



# *HIMSS Interoperability Showcase*

HIMSS21  
Las Vegas, NV  
August 9–13, 2021

# *Agenda*

- Interoperability Showcase Overview
- HIMSS21
- Participation Overview
- Timeline/ Deadlines
- Resources

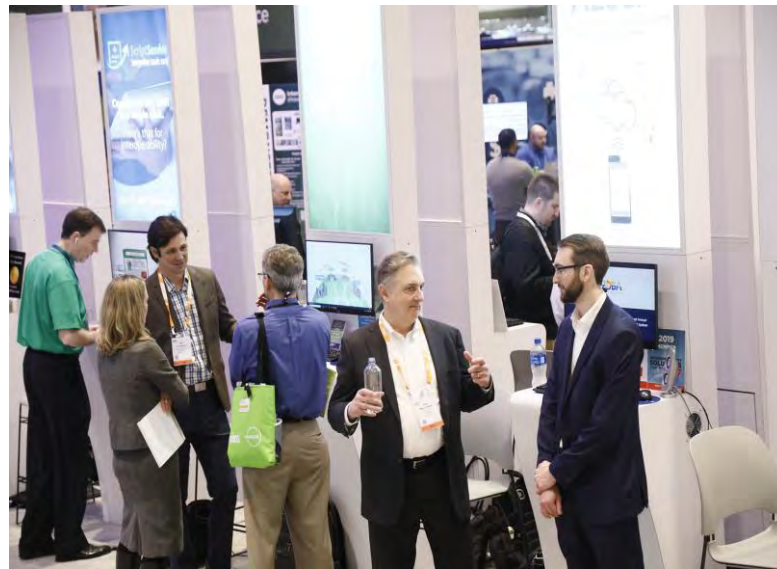
# *HIMSS Interoperability Showcase Overview*

This premier exhibition displays the exchange, access and use of data through interoperability profiles and standards in real time with live products currently in the marketplace—backed by the strength of HIMSS’s global experience, expertise and thought leadership.

The highest-trafficked area of the HIMSS19 exhibit floor, the Showcase is packed with demonstration areas, a large education theater, a product marketplace and more.

Attendees will get a broad picture of interoperability opportunities and successes with demonstrations on a variety of impactful topics.

