

Welcome

HIMSS21 Strategy Summit

A HIMSS Corporate Member Digital Series

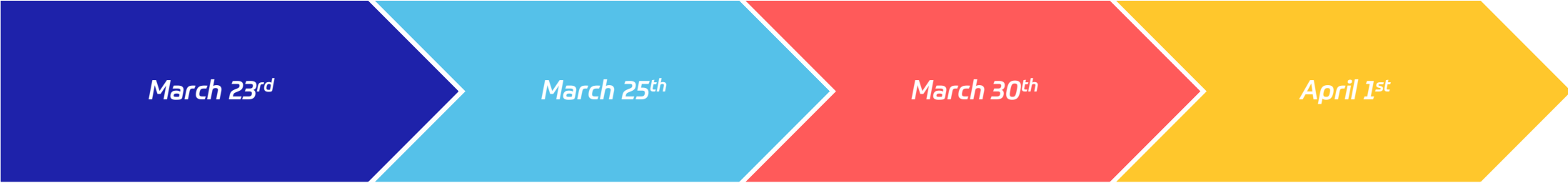
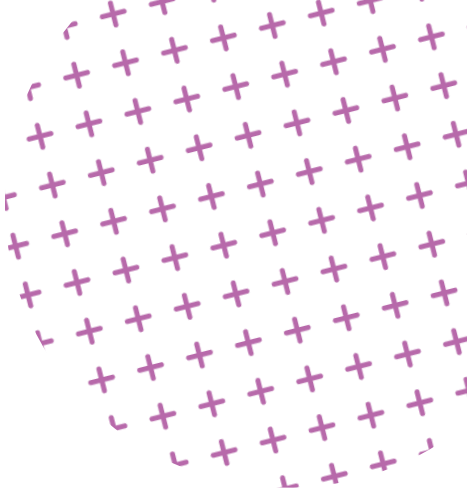
HIMSS **21**

9-13 August | Las Vegas

Be the change

HIMSS21 Strategy Summit

A HIMSS Corporate Member Digital Series

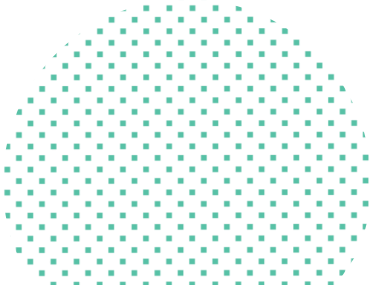


Challenges & Opportunities,
Las Vegas Schedule,
Campus Overview

Las Vegas Session Trends/Insights,
International, HIMSS21 Digital

Las Vegas Logistics,
Sponsorship Opportunities

HIMSS22 Preview,
Upcoming Events



Meet Our Speakers



Hal Wolf

President & CEO



Denise Hines

Chief Americas Officer



Mitch Icenhower

Chief Relationship Officer



Karen Malone

*Vice President Meeting Services
& Exhibits*

HIMSS21 Strategy Summit

Today's Topics

- Healthcare Challenges/Opportunities
- HIMSS Member Engagement
- HIMSS – What's Next?
- HIMSS21 – In-Person
 - **Las Vegas**
 - Schedule Review
 - Campus Overview
 - Health & Safety



Be the change

A graphic featuring the text "Be the change" in a white, sans-serif font. The word "Be" is enclosed in a dark blue circle. The text is set against a light blue rectangular background. Below this background is a grid of small, light blue dots.

The word "TRIVIA" is displayed in a playful, stylized font. Each letter is contained within a separate, overlapping, tilted square block. The blocks are colored as follows: 'T' is green, 'R' is purple, 'I' is pink, 'V' is blue, 'I' is orange, and 'A' is teal. The letters are white with a slight 3D effect. The entire graphic is set against a white rectangular background.

Hal Wolf
President & CEO



HIMSS is a global advisor and thought leader supporting the transformation of the health ecosystem through information and technology.

As a mission-driven non-profit, HIMSS offers a unique depth and breadth of expertise in health innovation, public policy, workforce development, research and analytics to advise global leaders, stakeholders and influencers on best practices in health information and technology.



Vision

To realize the full health potential of every human, everywhere.

Mission

Reform the global health ecosystem through the power of information and technology.

We have the members, relationships and reach in place to rapidly bring change to the health ecosystem to improve patient outcomes

HIMSS provides value through:



Professional networking

HIMSS operates globally, linking thousands of global leaders, stakeholders and influencers

100,000+

Individual members

20,000

Health 2.0 individual members

20,000

Annual volunteers



Thought leadership

HIMSS offers a unique depth and breath of expertise in health innovation, public policy, workforce development, research and analytics

729,400

Social media followers

75,000

Annual event attendees



Business relationships

HIMSS is connected to the leading health companies and government stakeholder to bring about change rapidly

1130

Enterprise members

2400

Enterprise customers

470

Non-profit partners



Professional development

HIMSS empowers its members to continuously learn and advance their careers through online course offerings and certifications

100,000

Virtual learning subscribers

600,000

Annual hours of online learning

830,000,000

Patients in health systems that use HIMSS Analytics

Digital Health By Any Other Name

“When I use a word”, Humpty Dumpty said in rather a scornful tone, “it means just what I choose it to mean - neither more nor less.”

