HIMSS19
Interoperability Showcase Kick Off Call - Early Bird

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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 Layout

- Theatre
- Marketplace
- Meeting Rooms
- Use Case Vignettes
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
Missed seeing an interesting use case? Want more information?

Each use case demonstration developed detailed narrative descriptions, technical steps, and some of our clinician leaders provided statements of value for each demonstration. Find them all on our [website].

- Battlefield to Bedside
- Birth Reporting & NICU
- Cancer, Registry, Discovery & Research
- Cardiovascular & Diabetes Risks
- Collaborative Community Cancer Care
- Connecting Virtual Teams: Smart Care for HepC
- Heart Attack
- Immunization & Vaccination
- Labor & Delivery
- Nationwide Care Transitions
- Opioid Addiction Care
- Public Health Reporting
- Reinventing Medication Management
- Telehealth & Stroke Continuum of Care
- Transplant Care
- Value-Based Care
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!
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.
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

• Now- June 1
  – Early Bird Benefits
  – Use Case Survey

• July
  – Use Case Topics Posted

• October
  – Use Case Calls Begin
Use Case Topics- Let us hear from you

• Have an idea on the use case you would like to participate in or would like to see in the Showcase?
  – Now until June 1
  • Please fill out the survey
  • We make our selections based on interest (how often a topic comes up in surveys) as well as guidance from our stakeholders.
  • We may combine suggestions to get the most content into our demonstrations.
  • We have a limited numbers of areas so not all ideas may be selected. Suggestions with planned participation are given priority.
Use Case Posting

– June 1- July

• We review what is submitted and try to cover as many strategically important topics as possible.

• 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.

• Early bird participants would receive this list prior to posting online and could sign up for the use case of their choice.
Use Case Calls

– July - October

• Once the use cases are posted online, non-early bird participants begin to sign up for specific use cases. Use case placement is on a first come first serve basis.

• Use cases are expanded by those who participate in them. The descriptions of these topics are guidelines, but often change based on the organizations participating.

• Don’t see your specific role mentioned in a topic? It would be impossible to mention all options in each use case. Please reach out to our team and we can help identify which use cases you may make the biggest impact.

• 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).*

• 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?
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

Early Bird Benefits

• Review our HIMSS19 Contract, including early bird benefits offered until June 1, 2018.

• Early access to this year’s use case categories.
  – Sign before June 1 and have the first opportunity to select a use case before they are posted publicly.

• Priority selection of use case placement (pending availability).
  – Please note that this benefit is on a first-come, first-serve basis and is also prioritized by company response. The sooner you sign up and select your use case, the more options you will have.

• Priority Selection of Showcase theater session time (For Premier level Participants).

• Early web distribution of your whitepaper, success story or blog.
  – Sign before June 1 and have the opportunity to guest blog on the HIMSS Blog, or post an approved whitepaper during Fall 2018.

• 15 extra exhibitor points.

I’m ready

• Early bird contracts are available now- Early selection
• Continuing to innovate…

• Questions?
  – Bronwen Huron, Manager, Interoperability Showcase
  – HIMSS Sales Team 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.
Interoperability & HIE Community (Learn More)

- Our community serves as the central convening point for interoperability and health information exchange (HIE) professionals to promote meaningful education and thought leadership in the health information and technology industry.