HIMSS Interoperability Showcase at HIMSS20: Getting Started!

Bronwen Huron, Senior Manager, Informatics
Jim Collins, Senior Manager, Sales
Objectives

• Learn what the Interoperability Showcase is
• Learn why you should be involved
• Learn the steps for how to get involved
• New Opportunities!
HIMSS19 Interoperability Showcase
Outcomes/Impacts
## Attendee Demographics

<table>
<thead>
<tr>
<th>Visitors by Professional Title</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C-Suite</td>
<td>25%</td>
</tr>
<tr>
<td>IT Professional</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>24%</td>
</tr>
<tr>
<td>Senior Management</td>
<td>16%</td>
</tr>
<tr>
<td>Academic</td>
<td>4%</td>
</tr>
<tr>
<td>Government</td>
<td>4%</td>
</tr>
<tr>
<td>Clinician</td>
<td>3%</td>
</tr>
</tbody>
</table>

The HIMSS Interoperability Showcase had the highest percentage of C-Suite attendees.
Attendee Demographics

2/3 of our attendees are decision makers and influencers.
HIMSS19 Accomplishments of the Interoperability Showcase

- Nearly 11,000 visitors attended, making it the highest trafficked area on the floor.
- 1 out of 4 conference attendees prioritized their visit to this space.
- Visitors spent an average of 40 minutes at the exhibit.
- Attendees gave the exhibit the highest satisfaction rating on the show floor.
- More than 85 organizations and 127 demonstrating technologies and initiatives participated.
HIMSS20 Global Conference & Exhibition
March 9-13, 2020 | Orlando, FL
Orange County Convention Center

www.interoperabilityshowcase.org  #EMPOWERHIT
HIMSS Interoperability Showcase

- **HIMSS Interoperability Showcase** Our mission is to demonstrate the power of standards-based interoperability by showcasing technology exchanging and using data in real time to improve care, outcomes and experience.
The Showcase will be located on the main aisle of the exhibit floor
Who participates in the Interoperability Showcase?
ALL Interoperability Stakeholders

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

- Demonstrate the impact of standards-based interoperability by showcasing systems exchanging in real time improving care, outcomes and experience, regardless of nationality or region.

- Provides attendees with a broad picture of the opportunities and successes in the interoperability community.
How do you participate in the Interoperability Showcase?
Connected Demonstrations

• 7 to 10 participating organizations collaborate to demonstrate different use cases in a single story focused on an individual.
  – These organizations may never have worked together but through the power of standards are able to connect and exchange.
  – Not all participants exchange with each other, but each participant must be able to exchange with another.
• Participants work with HIMSS and other organizations to develop unique storylines that explore the value of their interoperability solutions.
• Each organization bringing its own perspective and story to tell, making each use case one-of-a-kind.
• Demonstrations also place the solutions in clinical context, allowing visitors to engage in the interoperability story of an individual – such as a caregiver, patient or clinician. They can then witness the impact these systems have on clinical outcomes, quality and the patient experience.
• Any technology that exchanges data using interoperability standards are invited to participate in our connected demonstrations.
• You can explore examples of our use cases from HIMSS19.
• Essentially a story, focused around an individual, about their health journey.
  – Timeframes could span a few hours, up to a lifetime.
• Help attendees understand in context how valuable your solution is.
• 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 technology impacts the information other systems have which impacts the information available to providers and patients to make better choices and improve care.
Education Theater

The HIMSS Interoperability Showcase Education Theater hosts 60-minute sessions on emerging topics impacting interoperability today. Trailblazers of interoperability provide their perspectives and insights on challenges and inroads and identify opportunities. Nearly 3,000 attendees engaged with our speakers at HIMSS19.
Marketplace
This area of kiosks allows individual organizations and attendees to interact one-on-one. Attendees receive personal demos and can ask specific questions of organizations paving the way in healthcare interoperability.
NEW! API Marketplace

• Demonstrate in this specialty area of the Marketplace and exchange in real-time!

• Show attendees a variety of applications that are available today enable more effective, seamless and agile information exchange.

• No pre-testing required! Use existing development work and show how your use of standards-based APIs can make an impact today
Three levels of participation

• Marketplace
  – Stand alone kiosk

• Connected Demonstration
  – 1 technology in a connected demonstration, with the opportunity to add additional technologies to participate in multiple areas, at a discounted rate.

• Premier
  – 6 technologies in connected demonstration(s) with limited availability to host a demonstration. Includes a 60 minute speaking session within our Education Theater.
Timelines

What needs to be done by when?
Steps to Participation

1. Determine the level you would like to participate in. For more information on levels of participation please see our contract.
   1. If you plan to only participate in the marketplace please skip to step 4.

2. Review our minimum requirements to participate to ensure you are able to meet them.

3. Review the available demonstration topics and make a selection

4. Complete your contract and return to sales@himss.org.

5. Let us know at Showcase@himss.org which demonstration you would like to participate in.
How do you select which topic to participate in?