Lewis Carroll



Telehealth



Telemedicine



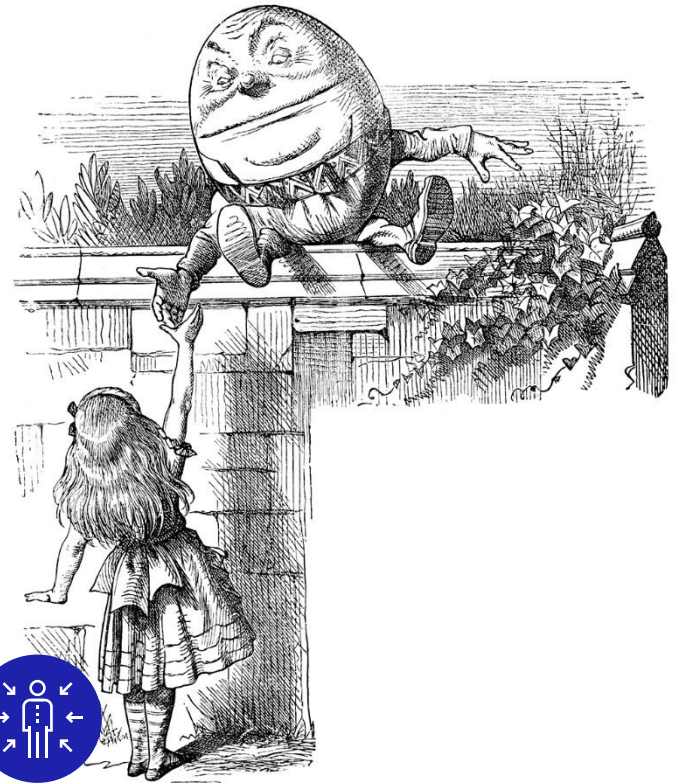
Mobile Health
(mHealth)



Virtual
Health

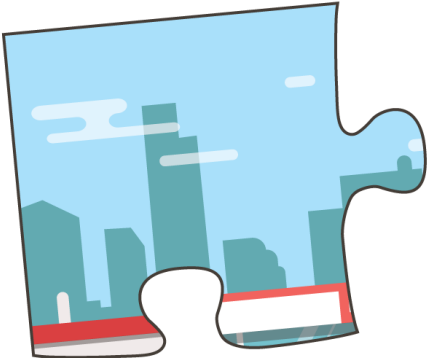


Bio Med
Devices
(Wearables)



