Who is leading this call?

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- Philip DePalo (drphil@consultology.us), Lead Technical Project Manager
- Jim Collins (salesinfo@himss.org), Senior Manager, Sales
- Matt O’Connor (Matthew.OConnor@himssanalytics.org), Senior Account Executive, HIMSS Analytics
Agenda

• Review of HIMSS18
• What is the Interoperability Showcase
• How to get involved
• What’s new
• Use Case Topics
• Timeline and benefits
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.
• 43,000+ Conference Attendees
• 1,300+ Exhibitors
• 400+ education sessions
HIMSS Interoperability Showcase displays, in real time, the exchange and use of data through interoperability profiles and standards with live products currently in the marketplace.
HIMSS18 Accomplishments

• More than 85 organizations and 130 demonstrating systems and initiatives participated at HIMSS18.

• They demonstrated over 450 times to attendees of the Interoperability Showcase.

• Over 3 months, 19 new live demonstrations were developed and documented in detail never done before.

• New 900 sq ft area dedicated to the VA’s Pursuit of Seamless Care, bringing new audiences into the Showcase.
HIMSS18 Attendee Demographics

59% of our attendees are from leadership of an organization.
69% of our attendees are decision makers/decision influencers in their organization.
HIMSS18 Attendee Demographics
HIMSS18 Accomplishments

• 3,000 visitors engaged in our education theater hosting 24 hot topics including Blockchain!

• Overall, nearly 8,000 visitors attended the Interoperability Showcase, a 5% increase over last year!

• On average, visitors spent nearly 40 minutes at a time within the Interoperability Showcase.
What is the Interop Showcase?

Use Cases, Education, Networking, Marketplace and more!
MARK YOUR CALENDAR AND MAKE PLANS TO JOIN US NEXT YEAR...

HIMSS 19

Global Conference & Exhibition | Feb 11-15, 2019
Orlando | Orange County Convention Center

WWW.HIMSSCONFERENCE.ORG

facebook | twitter | linkedin | rss | #HIMSS19
HIMSS19- February 11-14

Please note: exhibit hall hours will be Tuesday-Thursday
HIMSS19 Interoperability Showcase Pavilion
HIMSS19 Layout

Use Case Vignettes

Education Theater

Marketplace Kiosks
Connected Use Case Demonstration

• Demonstrations with 7-10 organizations utilizing standard based exchanges.

• Choose your topic or have our staff help place you in one of our use cases.

• Planning begins in October to collaborate and design the use case.

• Turn key package- bring your ideas and solutions, we provide the rest.
Marketplace
The Education Theater

• Trailblazers of interoperability will provide their perspectives and insights on challenges, inroads and identify opportunities.

• Session are 60 minutes in our newly expanded theater.

• HIMSS18: 24 education sessions with nearly 3,000 attendees.
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
  - Breakfasts
  - Receptions
Getting involved in HIMSS19
General principles

• The Interoperability Showcase is built and influenced by you!
  – Topics are introduced and demonstrations are built by the organizations who participate!
    • This is a collaboration.
    • Each demonstration is one of a kind.
  – We want to hear from you!
General principles

• The Interoperability Showcase is a demonstration of standards based interoperability.

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

• The earlier you participate in the Showcase, the more options you have, and the better your experience will be.
  – This affects different organizations more than others but it benefits the whole project the earlier you are able to join.
    • Use case roles are distributed on a first come first serve basis
    • Some organizations select based on participants rather than the role/topic.
    • Marketplace kiosks placement is also assigned by contract date.
What's New at HIMSS19
Satellite Demonstration

Beyond the Interoperability Showcase walls….
Satellite Demonstration Areas

- For the first time the Interoperability Showcase will have connected demonstrations *outside* of the Interoperability Showcase pavilion.
  - Two areas will be located in other HIMSS Pavilions.
    - Cyber Security Command Center
    - Personalized Health Experience
  - Interoperability covers many other topics, so take advantage of this opportunity to reach new audiences.
CYBERSECURITY COMMAND CENTER

VISITORS BY WORKSITE
- PROVIDER: 52.9%
- CONSULTANT: 10.3%
- OTHER: 19.7%
- GOVERNMENT: 7.1%
- ACADEMIA: 6.3%
- PAYER/FINANCIAL: 3.7%

VISITORS BY PROFESSIONAL TITLE
- IT PROFESSIONALS: 41.1%
- C-SUITE: 21.4%
- SENIOR MANAGEMENT: 19.4%
- OTHER: 13.7%
- ACADEMICS: 2.2%
- GOVERNMENT: 2.2%
SOLUTIONS LAB
Population Health & Healthcare Administration

VISITORS BY WORKSITE
- PROVIDER: 33.3%
- CONSULTANT: 17.4%
- OTHER: 26.7%
- ACADEMIA: 9.3%
- PAYER/FINANCIAL: 8.9%
- GOVERNMENT: 4.4%

VISITORS BY PROFESSIONAL TITLE
- IT PROFESSIONALS: 25.7%
- SENIOR MANAGEMENT: 20.6%
- C-SUITE: 20.6%
- OTHER: 21.5%
- CLINICIANS: 3.9%
- GOVERNMENT: 2.5%
CONNECTED HEALTH EXPERIENCE

VISITORS BY WORKSITE
- PROVIDER: 30.4%
- CONSULTANT: 18.9%
- OTHER: 28.2%
- PAYER/FINANCIAL: 8.6%
- ACADEMIA: 10.1%
- GOVERNMENT: 5.8%

VISITORS BY PROFESSIONAL TITLE
- IT PROFESSIONALS: 26.1%
- SENIOR MANAGEMENT: 18.2%
- C-SUITE: 25.9%
- OTHER: 21.3%
- CLINICIANS: 1.9%
- ACADEMICS: 4.5%
- GOVERNMENT: 2.1%
Satellite Demonstration Areas

• What will participation be like?
  – These areas will be run very similarly to a connected demonstration. They will run a use case that covers both Interoperability content as well as cyber security/privacy and connected/digital health.
  – Participants in these use cases will help drive the content and design what will be covered to get the most out of the experience.
  – These areas will be technical connected to main Interoperability Showcase to allow participants to connect to participating partners.
  – A Lead scanner will be provided to collect demographic information for these specific demonstrations. Participants will receive these demographics as well as the demographics collected from the main pavilion.
Use Cases Topics

New ideas and directions for HIMSS19
Use Cases- (Click Here)

• Remember that these are draft topics and suggestions. They are provided to help paint a picture of what might be covered.