## Interoperability Showcase at HIMSS21

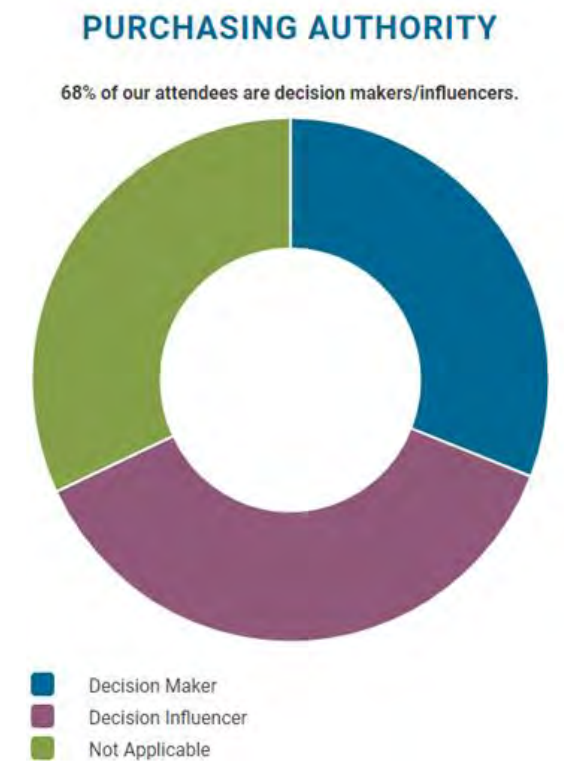
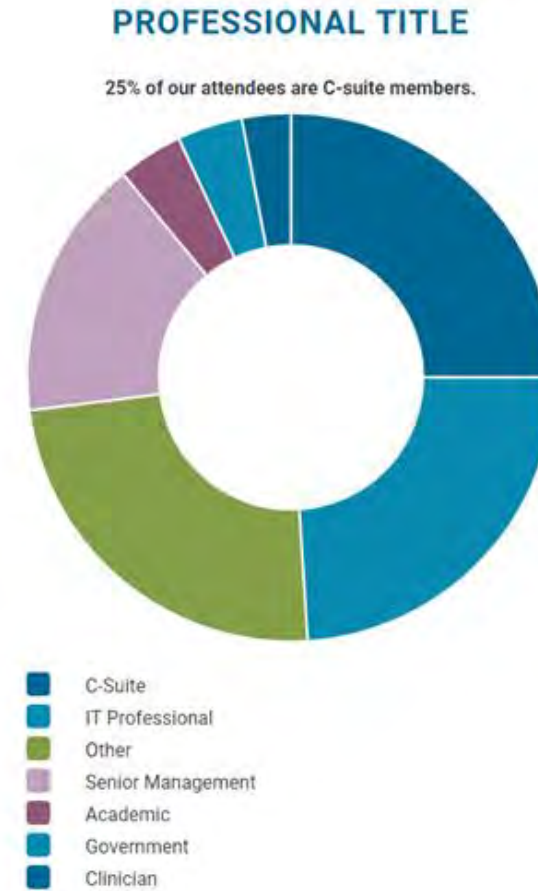
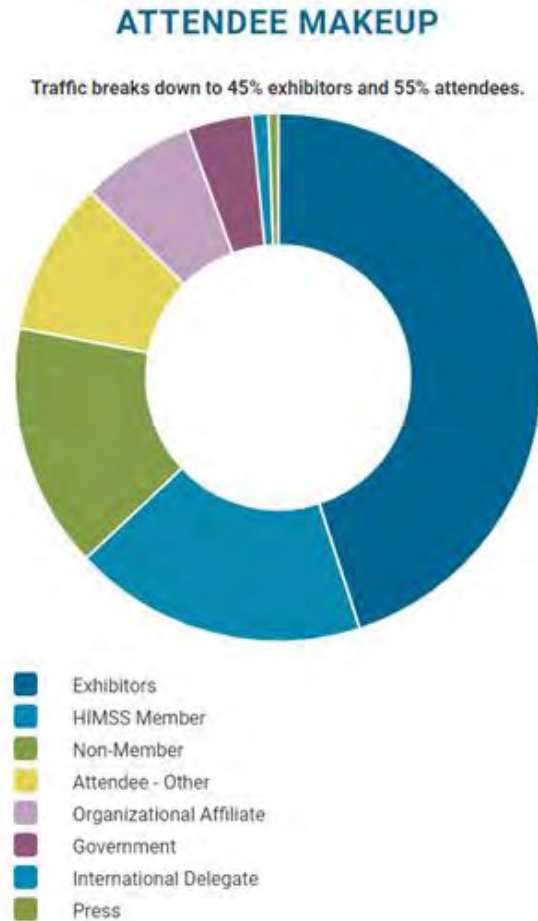


# *Interoperability Stakeholders*

- Government agencies, market suppliers, non-profit organizations, payers, providers, academia, HIEs, standards development organizations, consulting firms, etc.
- More than 100 [organizations](#) and 130 demonstrating systems and initiatives signed up to participate at HIMSS20. Over 30% were new organizations to the Interoperability Showcase.
- Participants demonstrate over 450 times to attendees during exhibit hours.

# HIMSS19 Attendee Demographics

C-Suite	<b>25%</b>
IT Professional	24%
Other	24%
Senior Management	16%
Academic	4%
Government	4%
Clinician	3%



# HIMSS19 Attendee Demographics

Visitors by Worksite	
Provider	30%
Other	25%
Consultant	20%
Payer/ Financial	10%
Academic	8%
Government	7%



## Stats- 2019

- 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.