How We Think of Care Delivery and the Medical Model

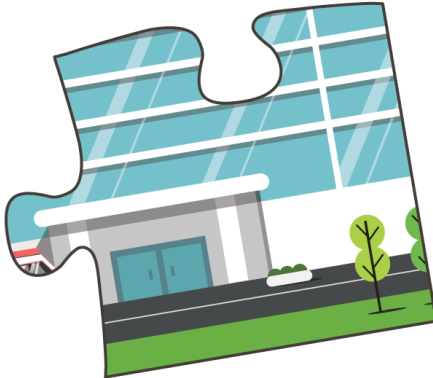
Primary Prevention



Secondary Prevention



Acute Care



Chronic Care



The Continuum of Care

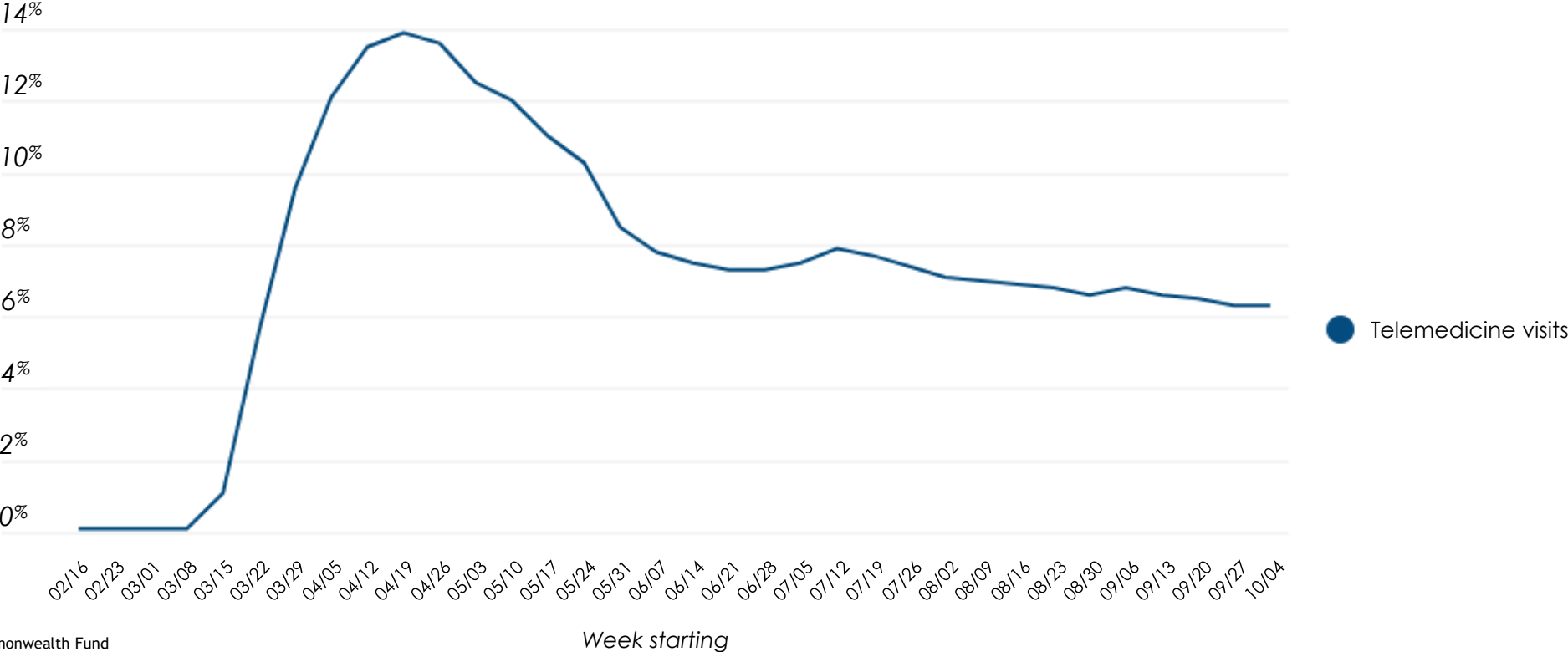
Global Challenges in Most Systems

- Fastest Aging Population
- High Chronic Disease Burden
- Geographic Displacement
- Extremely Challenging Funding System
- Educated and Demanding Consumer
- Lack of Actionable Information
- Staff Shortages



Accelerated Adoption of Telehealth

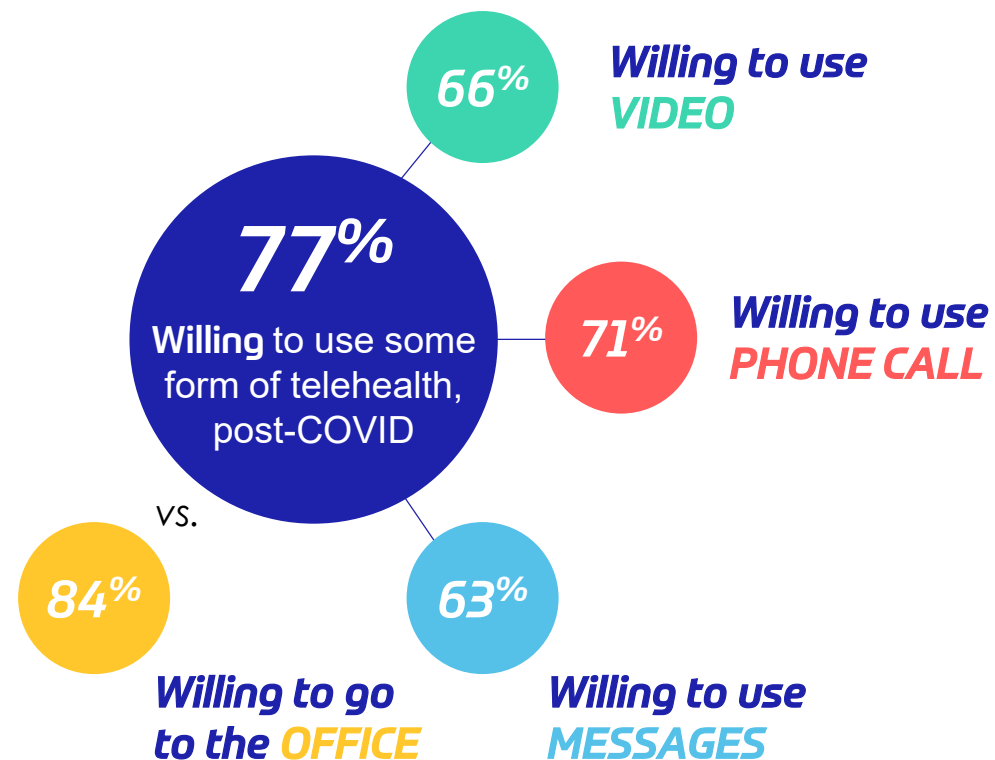
Number of telehealth visits in a given week as a percent of baseline total visits



