HIMSS Interoperability Showcase

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Who is leading this call?

• Bronwen Huron (Bhuron@himss.org), Manager, Interoperability Initiatives

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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

- **HIMSS Interoperability Showcase** is the highest trafficked area of the exhibit floor and is packed with nearly 20 demonstration areas, a large education theater, a product marketplace and more. Our mission is to demonstrate the power of standards-based interoperability by showcasing systems exchanging and using data in real time to improve care, outcomes and experience.
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
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
MARK YOUR CALENDAR AND MAKE PLANS TO JOIN US NEXT YEAR...

HIMSS19

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

WWW.HIMSSCONFERENCE.ORG

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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.
Orange County Convention Center-West

Personalized Health Experience

Cyber Security Command Center

Interoperability Showcase
HIMSS19 Interoperability Showcase Pavilion- Tangerine Ballroom
HIMSS19
Layout
Who participates in the Interoperability Showcase?
ALL Interoperability Stakeholders

• Government agencies, vendors, non-profit organizations, payers, providers, academia, HIE, standard development organizations, consulting firms, 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.
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.
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.
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.

  – IHE USA Connectathon registration [registration](#) is now open until October 12!
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.

• 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.
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.
Orange County Convention Center - West

Personalized Health Experience

Cyber Security Command Center

Interoperability Showcase
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.
  - These areas will be technically connected to the 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.
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
  – Location!

• 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.
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.
  • 1 hour education session
  • 1 onsite interview
  • Post conference: Receive information from scanned attendees entering the Showcase.
• Private meeting space
Marketplace
Marketplace

• Very straight forward, 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.
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

• Let us know you plan to participate: Complete your contract and send to salesinfo@himss.org

• Select a Use Case.
  – 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 HIMSS19 Global Conference (9am-5pm)
  – 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.
Getting involved in HIMSS19
Unlike any other area you will exhibit in...
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
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• Connected Demonstration
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• Premier
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What are my benefits?
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.
- 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

• Send your completed contract to salesinfo@himss.org

• The HIMSS Global Conference and Exhibition is nearly 3 weeks earlier than last year. In light of this, we ask that if anyone plans to join us for the HIMSS19 Interoperability Showcase, to register by the end of September to maximize their benefits.

• Questions?
  – Learn more on our website.
  – Bronwen Huron, Manager, Interoperability Showcase
  – HIMSS Sales Team salesinfo@himss.org
Resources

- HIMSS19 Contract
- HIMSS19 Use Case Topics

HIMSS18

- HIMSS18 Statistics and Demographics
- Recordings of HIMSS18: Interviews, Use cases, Education sessions.