

Interoperability and Health Information Exchange Community Sponsorships

2019-2020

Sponsorship Opportunities: 2



transforming health through information and technology™

Community Description

The community serves as the central convening point for interoperability, public health, and health information exchange (HIE) professionals to promote action-oriented education and thought leadership in the health IT industry. We connect professionals committed to transforming health through standards-based interoperability and HIE, with opportunities for networking with peers, sharing ideas, learning best practices, and leveraging collaborative opportunities.

HIMSS' Interoperability & HIE Community addresses topics from the perspective of interoperable and standards-based health information exchange:

- Current Federal Policies and Regulations (e.g. Promoting Interoperability, ONC Certification Program, 21st Century Cures, TEFCA, etc.)
- Interoperability Approaches & Initiatives (e.g. Commonwell, DirectTrust, Carequality, eHealth Exchange, CARIN Alliance, etc.)
- Emerging Standards and Disruptive Technologies (e.g. FHIR®, APIs)
- Blockchain & Distributed Ledger technology's potential role and impact on healthcare delivery
- Interoperability Testing, Recognition & Certification
- Examination of Interoperability and HIE sustainable business models and emerging HIE services Real-life HIE Success Stories & Lessons Learned
- Consumer-Mediated Interoperable Data Exchange
- Health Information Exchange within Long Term & Post-Acute Care (LTPAC) and Behavioral Health Settings
- Population Health Management, Public Health and Social Determinants of Health (SDOH)

HIMSS Community sponsorship is an excellent opportunity to share your thought leadership and get your brand recognized by this audience at HIMSS20.

Investment

- Exclusive: \$12,500 for Corporate Members / \$13,750 for Non Members
- Co-Sponsor: \$7,000 for Corporate Members / \$7,700 for Non Member

At a Glance

Community Members: 8,644 (YE FY19)

Staff Liaison: Mari Greenberger, MPPA, Sr. Director of Informatics (mgreenberger@himss.org)

Website: [Interoperability HIE](#)

Additional Community sponsorships may be available for 2019 - 2020!

Please contact your sales representative for additional information, or contact:

Laura Goodwin
Program Manager, Exhibit Sales
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Community and Opportunity Profile

Community Quarterly Education Roundtables (Virtual Events)

Community Membership	8,644 as of June 2019
Audience	Common titles in our Community audience: CEO, CIO, Director, Manager, Clinical Informatics/Informaticist, Systems Analyst, Clinical Analyst, Application Analyst, Clinical Analyst
FY19 Roundtable Participation	150-250 per quarter based on topic
Number of Roundtable Events	3-4 Quarterly Community Roundtables (virtual events) are held annually from July 1, 2019 – June 30, 2020 (one Roundtable per quarter)
Event Dates	October 23, January 22, April 22. Dates are subject to change and additional Roundtables may be scheduled with HIMSS staff liaison's discretion.
Availability	2 – 1 Roundtable per Sponsor

Sponsorship Benefits

Benefit	Detail	Value
Logo / Branding Placement	<ul style="list-style-type: none"> Sponsor logo and verbal recognition of thank you for all Interoperability & HIE Community Roundtables Sponsor logo included on Interoperability & HIE Community website page <ul style="list-style-type: none"> Logo linked to Sponsor's preferred landing page Community home page will have a link to the sponsors "About our sponsor..." paragraph at the bottom of the webpage 	Brand Awareness
Thought Leadership Presentation	<p>Sponsors may participate in 1 of the Community Roundtables and provide a Thought Leadership presentation as part of the event.</p> <ul style="list-style-type: none"> Community Roundtable presentation: Approximately 30 minute presentation and 15 minute of Q&A; 45 minute presentation in total HIMSS to approve speaker, scheduling and content 6 weeks before scheduled meeting Presentation must be Thought Leadership-positioned (i.e. a Customer Business Case) rather than promotional or presenter may be incorporated into a panel discussion as appropriate for the Roundtable theme HIMSS staff will advise on and work with Sponsor on topic selection and scheduling Sponsor to receive an attendee list for the sponsored presentation from HIMSS staff liaison (Name, Title and Organization) Sponsor will provide customer/speaker introduction(s) Sponsor may ask 1 – 3 polling questions per sponsored Roundtable as appropriate Sponsor may submit 1 article to be included in Information Xchange eNewsletter 	Brand Awareness Thought Leadership Lead Generation