



Interoperability & HIE Community Sponsorship

Community Description

The HIMSS Interoperability & HIE Community is a central convening point for professionals seeking action-oriented education to transform all aspects of health through standards-based interoperability and HIE, leveraging the emerging technology and solutions.

The Community hosts quarterly educational webinars and shares weekly updates with its members to keep them informed on best practices, new developments and promising progress in our industry.

Interoperability is ever expanding in its importance and reach. This is an opportunity to highlight your role in achieving a comprehensive, connected ecosystem.

Community at a Glance:

- Community Members: 8,291 as of November 2020
- Staff Liaison: Mari Greenberger, Sr. Director, Informatics, Mari.Greenberger@himss.org
- Website: [Interoperability & HIE Community](#)

Opportunity Profile and Sponsorship Benefits

Quarterly Webinar Series (Virtual Events): Participants in the HIMSS Interoperability & HIE Community webinars discuss contemporary issues, resources and solutions on interoperability topics.

Examples of topics discussed include:

- Federal Policies and Regulations
- Global, National and Regional Exchange Initiatives and Networks
- Interoperability Standards
- Emerging Technologies
- Interoperability Testing & Certification
- Exchange Settings and Stakeholders
- Population Health Management, Public Health and Social Determinants of Health (SDOH)

Investment:

- Year round Community Sponsorship - [45 Minute Presentation Option](#) – \$9,500 for Corporate Members / \$10,500 Non Members

Questions? Contact your sales representative or salesinfo@himss.org for more information

Global Audience	Common titles include: CIO, IT/IS Leadership, Nurse, Project Manager, Programmers/Developers, Systems Analyst, Consultant, Government Professional <i>Note: HIMSS Communities are open to all HIMSS members in good standing with an interest in Interoperability.</i>
Expected Participation	Attendees and registrants vary based on topic, but registrations typically range from 150 to 300
Number of Events	Four 1.5 hour webinars are held annually between January 1, 2021 – December 31, 2021 from 11:30 am – 1:00 pm ET
Event Dates	January 20, 2021 April 21, 2021 July 21, 2021 October 20, 2021
Availability	1- Exclusive Sponsorship
Pricing	Year Round Community Sponsorship with 45 minute presentation during (1) Community Roundtable HIMSS Corporate Member: \$9,500 / Non Member: \$10,500

Benefit	Detail	Value
Logo / Branding Placement	<ul style="list-style-type: none"> • Sponsor logo/branding placement on Community homepage <ul style="list-style-type: none"> ◦ Logo linked to Sponsor's preferred landing page ◦ Community home page will have a link to the Sponsor's "About our sponsor..." paragraph at the bottom of the webpage or as appropriate • Sponsor logo and verbal recognition of thank you for all Community Roundtables • Logo to be placed on Community invitations for programming 	Brand Awareness
Thought Leadership Presentation	<p>Sponsor may provide and participate in one (1) Thought Leadership presentation as part of a scheduled Community Roundtable.</p> <ul style="list-style-type: none"> • Presentation length = 45 minute presentation (including Audience Q&A) • HIMSS to approve speaker, scheduling and content (must be submitted 6 weeks before scheduled meeting) • Presentation must be Thought Leadership-focused rather than promotional in nature • HIMSS staff will advise on and work with Sponsor on topic selection and scheduling • Sponsor will receive from the HIMSS staff liaison an attendee list for the above referenced Thought Leadership Presentation (List includes Name, Title, and Organization only) • Sponsor may provide customer/speaker introduction(s) 	Brand Awareness Thought Leadership Lead Generation

Additional Benefits to Consider:

- Sponsor may ask one (1) polling question per quarterly Roundtable as available (4 polling questions in total)
- Industry Perspective Content Series
 - As a qualifying HIMSS collaborator, a representative from the sponsor is invited to provide thought leadership and expertise to a HIMSS Industry Perspective series on health information and technology

topics. This year-round content series is aimed at gathering input from industry experts about high-interest topics for HIMSS and for our audiences. The content from this series will be promoted to all HIMSS audiences via our digital marketing efforts.

- Global Conference Benefits
 - Logo in various HIMSS marketing materials (resource or pocket guide)
 - Logo displayed in prominent areas within the convention center or in virtual setting
 - Exhibitor/Client Badges – 3
 - Full Conference Badges – 1
 - HIMSS Priority Points – 3