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# *Ways to Participate*

## Demonstrations

- 7 to 10 organizations collaborate to demonstrate in a single story focused on an individual. Participants work with HIMSS and other organizations to develop unique storylines that explore the value of their interoperability solutions.
- Demonstrations place solutions in a clinical context, allowing attendees to engage in the interoperability story of an individual—such as a caregiver, patient or clinician. Attendees can then witness the impact these systems have on clinical outcomes, quality and patient experience.
- Any technology that exchanges data using interoperability standards can participate.

## Education Theater

- Our Education Theater hosts 60-minute sessions on emerging topics impacting interoperability today. Interoperability trailblazers provide their perspectives and insights on challenges and inroads, and identify opportunities. Nearly 3,000 attendees engaged with our speakers at HIMSS19.

## Spotlight Theater

- New opportunity to highlight your individual implementation efforts in the industry today and what's in store for the future.

## User Experience Posters

- Partner with clients and share a successful interoperability user story.

# *Demonstration Topics*

The HIMSS Interoperability Showcase is looking for new topics for demonstrations at HIMSS21 Global Conference and Exhibition. Please submit your suggestions in our [Connected Demonstration Topic Survey!](#)

- We make our selections based on interest (how often a topic comes up in surveys) as well as guidance from our stakeholders.
  - We may combine suggestions to get the most content into our demonstrations.
  - Suggestions with planned participation are given priority.
- 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 and location assignments 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.

# *Next Steps- Participation Overview*

# *Participation Expectations: Two Paths to participate*

- Live Demonstrations-
  - Showcasing in a collaboration your existing work and technical achievements.
    - Connected
    - Premier
- Experience Spotlight-
  - Individually highlighting your efforts in implementation projects in the industry today and into the future.
    - Marketplace
    - Spotlight Theater
    - User Experience Posters

# *Steps to Participate*

1. Determine if you want to be a part of a technical demonstration or participate in our Experience Spotlight areas. You can do both!
1. Review the minimum requirements for that level of participation to ensure you are able to meet them. In general, participation in a technical demonstration has more benefits but does have more requirements.
1. Learn more about the ways to participate in either pathway from your Sales Associate or review our contract so we can learn more about you.
1. Complete your contract for the appropriate level of participation and return to [sales@himss.org](mailto:sales@himss.org).

# *Path 1: Live Demonstrations*

*Showcase your existing work and technical achievements in collaboration with other participants.*

# *Path 1: Live Demonstrations*

7 to 10 participating organizations collaborate to demonstrate in a single story focused on an individual.

- 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 demonstration 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 demonstrations](#) from HIMSS19.



