Manager, Interoperability Initiatives
  bhuron@himss.org  @BwenRN

- **Philip DePalo**, Lead Technical Project Manager,
  drphil@consultology.us  @Consultology

- **Celina Roth**, Manager, Informatics IHE Liaison,
  croth@himss.org

- **Sales Team**, HIMSS, salesinfo@himss.org
Agenda

• What is the Interoperability Showcase!
  – Overview
  – HIMSS17 Accomplishments
  – Minimum Requirements
  – Use Cases
  – IHE Connectathon
  – Levels of participation
  – Timelines
  – 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.
New- HIMSS18 Layout
HIMSS Interoperability Showcase:
What is a Use Case?

- 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
Relive the Showcase at HIMSS17

• At HIMSS17 we began a pilot recording some of the use case demonstrations.

• We hope to continue this at HIMSS18 and look forward to sharing the work being done by our participants in new and interesting ways in the future.

• To view these videos and thought leader interviews please check them out here.
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’
Discovery Center- Pilot

• New hands on demonstration area
• 3 hour scheduled time block including a promoted 30 minute demonstration presentations session during exhibit hours
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
  – Breakfaasts
  – Receptions
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
Attendee: Exhibitors scanned at HIMSS17

- Attendees: 68%
- Exhibitor: 32%
Attendee Purchasing Authority

- 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!
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
- More detailed information on the demographics of our visitors can be found on our website: www.interoperabilityshowcase.org
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 usefull” - 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
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 January 18-19 to ensure that demonstrations are sound and to identify any concerns. (Additional Travel, Hotel and Registration Required by IHE USA).

• Participation on a weekly call to plan your demonstration (Starting in November)

• 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 at an IHE Connectathon (separate fee required). Your system must have tested that profile at a Global Connectathon within 12 months prior to conference.
Steps to Participate

- Review the Use Case Categories
- Determine what system(s) you would want to demonstrate
- Determine what standard(s) you are demonstrating* 
- Fill out the Participant Interest and Goals Survey
- Contact salesinfo@himss.org to complete your contract

*If you are demonstrating an IHE profile you must register, attend and successfully pass at an IHE Connectathon (separate fee required). Your system must have tested that profile at a Global Connectathon within 12 months prior to conference.
Use Case Categories: What are they

• Broad descriptions of the goals of a demonstration
  – Specific storylines are determined by participants on use case calls in the fall. The group collaborates to specify the content covered and what each organization will be covering.
  – In light of this please consider these “drafts” including their titles, which will be revisited in the winter after participation has been set.
New Process This Year

• Asked for feedback from stakeholders this past spring on the Use cases they would like to see at the Interoperability Showcase. You may see some new use cases being suggested based on that feedback and we want to thank the more than 20 organizations who submitted suggestions.
You can find them here on our website- **HERE**

**USE CASE CATEGORIES**

The HIMSS Interoperability Showcase is a premier 34,000-sq-ft HIMSS experience that displays, in real time, the exchange and use of data through interoperability profiles and standards with live products currently in the marketplace. Visitors to the HIMSS Interoperability Showcase can take a tour of a variety of connected demonstrations highlighting the value of standards-based interoperability. These demonstrations include a variety of organizations who collaborate together to highlight the value of standard based interoperability. Witness the impact these systems have on clinical outcomes, quality and the patient experience. Learn more from our experts by engaging in our education theater, visiting our marketplace and learning from our Interoperability stakeholders.

Each general tour walks through one of our various Use Case demonstrations and will run at 15 minutes and 45 minutes past each hour and last approximately 25 minutes. Schedule your tour in advance in the HIMSS conference app. Walk ups are welcome.

Note: As we are currently hard at work on our demonstrations, these use cases are subject to change. Please revisit us closer to the HIMSS conference for the most up to date information.

**Virtual Care: Rural Settings**
Connecting multiple organizations and care teams in underserved communities and rural settings to create a virtual care team to provide person-centered care.

**Participating Vendors:** Medal

**Cancer and Imaging**
A person seeks treatment from a provider; Radiology reveals the individual has cancer. The patient goes to a variety of areas and services for treatment and is monitored in the home.

**Participating Organizations:** Cerner, Qvera
Draft Use Case Category Titles

- Virtual Care: Rural Settings
- Cancer and Imaging
- Immunization and Vaccination
- Correctional Care Management
- Home Health Referral Management
- Medication Management
- Patient Identification & Security
- Labor and Delivery
- Diabetes and Cardiovascular Risk Factors
- Telehealth: Improving Stroke Systems of Care in Rural and Underserved Areas
- Heart Attack
- Malnutrition
- Cancer Registry and Discovery
- Revenue Cycle
- NICU
- Transplant
- Healthy Habits
- Battlefield to Bedside
- International Care
IHE Connectathon

If you are demonstrating an IHE profile you must register, attend and successfully pass at an IHE Connectathon (separate fee required). Your system must have tested that profile at a Global Connectathon within 12 months priors to conference.
What is an IHE Connectathon?