Source: The Commonwealth Fund

Public Health is Evolving: Accelerated Adoption of Telehealth

Future Telehealth Willingness



Source: "Consumer Perspective on Health"
HIMSS telehealth survey, November 2020

Moving Beyond Visit-Centric Medicine



Traditional Encounter Based Care

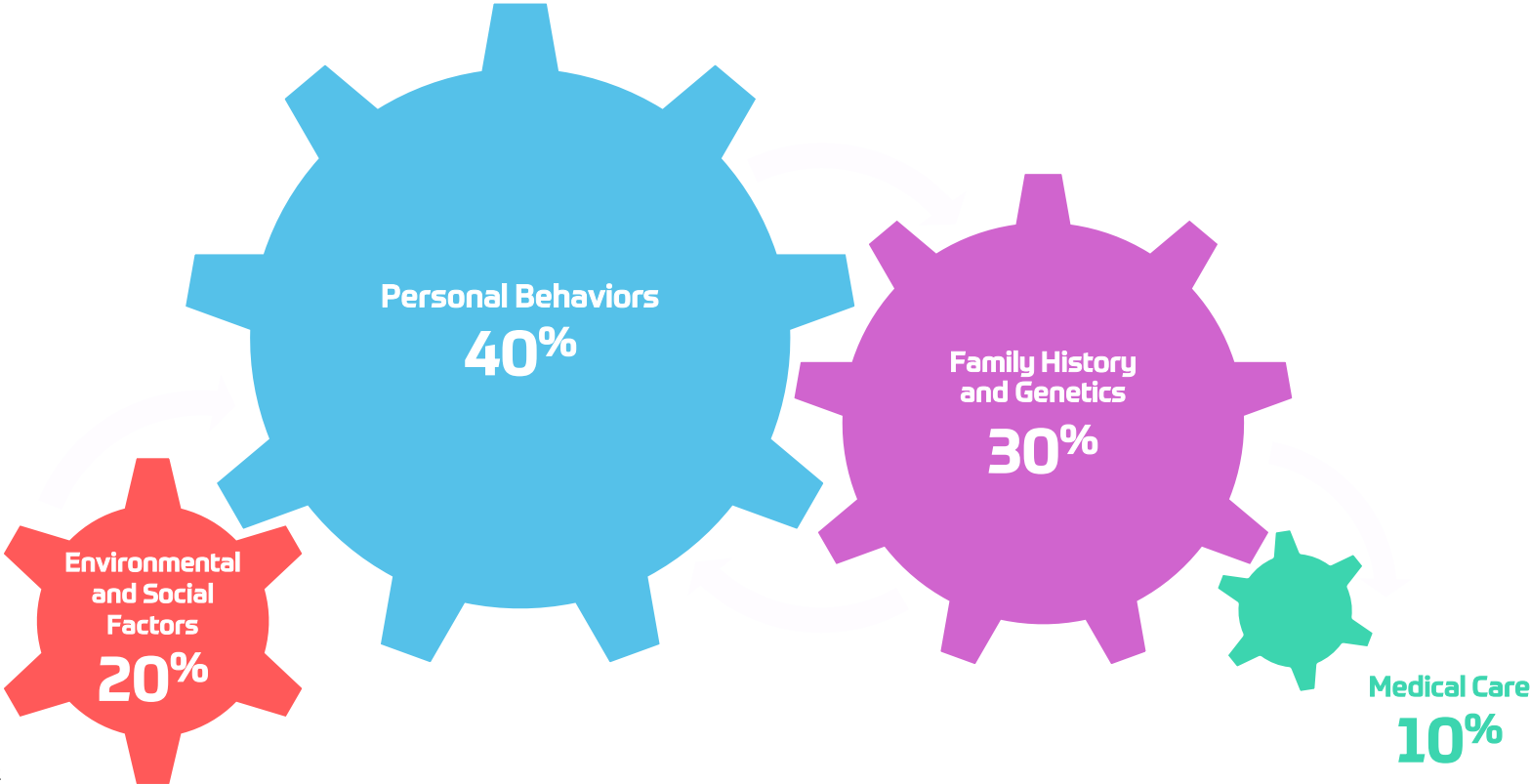
- One patient at a time
- Only know about patients who appear in your office
- Limited use of Information
- Processes built around a facility



New Model Elements

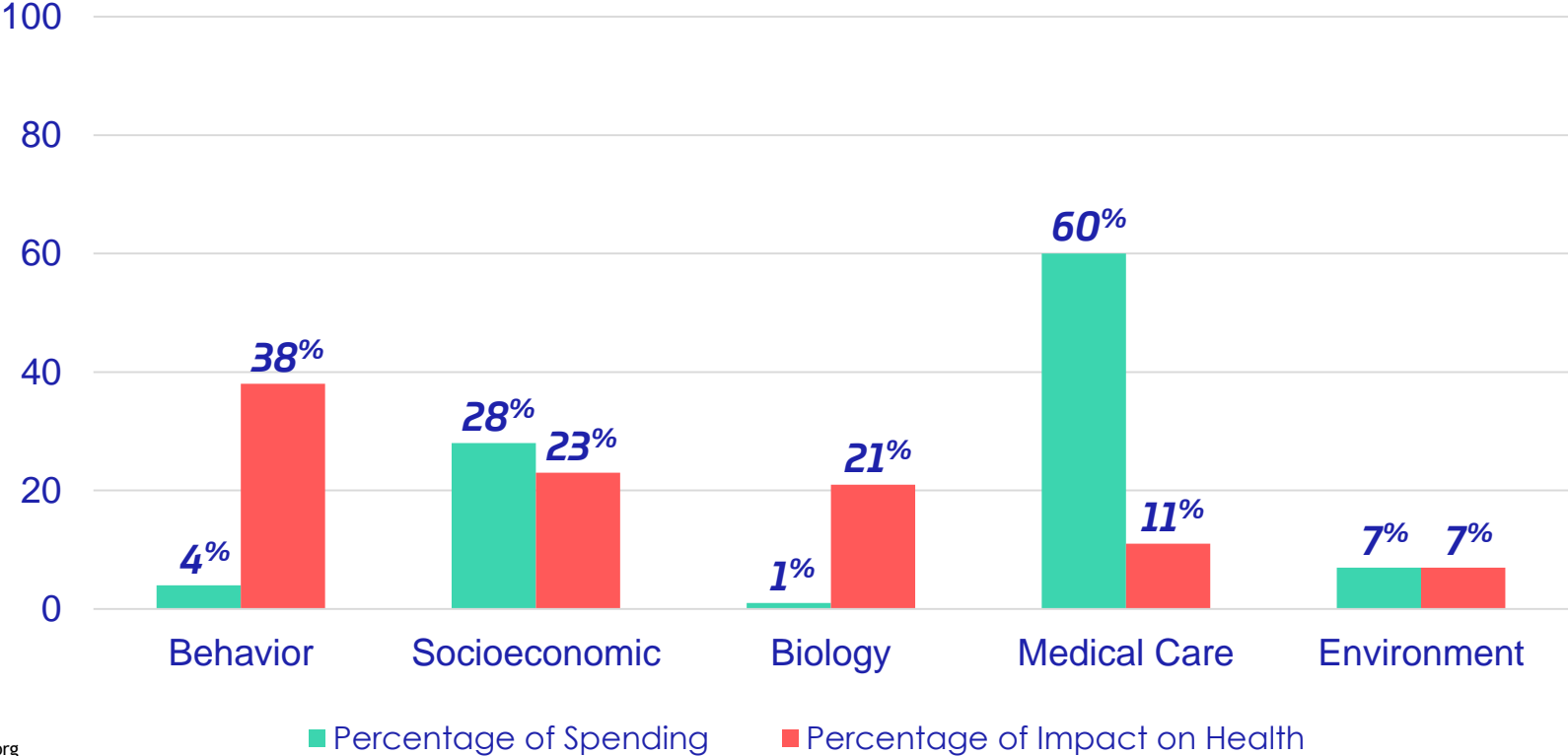
- Accountability for panel/population
- Use of EMR, registries, mobile
- Team care (including patient)
- Moving care out of doctor's office
- Personalized health