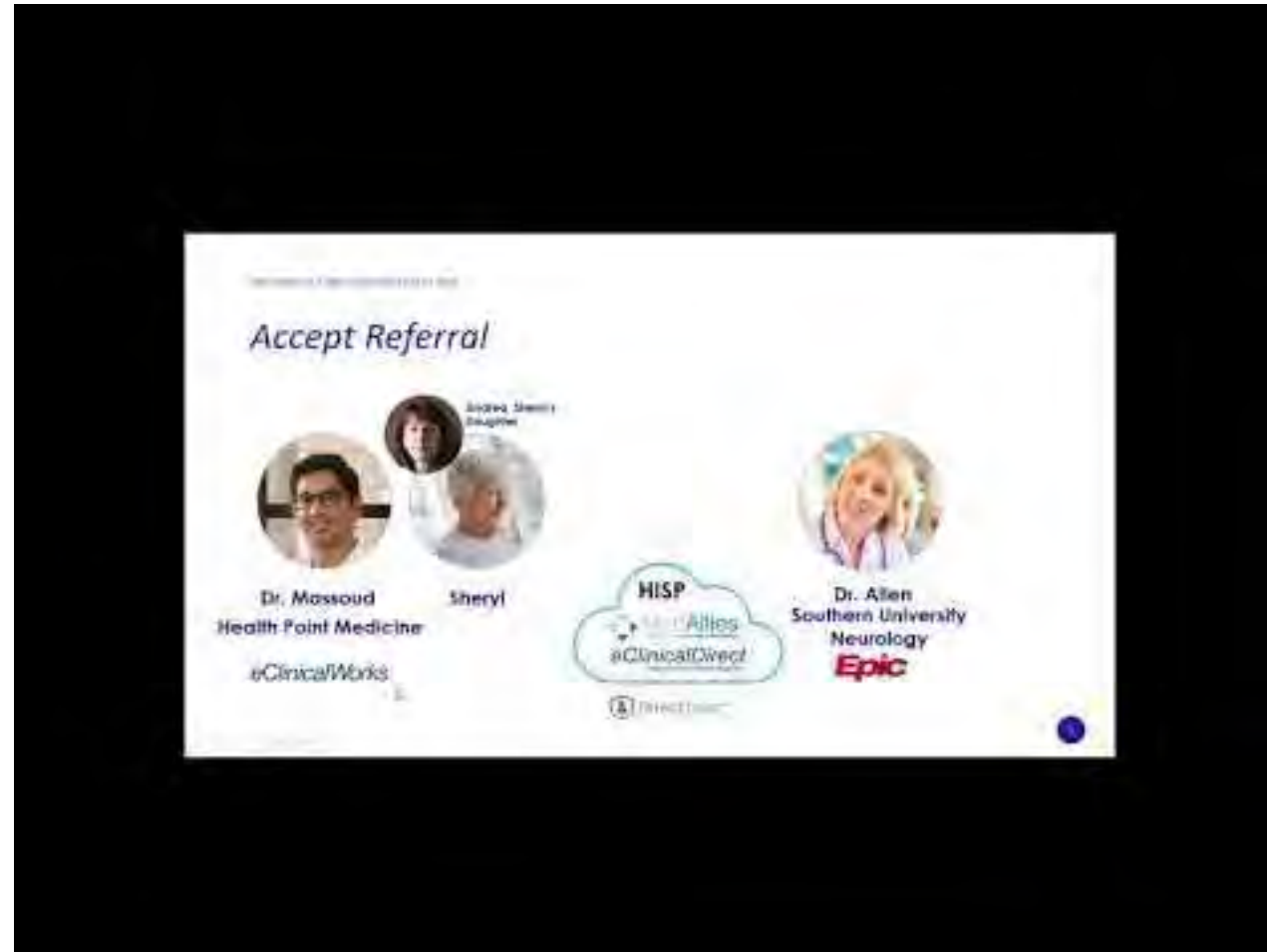
# *Why connected demonstrations?*

- 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.

# How do attendees engage at HIMSS Global Conference



# *How do attendees engage virtually*



# *Connected Demonstrations*

- Choose your topic or have our staff help place you in one of our demonstrations.
- Turn key package- bring your ideas and solutions, we provide the rest.



## *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
- Location of the Demonstration: Some demonstrations will be primary presented virtually and will be featured onsite.

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

Or you can design you own as a Premier participant!

## *Premier (Limited Available)*

- Organizations who have multiple products or a single product that exchanges information in multiple settings.
  - Option 1: If your technologies have a variety of uses and are deployed in many health environments/scenarios you can participate in multiple topics under one level or participation.
  - Option 2: Organizations that want to lead a demonstration topic with a limited number of partners in a single demonstration. *You will also determine if this demonstration will be primarily in person or virtual.*(Limited Availability)
- Expanded Marketing opportunities including a 60 minute education session on our main stage.

## *Reminder: Demonstration Topics*

The HIMSS Interoperability Showcase is looking for new topics for demonstrations at HIMSS21 Global Conference and Exhibition. Please submit your suggestions in our [Connected Demonstration Topic Survey!](#)

- We make our selections based on interest (how often a topic comes up in surveys) as well as guidance from our stakeholders.
- The earlier you participate in the Showcase, the more options you have, and the better your experience will be.
- Demonstration roles and location assignments are distributed on a first come first serve basis.
- Some demonstrations will be primarily virtual or in person.

