Interoperability Showcase at HIMSS18
Demonstrating the Interoperability Ecosystem
Agenda

• HIMSS18 and the Interoperability Showcase
  – By the Numbers
• Showcase Layout, Marketing, and Tactics
• Use Case Categories and Storylines
• Levels of Participation
• How to Get Involved
HIMSS18 Overview

- A global opportunity, hosted in the US, to engage our audiences
- #1 Largest Health Event in U.S.
- Top 25 Largest Events of any Industry in U.S.
- 42,000+ Conference Attendees
- 1,300 Exhibitors
- 400+ education sessions
- HIMSS17 used 18 miles of internet networking cables and required 4.5M lbs of freight; the entire event is 2.25M sq ft
- Holds the world record for the most tweets at a health event – 4 years running!
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.

*HIMSS18 Interoperability Showcase Details  www.interoperabilityshowcase.org  #EMPOWERHIT
HIMSS17 Interoperability Showcase Impact

• 19 Connected demonstrations: 117 systems representing 66 organizations
• 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
• 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 (Demographics available on our website)
• At any given time during exhibit hours, on average 1,400 individual devices spent 20-60 minutes in the Showcase, 1,300 individual devices spent over an hour!
Where IT Connects Everything

- Scheduled Demonstrations in Conference App
- Community Hours
- Social Media #EmpowerHIT
- Vendor Testimonials and Blogs
- Media Screens
- Expanded Theater

www.interoperabilityshowcase.org  #EMPOWERHIT
Draft Use Case Category Titles

- Virtual Care: Rural Settings
- Cancer and Imaging
- Immunization and Vaccination
- Opioid Addiction Care
- Value-Based Care in the Post-Acute Setting
- Medication Management
- Labor and Delivery
- Diabetes and Cardiovascular Risk Factors
- Telehealth: Improving Stroke Systems of Care in Rural and Underserved Areas
- Heart Attack
- Cancer Registry and Discovery
- Revenue Cycle
- NICU
- Transplant
- Public Health Reporting
- Battlefield to Bedside
- Nationwide Care Transitions

Use cases that are in italics are nearly full. Please let us know if you are interested.

*HIMSS18 Interoperability Showcase Details
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:** Qvera, Cerner, FormFast, GE, Siemens

Immunization and Vaccination

An infectious disease outbreak prompts public health surveillance and population health management to find individuals, under their care, who may not have been vaccinated. Immunization records are generated as the population receives treatment and providers coordinate care.

**Participating Vendors:** Epic, Cerner, DSS Inc., NextGen, Ellkay, Surescripts

Opioid Addiction Care

Through in-network and out-of-network interoperability protocols across multiple locations, this patient's use of opioids can be monitored and services can be provided to address their pain. Care givers are able to work together to support this patient's treatment and keep them on a path to recovery and better health.

**Participating Organizations:** Epic, Netsmart, CareEvolution, Appriss

[More information available on our website](#)
Labor and Delivery
High-risk pregnancies require strong care coordination and communication. Once in labor, teams must work with the mother and family resulting in a healthy birth that is then reported to local officials. Mother and child must also be monitored closely after birth to prevent maternal and infant mortality.

Participating Organizations: ICU medical, Obix, Epic, FormFast, GE, Masimo, Health Payment Systems

Telehealth: Improving Stroke Systems of Care in Rural and Underserved Areas
Utilizing telehealth and other technologies, we will follow a patient with significant risk factors for stroke through prevention, diagnosis, timely treatment and home care.

Participating Organizations: Epic, Mid-Atlantic Telehealth Resource Center, ViTel Net, INFINITT North America,

Battlefield to Bedside
A person is admitted into the hospital; the provider queries the individual's history and gathers information from multiple data sites including the Army hospital, the VA facility, and the outpatient clinic. The patient is treated and discharged back to the US for follow up care.

Participating Companies: Cerner, Dräger, DSS Inc., GE, Ellkay, Diameter Health, Dicom Systems

More information available on our website
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Cancer Registry and Discovery
Recently diagnosed with cancer, initial and subsequent pathology reports are sent to the state cancer registry. After failure of initial therapy and reoccurrence of cancer that metastasized, the patient chooses to enroll in clinical research trial using immunotherapy.