Many Factors Drive and Shape Health



Source: McGinnis et al, Health Affairs, 2002

Public Health is Evolving: Social Determinants of Health



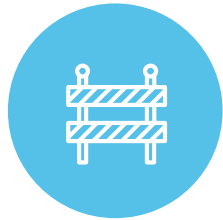
Source: determinantsofhealth.org

Post-COVID-19 Challenges

- People who have not received preventive care or treatment for existing conditions because of COVID-19
- Millions of people with COVID-19 related chronic conditions
- Uncertain reimbursement environment
- Long-term facility capacity challenges that will require adoption of digital health and move to home care
- Retail will handle some level of care that hospital systems cannot meet

Barriers: Hindering the Advancement of Digital Health

Common roadblocks not only slow progress towards digital transformation but can negatively disrupt service models and value for providers and consumers.



Strategic

Strategic direction on when to enter, how to progress and avoid plateaus, and when to exit/depart.



Market

insufficient attention on external forces, with legal, compliance, regulatory ambiguity further clouding focus.



Technology

"Tip of the iceberg" that draws attention but is only one part of the bigger picture.



Resources/time

Resource constraints, bandwidth, expertise, and gaps in knowledge sharing limit the ability to scale.



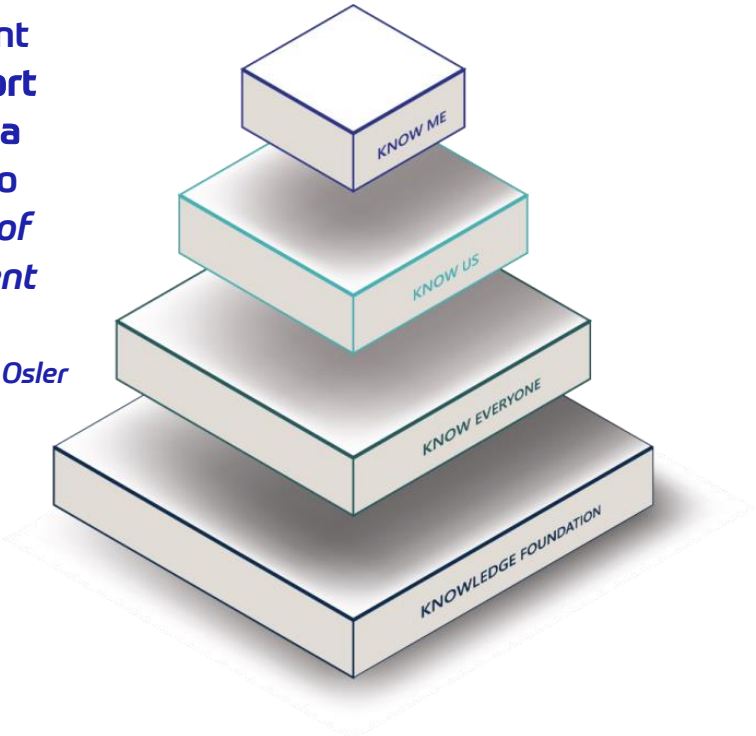
Financial

Pressures to achieve and quantify ROI, frequently on a short time horizon and with undefined reimbursement models from Government.

Outside-In Approach: Deep Understanding of Your Consumers’ Unique Needs

“It is as important to know what sort of a patient has a disease as it is to know what sort of a disease a patient has.”

Sir William Osler



Know Me

Personalizing service approaches that focus on specific individual needs

Know Us

Programs designed to meet the distinct needs of target populations and patients

Know Everyone

Standardized programs that address common needs, such as health care cultures like scheduling, billing and insurance

Knowledge Foundation

High-quality evidence to inform, rather than evaluate, and act upon, customer insights

Outside-In Approach

Should we continue to orient around in-person care as a default, because we are best resourced to serve patients that way?