# Minimum Requirements

- You must use an interoperability standard to exchange information (such as an HL7 Profile, IHE Profile\*, DICOM, DIRECT, etc.). No proprietary exchanges will be allowed in the demonstrations.
  - \*If you are demonstrating an IHE profile you must register, attend, and successfully pass the IHE Connectathon (separate fee required). Details on registration are available on [www.iheusa.org](http://www.iheusa.org).
- Participation in a weekly virtual meeting to plan your demonstration starting April 2021.
- Attendance at set up for 2 days prior to HIMSS Global Health Conference (9 am-5 pm PST) and during all exhibit hours. Virtual attendance can be arranged by written permission from HIMSS.
- All HIMSS21 Showcase participants are strongly encouraged to attend the IHE North American Virtual Connectathon & Conference in March 2021 to ensure that demonstrations are sound, to identify any concerns, and to collaborate with other testing partners. HIMSS21 Interoperability Showcase participants are entitled to discounts at the IHE North American Virtual Connectathons in 2021. See [iheusa.org](http://iheusa.org) for more information about discount information.



## *How do I know if I need to register for the IHE Connectathon?*

In order to participate in a live demonstration, you must use an exchange standard in order to share your information, such as a HL7 Profile, IHE Profile, DICOM, IEEE, 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 North American Virtual Connectathon & Conference (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 available at [www.iheusa.com](http://www.iheusa.com).

# *Timeline*

## Early Bird Period Ends - December 2020

- Once topics are selected, all early bird participants will have early access to our topics! Demonstration placement is on a first come first serve basis.
- Topics are expanded by those who participate in them. The descriptions of these demonstrations are guidelines, but often change based on the organizations participating.

## Topics Posted Online - January 2021

- Don't see your specific role mentioned in a topic? It would be impossible to mention all options in each demonstration. Please reach out to our team and we can help identify which demonstration you may make the biggest impact.

# *Timeline*

## Demonstration Calls Begin - Spring 2021

- Live Demonstrations begin to meet together to develop their demonstration. These weekly calls will continue until the conference. Join your demonstration before this time to make the most of your benefits. Topics are expanded by those who participate in them and often change based on the organizations participating.
- A Project Manager will be assigned to each demonstration to help guide and meet deadlines on weekly calls.
  - Determine images
  - Storyline
  - Technical transactions

# *Timeline*

## Conference

- Attendance is required at set up for
  - 2 days prior to HIMSS Global Conference
  - 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 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.

## *Path 2: Experience Spotlight*

*Highlight your individual implementation efforts in the industry today and what's in store for the future.*

## *Path 2: Experience Spotlight Areas - New!*

- Individual opportunities highlighting your interoperability efforts. Highlight real world implementation activities that have shown demonstrable results and effectiveness around any component of interoperability, or have a unique perspective due to a barrier they have overcome.
- This area provides a new capacity to ‘showcase’ the entire interoperability journey from development to implementation.
- Participate in 1 or many.

# Marketplace

- Independently show how your organization makes an impact in the industry.
- This active area within the Interoperability Showcase facilitates business discussions, sharing of product demonstrations and solution offerings, and lead generation.
- Low lift on participating organization.
- Easier way to highlight something such as a project or service, and allows for broader exposure within the interoperability ecosystem,



# *Spotlight Theater*

- 20-minute thought leadership session within the Interoperability Showcase.
- New opportunity to highlight your individual implementation efforts in the industry today and what's in store for the future.
- Limited staffing needed during a specific time during the conference.



# *User Experience Posters*

- Partner with clients and share a successful interoperability user story.
- Exhibit an impactful project underway.
- No onsite staffing needed during exhibit hall hours.
- Will be presented in a socially distanced area of the pavilion and digitally.