• Your selection can be based on
  – The topic (Diabetes treatment and care),
  – 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.
New HIMSS20 Topics!

• Review the list of topics we have selected for HIMSS20.
• This is a live document that will be updated as organizations sign up.
• This is an inspiration- Show us what you can do!
  – Not all participating organizations have selected their demonstration.
  See a full list of participants here.
- Column B: Draft Title of the use case - This will change in the fall after all participation has been identified.
- Column C: Keywords - Not all keywords are included that could be, but we have provided some suggestions. If you have suggestions on options we could add please let us know.
- Column D: Draft Description - We have provided you some inspiration. All workflows in demonstrations are determined by the participants. These draft descriptions will be changed in the fall after all participation has been identified.
- Column E: Interoperability Functions - Suggested profiles and standards that could be used, but is not all inclusive. If you have suggestions on options we could add please let us know.
- Column F: Care Settings - Suggestions on where this use case could go from a clinical perspective. Not all inclusive. If you have suggestions on options we could add please let us know.
- Column G: Participating Companies - As participants identify which use case they are interested in, we will be updating this spreadsheet in real time.
- Important Note: Orange use cases have additional criteria for participations. Please contact us if you are interested in any of these demonstrations.
In October

• We start to meet as demonstrations to design our stories and work together.
  – *New process* Phil DePalo, our lead technical project manager will be starting *all* of our demonstration calls. He will ensure that all participants have an appropriate fit and help meet early marketing deadlines.
    • Title and short descriptions.
    • Determine images on the walls.
    • Broad Storyline.
  – In November, Phil will hand off to our technical team who is assigned to each use case to help guide and meet final technical deadlines on weekly calls.
    • 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 (Website)

• For all participants in connected demonstrations it is required to attend a Face to Face event in Cleveland, OH, January 23 and 24.
  - 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.
Requirements to Participate in a Connected Demonstration: (Website)

• Use an interoperability standard to exchange information (such as HL7 FHIR®, IHE Profile*, DICOM, IEEE, Continua, etc.)

• Attend a two-day face-to-face in Cleveland, OH in January 2020 to ensure that demonstrations are sound and to identify any concerns.

• Participate in weekly planning calls.

• Attend set-up for two days prior to HIMSS Global Conference and during all exhibit hours.

• *If you are demonstrating an IHE profile you must register, attend and successfully pass the IHE Connectathon. Separate fee required.
  – Registration is open! September 12- October 25.
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)
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.
    • Demonstration 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.
March Conference is here!

• Attendance at set up for
  – 2 days prior to HIMSS 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.
How do attendees engage at HIMSS Global Conference
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 HIMSS20 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.

• VIP Client/Leadership Tours.

• 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
Unlike any other area you will exhibit in...
Participating 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**

- 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**

- “*If everyone who visited could take one thing you learn from the Interoperability Showcase and go home and implement it, a year from now, the delivery of health would be improved for all individuals.*” - **HIMSS19 attendee**
2019 HIGHLIGHTS

Takeaways from HIMSS19

What is the Interoperability Showcase?

Interoperability can be achieved in your organization

https://wwwinteroperabilityshowcase.org/
Thank you to our premier sponsors!

Current Participation
Future Interoperability Showcase™ opportunities –

– HIMSS will host an Interoperability Showcase at the following conferences:
  • HIMSS Europe and Health 2.0 Conference:
    – May 26-28, 2020, Helsinki, Finland
  • HIMSS AsiaPac20:
    – October 2020, Singapore, Asia
HIMSS Europe and Health 2.0 Conference – May 2020

HIMSS & Health 2.0 European Conference 2019: BY THE NUMBERS

WHO WAS THERE?

3,000 delegates from 55 countries
200+ speakers
45+ LIVE demos
100+ partner organisations
140+ exhibitors
15 award winners
50+ press attendees

HOTTEST TOPICS:

Global interoperability crisis
Shared decision making & collaboration across borders
Silver Tsunami
Patient-centred care
Genomic data

TOP WORKSITES

Hospital
Public Health
Academic Medical Centre/Educational Institution
Government, Ministries, Institutions
Healthcare Consulting
Market suppliers
Life Sciences

C-level healthcare professionals
Policy maker, government or ministerial representative
Nursing or Clinical Directors/Managers
Hospital clinicians, doctors and nurses
Hospital IT Managers/Project Managers
Healthcare Strategists
Entrepreneurs and Business Developments

https://www.himsseuropeconference.eu/helsinki/2020
Fastest-Growing Market: Asia’s healthcare spending will surge to USD 2.27 Trillion by 2026.
I’m ready to participate!

• Questions?
  – Bronwen Huron, Senior Manager, Informatics, HIMSS
  – Jim Collins, Senior Manager, Sales, HIMSS
  – HIMSS Sales Team: salesinfo@himss.org