How do we clarify patient liability and get paid for services rendered?

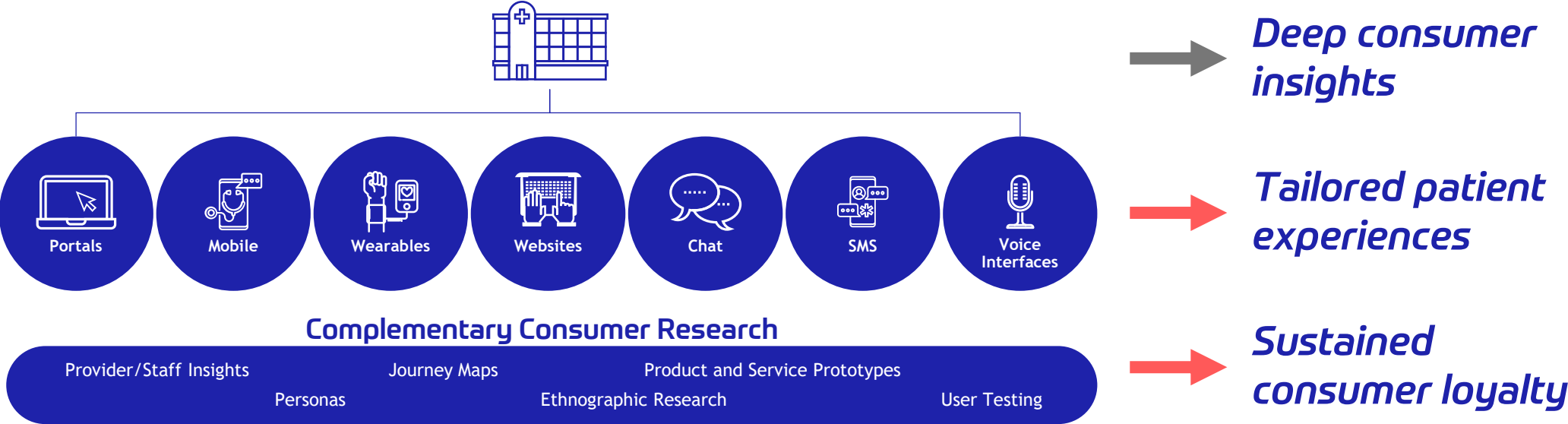
I don't feel well and the thought of driving to a clinic sounds awful. Is there anyway someone can see me virtually?

I'm concerned about surprise costs for care. Can you provide up-front price guarantees?