# *Minimum Requirements*

- All Experience Spotlight Areas must focus on standard based interoperability and on content based marketing.
  - Marketplace
  - Spotlight Stage
  - Use Experience Posters

# *Pricing and Benefits*

# *Pricing and Benefits*

- Live Demonstrations:
  - Showcasing in a collaboration your existing work and technical achievements.
    - Connected
    - Premier
- Experience Spotlight:
  - Individually highlighting your efforts in implementation projects in the industry today and into the future.
    - Marketplace
    - Spotlight Theater
    - Impact Posters

# Levels of Participation- Live Demonstrations

Benefits	Sponsor Level	
	Premier- Investment: \$59,000 member / \$65,000 non-member (Limited)	
	<ul style="list-style-type: none"> <li>● Participate with up to 7 technologies in 1 or many demonstration topics.                             <ul style="list-style-type: none"> <li>○ If you select to host 1 demonstration you determine if your topic is presented primarily in person or virtually.</li> </ul> </li> <li>● Present to HIMSS Global Conference attendees in a (1) hour education session anchored around the interoperability topic of your choice located within the HIMSS Interoperability Showcase Main Stage Theater. Session will be promoted in the onsite program with prominent organization branding.</li> <li>● Host a customer VIP Interoperability Showcase Tour to demonstrate your value to stakeholders.</li> <li>● List of scanned attendees with contact information to the HIMSS21 Interoperability Showcase.</li> <li>● On-site amenities include: internet, electric, carpet, chair</li> <li>● Participate in the HIMSS Industry Perspective Content Series</li> </ul>	<ul style="list-style-type: none"> <li>● Submit a resource article concept for publishing consideration on HIMSS.org. Content must be original and comply with HIMSS guidelines and editorial direction.</li> <li>● One (1) case study or white paper from your station within your demonstration and considered for publication on a HIMSS website. To be considered for HIMSS website, content must be original and comply with HIMSS guidelines and editorial direction.</li> <li>● Custom graphics - only bring your equipment.</li> <li>● Private meeting room or Marketplace Kiosk participation.</li> <li>● 14 exhibitor/client badges (organization determines the mix)</li> <li>● 6 full conference badges</li> <li>● Premier levels are invited to include partners at the cost of an additional technology.*</li> </ul>

# Levels of Participation- Live Demonstrations

	Sponsor Level	
	Connected- Investment: \$10,650 member / \$11,850 non-member	
Benefits	<ul style="list-style-type: none"><li>• Participation in a connected demonstration showcasing the technology (e.g. platforms, systems, APIs, etc.) of choice.</li><li>• Dedicated Project Manager (PM) provided by HIMSS to ensure demonstration milestones are fulfilled.</li><li>• On-site amenities include: internet, electric, carpet, chair</li><li>• Log of attendee visitors to the HIMSS21 Interoperability Showcase- list includes: Name, title, organization, professional title, worksite, city and state.</li><li>• Participate in the HIMSS Industry Perspective Content Series: a representative from your organization is invited to provide thought leadership and expertise to a HIMSS Industry Perspective series on health information and technology topics.. The content from this series will be promoted to all HIMSS audiences via our digital marketing efforts year-round.</li></ul>	<ul style="list-style-type: none"><li>• One (1) case study or white paper from your station within your demonstration and considered for publication on a HIMSS website. To be considered for HIMSS website, content must be original and comply with HIMSS guidelines and editorial direction.</li><li>• Scheduled tours with a variety of stakeholders.</li><li>• Inclusion in on-site attendee print and electronic materials.</li><li>• Shared area with custom graphics - only bring your equipment.</li><li>• (4) exhibitor/client badges (organization determines the mix)</li><li>• (1) full conference badge</li></ul>

