HIMSS19
Interoperability Showcase
Participation 101
Bronwen Huron BSN, RN-BC, MS, PMP
Manager, Interoperability Initiatives
Jim Collins, Senior Manager, Sales
Agenda

• What is the Interoperability Showcase
• Where the Interoperability Showcase takes place
• Who participates in the Interoperability Showcase
• How do you participate?
  – Marketplace
  – Connected Demonstrations
  – Premier
• Timelines
What is the Interoperability Showcase?
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 Interoperability Showcase Layout
http://www.interoperabilityshowcase.org/las-vegas/2018/content-based-marketing-read-first
Attendee Demographics

59% of our attendees are from leadership of an organization.
Attendee Demographics

69% of our attendees are decision makers/decision influencers in their organization.
Attendee Demographics
Frequently asked questions

When, Who, Where, How?
When/Where is the Interoperability Showcase?
HIMSS18 Global Conference 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
HIMSS19- February 11-15, Orlando FL

- The Interoperability Showcase is located on the exhibit floor and occurs during all exhibit hours
  - February 12-13, 9am-6pm and February 14, 9am-4pm
  - The Interoperability Showcase is open at all times during exhibit hours.
Who participates in the Interoperability Showcase?
ALL Interoperability Stakeholders

• Including Government agencies, Vendors, Non-profit organizations, Payers, Etc.

• More than 85 organizations and 130 demonstrating systems and initiatives participated at HIMSS18. They demonstrated over 450 times to attendees of the Interoperability Showcase.

• You can see who has already signed up to participate at HIMSS19 here.
How do you participate in the Interoperability Showcase?
Three types of participation

• Marketplace
  – Stand alone kiosk
  – Investment: $6,700 member / $7,500 non-member/ $4,950 add on member/ $5,500 add on non-member

• Connected Demonstration
  – 1 system in a connected demonstration.
  – Investment: $10,350 member / $11,500 non-member

• Premier
  – 6 systems in connected demonstration(s)
  – Investment: $54,000 member / $60,000 non-member
What is a system?

- For every instance of your product in the Showcase, it would be considered a system. This means you could have 5 products in 1 use case and have 5 systems or you could bring 1 product 5 times and it would still be 5 systems.

- As a premier, you would have 6 instances of products you could place into one or multiple use cases.
HIMSS18 Interoperability Showcase Layout
Marketplace
Marketplace

- Very straightforward, perfect for organizations who want 1:1 interactions
- Nice way to be within the Interoperability Showcase and can be added on to your regular booth or other Interoperability Showcase participation.
- Need to be staffed during all exhibit hours and set up by noon the day before.
- Essentially a turn key product.
Marketplace Participation Timeline

- Placement is based on date of contract.
- HIMSS18 Kiosks sold out, so sign up soon.
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.
HIMSS18 Interoperability Showcase Layout

Use Case Vignettes

Marketplace

Theatre
Connected Demonstration

• Why connected demonstrations?
  – Helps drive home the value for a wide audience
  – Helps them understand what each product does to support care and how working together impact the ecosystem
  • Your product impacts the information other systems have which impacts the information available to providers and patients to make better choices and improve care.
HIMSS18 Use cases

Take a look at last years examples on our website, which include detailed descriptions of their narrative story as well as the transactions that were done

- 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
See the Interoperability Showcase in action!
Use Case Topics

• Suggestions are submitted by organizations and selected by the Interoperability Showcase Team.

• High level “bucket” topics around an interoperability challenge facing an individual - Patient, Provider, or Hospital Administrator.
  – 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.
**Connected Demonstrations**

- Demonstrations with 7-10 other organizations utilizing standard based exchanges.
  - You must have a system that utilizes standards to exchange information in order to participate (Personal connected device, IV pump, EMR, Etc.)
  - If you are a provider organization, you can work with one of your vendor organizations to demonstrate the impact to your community
  - Not all participants in a use case exchange with each other, but you must be able to exchange with one other participant utilizing standards.
General principles

• 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.
Question!

How do we select what use case to be in?
How do you select which use case to participate in?