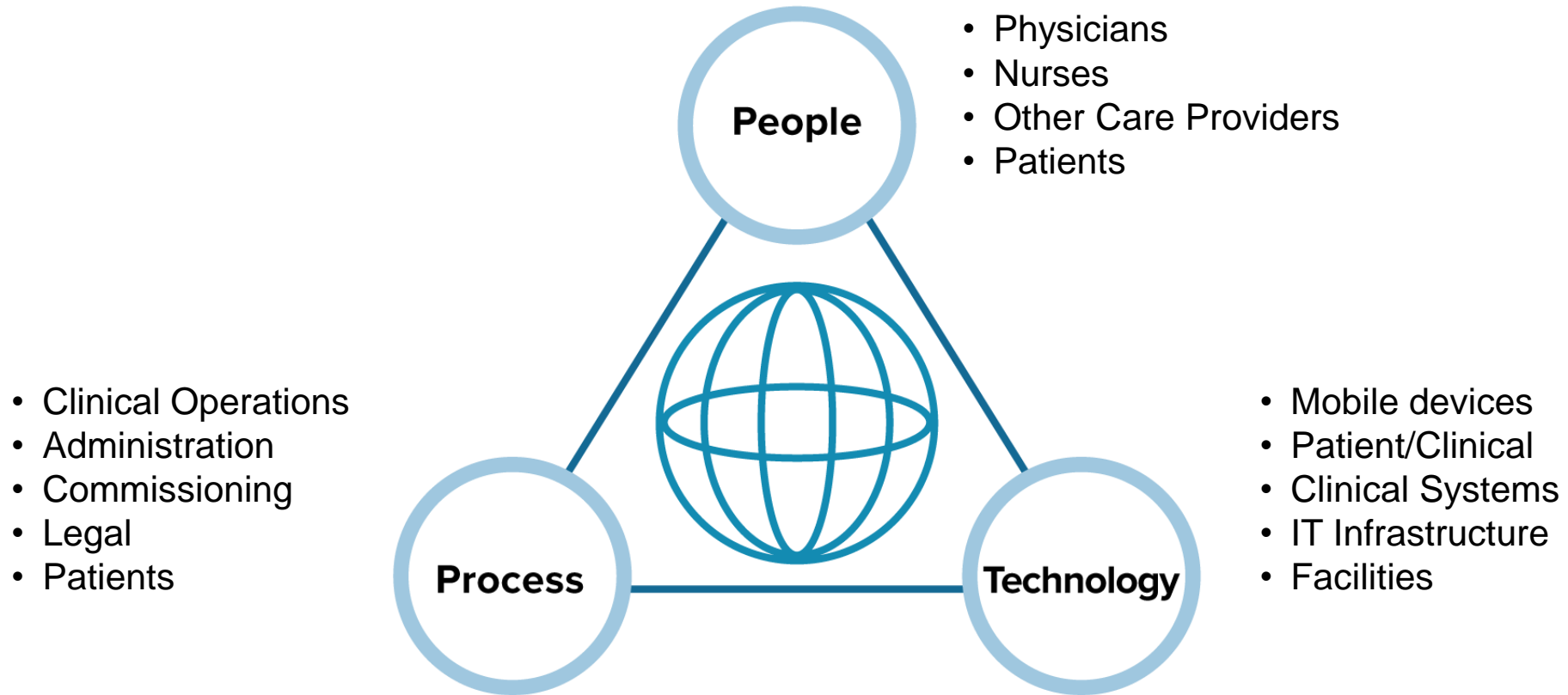


Outside-In Approach: Incoming Data & Patient Journey Alignment

Providers are now managing more bi-directional engagement channels with patients. Those that harness the engagement channels to generate meaningful insights about patients' unique needs can realize greater value through digital transformation.

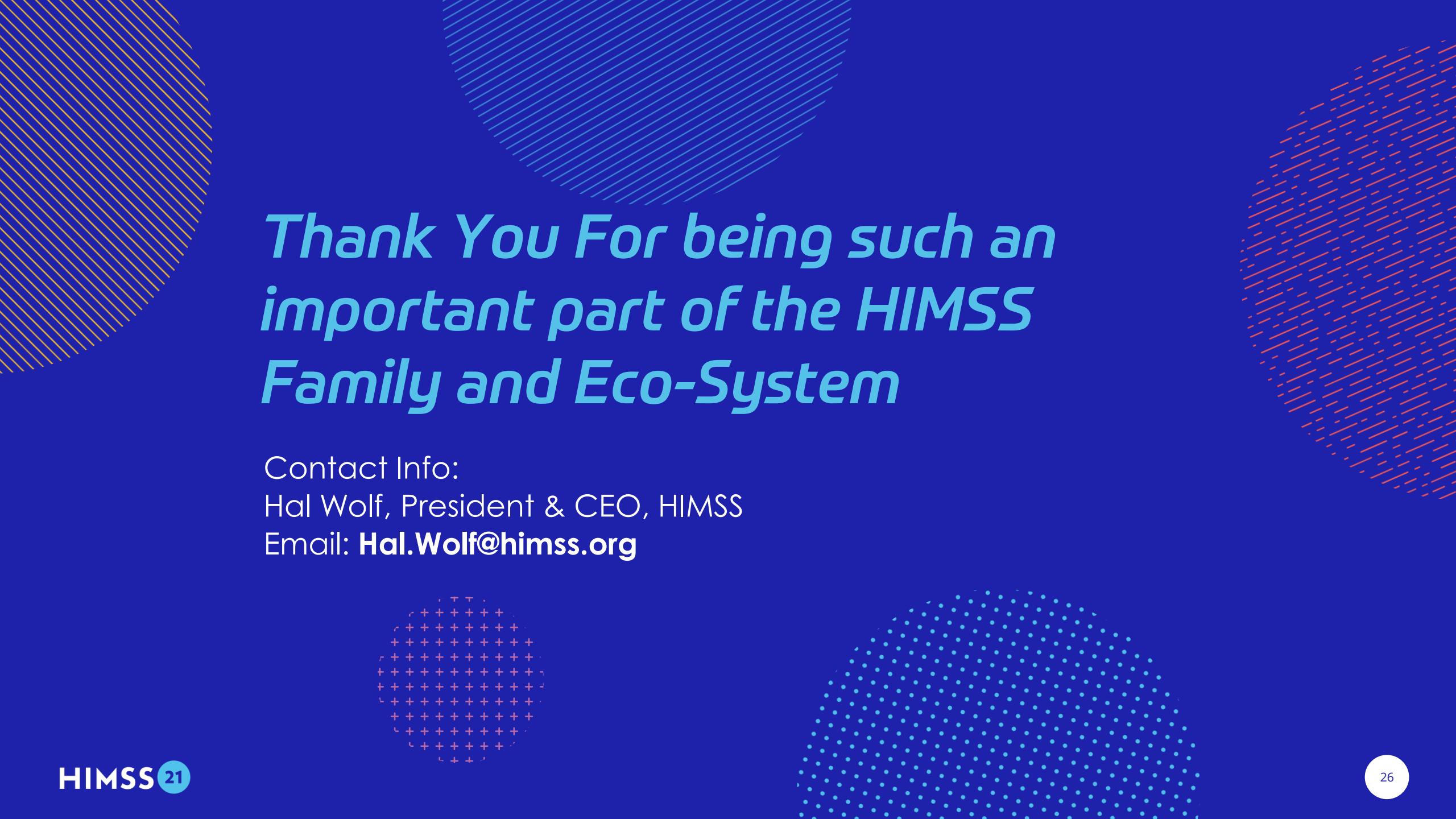


Impact on the Clinical Ecosystem



Coordinated, Patient-Centered Care





*Thank You For being such an
important part of the HIMSS
Family and Eco-System*

Contact Info:

Hal Wolf, President & CEO, HIMSS

Email: **Hal.Wolf@himss.org**

Innovation Inside a Healthcare System...

