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!

www.interoperabilityshowcase.org #EMPOWERHIT
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!
Theatre

Meeting Rooms

Marketplace

Discovery Center

Welcome Desk

Use Case Vignettes
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<th>Scheduled Demonstrations in Conference App</th>
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<td>Vendor Testimonials and Blogs</td>
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## Draft Use Case Category Titles

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<th>Virtual Care: Rural Settings</th>
<th>Heart Attack</th>
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<td>Cancer and Imaging</td>
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<td>Immunization and Vaccination</td>
<td>Cancer Registry and Discovery</td>
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<td>Opioid Addiction CareNew</td>
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<td>Value-Based Care in the Post-Acute Setting</td>
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<td>Medication Management</td>
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<td>Labor and Delivery</td>
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<td>Diabetes and Cardiovascular Risk Factors</td>
<td>International Care</td>
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<td>Telehealth: Improving Stroke Systems of Care in Rural and Underserved Areas</td>
<td>Nationwide Care Transitions</td>
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*HIMSS18 Interoperability Showcase Details*
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, Cerner

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

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:** Cerner, DSS, NextGen, EPIC

More information available on our website
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. Caregivers are able to work together to support this patient's treatment and keep them on a path to recovery and better health.

Participating Vendors: Netsmart, EPIC

Value-Based Care in the Post-Acute Setting

Focused on lowering acute care recidivism, ACOs and other risk-based reimbursement model organizations are working together to set up clear care pathways. By working with family members and post-acute providers to make the right decision as to where a person recovers and wrapping the correct services around them, outcomes can be improved and value-based incentives can be attained.

Participating Vendors: Netsmart

Medication Management

People benefit from a common connectivity health platform that supports interoperability. System integration optimizes data exchange to increase medication safety, security, and operational workflow efficiency protecting patients and providers.

Participating Organizations: BD, Stanley Healthcare, EPIC

More information available on our website
Patient Identification & Security

Making a person's record confidentially known and shared across the care continuum is difficult due to human error and fraud. End-to-end positive patient identity an important step in a successful care model. Access to sensitive behavioral health records is paramount as the person is treated and diagnosed.

Participating Organizations: Healthcelerate

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, TelMediq, Obix, EPIC

Diabetes and Cardiovascular Risk Factors

Individuals with multiple comorbidities, such as diabetes and heart disease, face challenges moving through the health care system. As an individual moves through a variety of care settings and services, patient safety does not have to be compromised.

Participating Organizations: B Braun, GuardRFID, Philips, Omnicell, EPIC

More information available on our website
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: National Consortium of Telehealth Resource Centers, ViTel Net, EPIC**

Heart Attack

A person experiences crushing chest pain and is transported emergently to the hospital. He is admitted for intervention and recovers in the ICU. Upon discharge they follow-up with the Cardiologist.

**Participating Organizations: Baxter, Draeger, NextGen, EPIC**

More information available on our website
Malnutrition

For older individuals, maintaining a healthy life at home is achieved with coordinated care, risk assessments and nutritional plans. The patient is admitted to an acute care hospital and screened for malnutrition and is referred to the Dietitian/Nutritionist at the acute care hospital. The Nutritionist evaluates the individual and creates a nutrition care plan as documented in the EHR. The patient and their family are educated on their nutrition care plan and transferred to a rehabilitation facility. Their health care record is sent to the care team, family and home health agency to allow for consistent intervention for nutrition status. Throughout treatment their Nutrition Care Plan is updated and nutrition community services are contacted, thereby supporting their transition to home. The patient and their family are provided with details on securing the oral high protein nutritional supplement from their pharmacy. Instructions are provided to the patient and family on how to communicate via secure e-mail on non-life threatening questions they have.

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.

Healthy Habits

A person sees a nutritionist for a Crohn's Disease diet plan. With a nutritionist, a healthy plan is established. Through analysis of large populations, public health has generated knowledge that contributes to the care.

More information available on our website
Revenue Cycle
Complicated treatments and hospital stays can result in complex billing and confusion for patients and families. Utilizing revenue cycle services these individuals are able to navigate the costs and decrease stress during a difficult time.

Participating Organizations: HPS

NICU
Premature birth leads to a congenital heart condition. The baby is kept under close monitoring during treatment and therapy. After discharge, follow up care with specialists in another state are facilitated with cross community data exchange.

Participating Organizations: NextGen

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

More information available on our website

www.interoperabilityshowcase.org
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, Draeger, DSS, Inc

International Care
In this use case we explore how care coordination and information exchange is completed across borders and in countries around the world. Participants will help guide how and in what nations this use case focuses on to highlight the work being done globally to support improved quality and better outcomes.

Nationwide Care Transitions
Leveraging the CommonWell services and nationwide network, see how a patient is able to have better care coordination across his providers and better access to his own records. This use case will showcase national record locator, patient identification and linking, and data query and retrieve services across various end users, venues of care and health IT systems, including patient portals, EHRs and devices.

Participating Organizations: Brightree, Cerner, eClinicalWorks, Greenway Health, Imprivata, MEDITECH, One Record

More information available on our website
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
• Create your own use case vignette for you and your partners / or participate in up to 6 existing use cases

http://www.interoperabilityshowcase.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

- Receive your own use case vignette to develop a story custom fit for you and your partners (partners’ fees not included) – or –
- 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

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

• Today!
  – Reach out and begin discussions on how you would like to participate! The earlier the better so we can customize for you.

• Early November
  – Use Case Demonstration Planning Calls start

• 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 will 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