Participating Organizations: CDC (NCCDPHP), CDC (NCCDPHP), Philips, EPIC, Nextrials, Endosoft

Public Health reporting
Public health reporting is the cornerstone of public health surveillance, with timely, accurate and complete data being critical to reduce disease transmission. This use case demonstrates a multi-jurisdictional approach for automated electronic case reporting, using centralized decision support to promote secure bidirectional information exchange between healthcare and public health.

Participating Organizations: NCHS (CDC), APHL/CSTE/RCKMS (CDC), Utah DOH (CDC), Michigan DOH (CDC), Epic

Transplant
A person requires an organ transplant. They receive bridge therapy while waiting for the transplant. Home care is vital during this time. The patient is brought to the OR for emergent surgery. Occupational therapy is provided during the recovery process.

Participating Companies: Ivenix, EPIC, Mindray, Spok, Masimo, Cerner
Levels of Participation

Discovery Center - $3,465 member / $3,850 non-member
• Provide hands on experience with your products to attendees
• Limited opportunities

Marketplace - $4,950 member / $5,500 non-member
• Turnkey kiosks includes structure, graphic art production, amenities

Connected Demonstration - $10,350 member / $11,500 non-member
• Participate in use case demonstrations throughout entire week
• Additional systems can be entered for $4,950/$5,000 per system

Premier Supporter - $54,000 member / $60,000 non-member
• Participate in up to 6 existing use cases

http://wwwinteropabilityshowcase.org/las-vegas/2018/participate
Discovery Center

• Provide hands on experiences for attendees
• Receive a 30-minute presentation that is promoted via Interoperability Showcase resources and website
• 3 hour access to turnkey counter-top exhibit areas conducive to offering product demonstrations
• Invitation to post a blog distributed to HIMSS’ Interoperability stakeholder communities
• Post your success story use cases or white papers
• Limited opportunities exist
• Investment: $3,465 member / $3,850 non-member

http://www.interoperabilityshowcase.org/las-vegas/2018/participate
Interoperability Marketplace

• Turnkey Kiosk includes structure set-up, backlit graphic artwork production, monitor, keyboard, mouse, electrical, internet, listing in exhibitor directories
• Engage attendees in direct conversations about your product capabilities
• Badge scanners are permitted in this area (scanners are not permitted in use case demonstration area)
• Investment: $4,950 member / $5,500 non-member

http://www.interoperabilityshowcase.org/las-vegas/2018/participate
Connected Demonstration

- Participation in a standards based real-time demonstration of seamless electronic medical record transmissions
- Blog participation and distribution of white papers prior to the HIMSS18 Conference
- Help develop the use case storyline to ensure your solution enhances the knowledge of attendees
- Recognition via a variety of media both during and after the conference
- Access to social media tools and other marketing resources promoting the interoperable capabilities of today’s technology
- Investment: $10,350 member / $11,500 non-member

http://www.interoperabilityshowcase.org/las-vegas/2018/participate
Premier Supporter

- Select up to six existing use cases to show the wide use and interoperable capabilities of multiple solutions
- 60-minute education session within Showcase’s own promoted theatre
- Receive all information for all attendees scanned by HIMSS’ own staff/volunteers
- Private Meeting space within Showcase footprint
- Receive Premier level recognition prior to, during and after the conference

- Investment: $54,000 member / $60,000 non-member

http://www.interoperabilityshowcase.org/las-vegas/2018/participate
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

http://www.interoperabilityshowcase.org/las-vegas/2018/sponsors
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

http://www.interoperabilityshowcase.org/las-vegas/2018/sponsors
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

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Timeline

• Today!
  – Reach out and begin discussions on how you would like to participate! The earlier the better so we can customize for you.
  – Use Case Demonstration Planning Calls have started.

• January 18-19
  – Face to Face meeting in Cleveland OH

• March 4-5, 2018, Las Vegas, Nevada
  – Demonstration Set up (9am-5pm)

• March 6 – Showcase Doors Open 9:30 AM
Next Steps

- Slides and the Recording of this call with be sent out from bhuron@himss.org
- Please respond to that email with interest, so we can
  - Set up call to answer questions
  - Direct you to resources
  - Use Cases are allowed to be selected upon completion of Showcase contract

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