# Levels of Participation- Experience Spotlight

Benefits	Sponsor Level	
	Marketplace- Investment: \$6,700 member / \$7,500 non-member/ \$4,950 add on member/ \$5,500 add on non-member	
	<ul style="list-style-type: none"><li>● Independently show how your organization makes an impact in the industry.</li><li>● This active area within the Interoperability Showcase facilitates business discussions, sharing of product demonstrations and solution offerings, and lead generation.</li><li>● Low lift on participating organizations</li><li>● Easier way to highlight something such as a project or service, and allows for broader exposure within the interoperability ecosystem</li></ul>	
	<ul style="list-style-type: none"><li>● Kiosk include:<ul style="list-style-type: none"><li>○ Countertop with lockable storage</li><li>○ 32" monitor (participating company will need to bring a laptop to hook into the monitor)</li><li>○ (1) Bar Stool</li><li>○ Electrical (5 amps) with mulistrip</li><li>○ Shared Internet connection (hard wire internet line)</li><li>○ Graphic panel</li></ul></li></ul>	<ul style="list-style-type: none"><li>● Inclusion in on-site attendee print and electronic materials.</li><li>● Located in a high traffic area within the Interoperability Showcase outside of our 200 person education theater.</li><li>● One (1) case study or white paper from your station within your demonstration and considered for publication on a HIMSS website. To be considered for HIMSS website, content must be original and comply with HIMSS guidelines and editorial direction.</li><li>● (2) exhibitor/client badges (you determine the mix)</li></ul>

# Levels of Participation- Experience Spotlight

Benefits	Sponsor Level
	Spotlight Theater- \$3,900 member / \$4,200 non-member
	<ul style="list-style-type: none"><li>• Dynamic opportunity to share thought leadership and case studies to HIMSS Global Conference attendees in a (1) 20-minute session anchored around the interoperability topic of your choice located within the HIMSS Interoperability Showcase Spotlight Theater [located within the Interoperability Showcase speciality pavilion].</li><li>• Session will be promoted in the onsite program with prominent organization branding.</li><li>• HIMSS staff member to provide key criteria and slide template, and review each presentation to ensure appropriateness of content.</li><li>• Shared presentation area with custom graphics - only bring your presentation.</li><li>• 4- Exhibitor/Client badges- you chose the mix.</li><li>• 1- Priority Point.</li></ul>



# Levels of Participation- Experience Spotlight

Benefits	Sponsor Level
	Digital Poster - \$2,250 member / \$2,500 non-member
	<ul style="list-style-type: none"><li>● Inclusion in on-site attendee print and electronic materials*.</li><li>● One (1) Poster shared from a shared station within the Interoperability Showcase and considered for publication on a HIMSS website. To be considered for the HIMSS website, content must be original, on the HIMSS provided template, and comply with HIMSS guidelines and editorial direction.</li><li>● Located in a high traffic area within the Interoperability Showcase.</li><li>● Poster content must be anchored around interoperability and health information exchange.</li><li>● Posters will be located in a specific area within the Showcase footprint and are available for download by all attendees.</li><li>● HIMSS staff member to provide key criteria and slide template, and review each presentation to ensure appropriateness of content.</li><li>● 2- Exhibitor/Client badges- you chose the mix.</li><li>● 1- Priority Point.</li></ul>

## *Steps to Participate*

1. Determine if you want to be a part of a technical demonstration or participate in our Impact Spotlight areas. You can do both!
1. Review the minimum requirements for that level of participation to ensure you are able to meet them. In general, participation in a technical demonstration has more benefits but does have more requirements.
1. Learn more about the ways to participate in either pathway from your Sales Associate, review our contract, and fill out our interest survey so we can learn more about you.
1. Complete your contract for the appropriate level of participation and return to [sales@himss.org](mailto:sales@himss.org).

## *Ready to Participate?*

- [Early bird contracts are available now!](#)
- [Submit a topic](#) for a demonstration!
- Questions?
  - Interoperability Showcase- [Showcase@himss.org](mailto:Showcase@himss.org)
  - HIMSS Sales Team- [salesinfo@himss.org](mailto:salesinfo@himss.org)