• Five intense days of interoperability testing and mindshare
• Peer-to-peer testing is live, structured, and supervised
• Participants test the interoperability of their systems based on IHE Profiles and C-CDA documents
• Industry competitors collaborate in a neutral testing environment
• IHE’s technical management team and trained industry professionals oversee all testing
IHE NA Connectathon 2018

- New dates: January 15-19, 2018
- Cleveland, Ohio at the Huntington Convention Center
- IHE Connectathon testing required for companies demonstration IHE Profiles
- All companies must be present for face-to-face testing on January 18-19, 2018
2nd Annual Plug-a-thon

• Tracks will include Devices on FHIR® and mHealth

• Goal: Unite different health IT realms in their exploratory stage of connectivity to raise awareness of potential standards that can be leveraged and test connectivity

• New! IHE USA will provide real world clinical data will be used this year

• Dates and final tracks open for registration on September 20, 2018
## Learn More

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
</table>
| August 23 at 1:00 – 2:00pm CT | IT Connects the World at the IHE NA Connectathon & HIMSS Interoperability Showcase™ 2018  
**Register online today!** |
| September 6 – October 6, 2017 | System Registration Opens  
[www.iheusa.org/ihe-connectathon-registration](http://www.iheusa.org/ihe-connectathon-registration) |
| September 20, 2017       | Plug-a-thon Registration Opens  
[www.iheusa.org/testing-options](http://www.iheusa.org/testing-options) |
| October 6, 2017          | All System Payments Due |
# Contact Us

<table>
<thead>
<tr>
<th>Topical Area</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical and test management questions</td>
<td>Steve Moore</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:NACConnectathon.helpdesk@gmail.com">NACConnectathon.helpdesk@gmail.com</a></td>
</tr>
<tr>
<td>General administration, contracts/payments and</td>
<td>Celina Roth</td>
</tr>
<tr>
<td>logistics questions</td>
<td><a href="mailto:Connectathon@ihe.net">Connectathon@ihe.net</a></td>
</tr>
<tr>
<td>Plug-a-thon questions</td>
<td>John Donnelly</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:jtdonnelly@intepro.biz">jtdonnelly@intepro.biz</a></td>
</tr>
<tr>
<td>Join the IHE USA newsletter for news on the IHE</td>
<td><a href="http://list.himss.org/scripts/wa.exe?SUB">http://list.himss.org/scripts/wa.exe?SUB</a></td>
</tr>
<tr>
<td>NA Connectathon 2018</td>
<td>ED1=IHEUSA&amp;A=A=1</td>
</tr>
</tbody>
</table>
What happens once I’m contracted?

• The Showcase team will reach out to you to discuss your product and understand your goals. We will also review your survey results to better serve you.

• After discussion you will be placed in a use case

• Each use case will be assigned a Technical Project Manager that will support the use case and keep the project on track.

• Starting in November, weekly calls with the Technical Project Manager (TPM) will start to prepare for conference.
What happens during Use Case Calls

• This is the primary way we develop the demonstrations.
• Typically an hour once a week, these calls cover marketing and technical needs of each demonstration.
• During this call the demonstration will be fleshed out by the participants, and specifics about what will be demonstrated will be determined.
• Because of this, the names of use cases will be determined later in the winter.
Levels of Participation and Benefits
Standard Benefits of Participation – Connected Level - Cost 11,500 - Details

• 1 system to demonstrate a connected solution
• Distribution of 1 success story or white paper
• 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, print and electronic materials
• Access to marketing toolkit
Standard Benefits of Participation – Connected Level- Cost 11,500

• Promotion on HIMSS18 website, interoperability exhibit website and himss.org
• 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
Note: Multiple Systems

- Either 1 system or multiple systems in multiple demonstrations
- You can add on a system to your connected level at a discount of $5,500.
Premier Level - Benefits of Participation- $60,000- **Details**

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
Discovery Center- Maximum 5 participants

- 3 hour scheduled time block including a promoted 30 minute demonstration presentations session during exhibit hours (Tuesday March 6, 9:30 am – 6:00 pm, Wednesday, March 7, 9:30 am – 6:00 pm, Thursday, March 8, 9:30 am – 4:00 pm. Presentation times are assigned by first come, first serve basis)
- Electrical and Internet
- Inclusion in on-site attendee print and electronic materials*
- Distribution of 1 success story or white paper
- Invitation to author interoperability blog on HIMSS Blog
- Log of attendee visitors to the HIMSS18 Interoperability Showcase – list includes name, title, organization, professional title, worksite, city and state (not guaranteed that every visitor will be captured)
- Access to press release template
- Promotion on HIMSS18 website, Interoperability exhibit website and himss.org
- 2 exhibitor/client badges (you determine the mix)
- Costs: $3850/ $3500 corporate rate

Expectations

- You must use an interoperability standard to exchange information (such as a HL7 Profile, IHE Profile*, DICOM, IEEE, Continua, etc.).
- You must be present 1 day prior to conference for set up and practice
- You must arrive 30 minutes before your scheduled demonstration
- You must provide a minimum of (5) devices for attendees to experience your product.
Discounts

• A 10% discount is available for companies who participate in any of the activates listed below:
  – HIMSS Innovation Center Collaborator
  – Concert by HIMSS™ Certified Product
  – HIMSS Corporate Member
  – HIMSS Non-profit member
  – IHE Global Connectathon Participant within previous 12 months.
Thank you for your participation at HIMSS18
Participation Timelines- Details

• July 18- Today!
  – Draft Demonstration Topics posted and sign ups begin
• Early November
  – Use Case Demonstration Planning Calls start
• January 18-19
  – Face to Face meeting in Cleveland OH
• March 3-4, 2018, Las Vegas, Nevada
  – Demonstration Set up (9am-5pm)
• March 5-7, 2018, Las Vegas, Nevada
  – Tuesday March 6, 9:30 am – 6:00 pm
  – Wednesday, March 7, 9:30 am – 6:00 pm
  – Thursday, March 8, 9:30 am – 4:00 pm
Next Steps

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

• Review our Contract and prospectus

• Complete the Participant Interest and Goals Survey

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

• General Questions? Bronwen Huron, bhuron@himss.org Showcase Manager

Note: Recording and slides will be sent out to everyone registered after this call.
HIMSS18
March 5-9, 2018 Las Vegas, NV