- Your selection can be based on
  - The topic (Opioid treatment),
  - Other participants, or
  - A type of exchange you would like to demonstrate

- We are here to help! If you are uncertain if a use case would be a good fit for you, please reach out and let us know.
Timelines

What needs to be done by when?
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.
Now

• We are working on selecting the use case topics for HIMSS19!
  – This is partially determined by the organizations who are participating.
  – Sign up and let us know what you would like to see!
• Use cases will be posted in mid July
  – 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.
In October

• We start to meet as use cases to design and work together.
  – A Technical Project Manager is assigned to each use case to help guide and meet deadlines on weekly calls.
    • Determine images on the walls
    • Storyline
    • Technical transactions

• The Showcase provides your wall graphics, 36” monitor, laptop stand, carpet, electric and internet. We are as turnkey as possible. You just need to bring your system and cords.
January Face to Face

• For all participants in connected demonstrations it is required to attend a Face to Face event in Cleveland, OH, January 24 and 25.
  – The Face to Face allows all of our vendors the opportunity to not only work with each other but also with our technical project managers and graphic designer in person at a critical time before conference.

• This allows us to work through any concerns or problems with enough time in advance to troubleshoot and create solutions. What this creates is a smooth move in process at conference, and ensures a quality demonstration.
How do I know if I need to register for the IHE Connectathon?

In order to participate in a connected demonstration, you must use an exchange standard in order to share your information, such as a HL7 Profile, IHE Profile*, DICOM, IEEE, Continua, etc. **We do not allow proprietary exchanges in the connected demonstrations.**

- 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 IHE Connectathon within 12 months prior to conference. More details on how to register for the IHE USA Connectathon can be found [here](#).

- If you plan to exchange with a different standard than IHE you would *only* need to attend the face to face, which is a two day event. Details on how to register for day passes for the Face to Face can be found [here](#). (Additional Travel, Hotel and Registration Required)
February- Conference is here!

• Attendance at set up for 2 days prior to HIMSS18 conference (9am-5pm) and during all exhibit hours (Tuesday-Thursday from 9am-6pm and additional events).

• In the interoperability Showcase there is something about to start every 15 minutes. Our use case demonstrations are split into two groups and half start at 15 and the other start at 45 past every hour, our education sessions begin at the half hour and our networking events start at the top of every hour.
February- Marketing

• As a participant in the Interoperability Showcase you also receive a number of marketing benefits including:
  – Invitation to guest blog on the HIMSS Blog*.
  – Opportunity to have you whitepaper/success story posted on our website*.
  – Recognition on a variety of media platforms during and after conference.
  – Post conference: Receive name, organization, and title for all attendees scanned by HIMSS’ own staff/volunteer.

• *Pending approval and adherence to guidelines.
Premier

• Get even more benefits on top of your Connected benefits!
• Demonstrate your dedication to Interoperability.
  • 6 systems
    • 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.
• 1 hour education session
• 1 onsite interview
• Post conference: Receive all information for all attendees scanned by HIMSS’ own staff/volunteer.
• Private meeting space on the Interoperability Showcase footprint
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
Unlike any other area you will exhibit in...
CMS overhauls meaningful use EHR program, renames it 'Promoting Interoperability'

Administrator Seema Verma said changes to the program eliminate 25 measures and saves hospitals over 2 million hours of work and $75 million.

Susan Morse, Senior Editor

CMS Proposes Meaningful Use Changes to Promote Interoperability

CMS will rename the meaningful use program “Promoting Interoperability” to reflect the focus of newly-proposed policy changes.

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.
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
Three types of participation

• Marketplace
  – Stand alone kiosk
  – Investment: $6,700 member / $7,500 non-member / $4,950 add on member / $5,500 add on non-member

• Connected Demonstration
  – 1 system in a connected demonstration
  – Investment: $10,350 member / $11,500 non-member

• Premier
  – 6 Systems in connected demonstration(s)
  – Investment: $54,000 member / $60,000 non-member
I’m ready

- Continuing to innovate…
- Send your completed contract to salesinfo@himss.org

• Questions?
  – Learn more on our website.
  – 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 Community at HIMSS

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.