• Don’t see what you were looking for? Reach out to HIMSS Staff and we can help determine what use case would be the best fit.

• Descriptions and titles will be updated in the fall to reflect the demonstration after participation has been determined. More information around this will be shared closer to the deadline.

• We will be updating “column I” with participations as organizations let us know where they would like to be placed.
Use Cases

• Demonstrations need to reach a minimum of 7 participants in order to be demonstrated.
  • If a use case has significantly less than that later in summer, we will combine a topic with another that makes clinical sense. If your use case is added to another, your role will remain the same, but the overall use case will cover both topics.

• If the title of a demonstration is orange, please speak to HIMSS Staff prior making a final selection. These use cases are focused on a specific initiative which may restrict participation. We are happy to discuss this with you.

• If the title is yellow, this demonstration will be done in a HIMSS pavilion outside of the Interoperability Showcase in a satellite location.
Timelines
Marketplace Participation Timeline

• This area is open for participation now.
• Placement is based on date of contract.
• HIMSS18 Kiosks sold out, so sign up soon.
Use Case Demonstration Participation Timeline - Overview

- **July**
  - Use Case Topics Posted
- **October**
  - Use Case Calls Begin
Timeline

- July 17 - October
  - When use case topics are selected we post them online with a short description of what we think could be covered in that use case.
  - Once posted online, you can begin to sign up for specific use cases. Use case placement is on a first come first serve basis.
  - October- Use case’s begin to meet and develop their demonstrations.
Use Case Minimum Expectations

• In addition to our expectation that you utilize standard based, non proprietary exchanges in your product demonstrations,
  – Participation on a weekly call to plan the demonstration.
  – Respectful cooperation with all participants and interactions with Interoperability Showcase Staff.
Use Case Travel Expectations

• 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. (Additional Travel, Hotel and Registration Required).*
  – Thursday, January 24 (9am-5pm)
  – Friday, January 25 (9am-12pm)
• Attendance at set up for 2 days prior to HIMSS19 conference (9am-5pm) and during all exhibit hours (Tuesday-Thursday from 9am-6pm and additional events).

*For those of you who participate in the IHE USA Connectathon, the Face to Face event happens during this event, and would not require additional registration.
Unlike any other area you will exhibit in...
Participating Organizations Testimonials

• The interoperability showcase gives us a good opportunity to work with the best vendors of health care area in the world. During the communication, we found a lot of good ideas to develop our market.- meehealth

• GREAT VALUE! The IO showcase has helped Philips businesses to test/validate integration with EMR and other vendors which normally is hard to do without a common customer involved. Philips

• We don't have a booth at HIMSS, so this gave folks a place to come find us and solicit information and have open communication. We have participated in the showcase 5 or so years and will continue to do so because of the value it brings to the organization.- Kno2

• Provided a more precise channel for health system exposure - exhibit booths at HIMSS are often easy to get lost in- Omnicell

• The HIMSS event offers the chance to collaborate with many different individuals from various facets of the industry along with seeing new technology that is being introduced into the Interoperability space. – Zoll Data Management
Attendee Feedback

- Puts real world solutions in a place where we can see them in action, ask questions and take those solutions back to our organizations.- **UC Davis Health**

- The Interoperability Showcase was an interesting interactive part of the HIMSS conference. It enabled attendees to witness how different vendors are putting their creations to use. Instead of imagining, the showcase allowed people to see real-life situations and how these interoperable products worked.- **Texas Woman's University**

- The overall message: interoperability is actually HERE!- **California State University, San Bernardino**
What are my benefits?
New Benefit!
HIMSS Analytics Logic™ Go

• All participants in the Interoperability Showcase will receive a 90 day trial of Logic Go, with unlimited number of users, to begin prior to HIMSS19 Conference.

• Logic Go puts identifying health IT sales opportunities literally in the palm of your hand. Set your territory and see what hospitals are buying. It’s that simple.

https://www.himssanalytics.org/logic/go
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 HIMSS19 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

Premier Supporter

• Select up to six existing use cases to show the wide use and interoperable capabilities of multiple solutions.
  • Or have two other organizations join you in a use case designed by you. Must be contracted before August 30, 2018.
• 60-minute education session within Showcase’s own promoted theatre.
• Receive all information for all attendees scanned by HIMSS’ own staff/volunteer.
• 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

Marketplace

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

Investment: $6,700 member / $7,500 non-member/ $4,950 add on member/ $5,500 add on non-member

I’m ready

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Questions?

- **Bronwen Huron** Manager, Interoperability Showcase
- HIMSS Sales Team
  [salesinfo@himss.org](mailto:salesinfo@himss.org)
Other opportunities

• Not just at the HIMSS Global Conference
  – Public Health Informatics Conference, August 20-23, 2018
  – Stay informed- Join our newsletter
    • Future Engagements
    • New opportunities
  – Questions? Contact us.