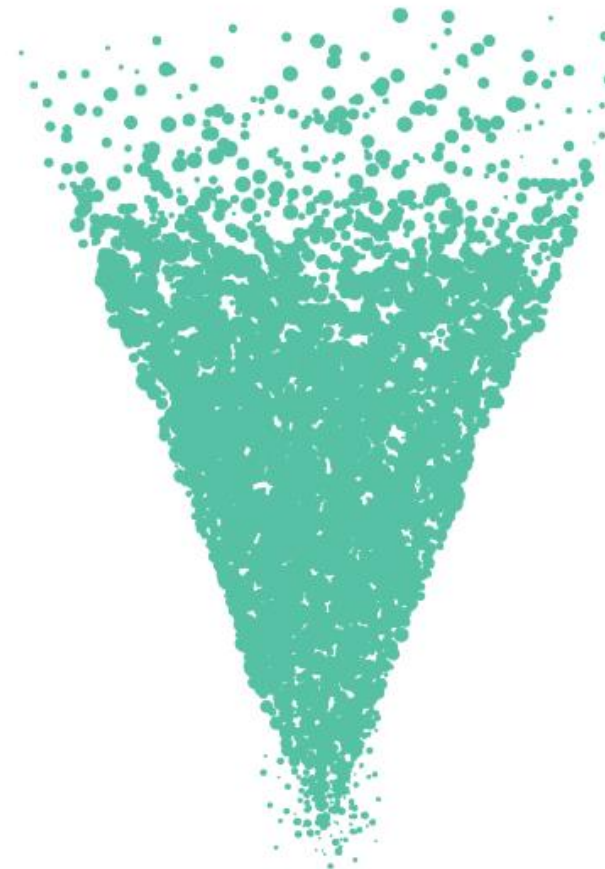
“The electric light did not come from the continuous improvement of candles.”

Oren Harari





*Healthcare
Challenges/Opportunities
Questions*



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TRIVIA

Denise Hines

Chief Americas Officer





HIMSS Global Executive Community

2021

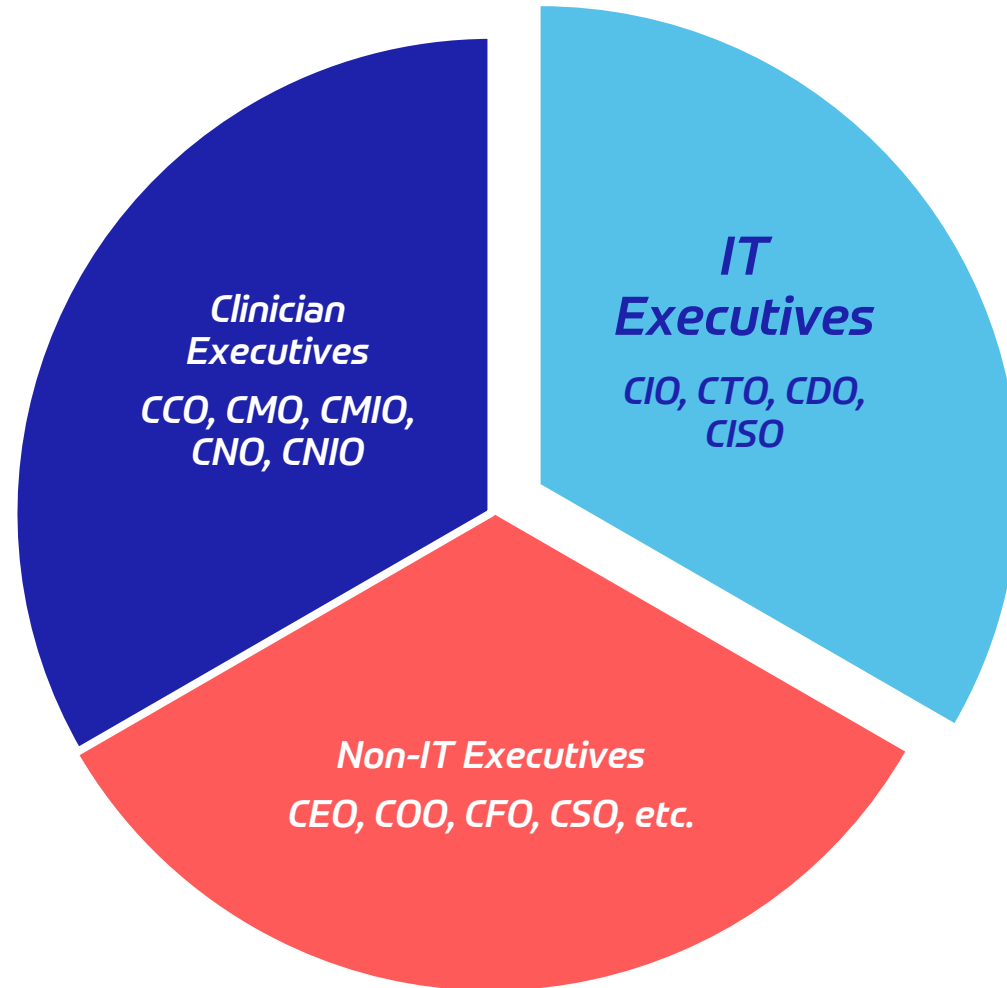
CXO Engagement

A new HIMSS IT Exec Community to offer year-round engagement, plus a focused experience at HIMSS Global Health Conference, as well as other regional and community programs for CIOs and CXOs.



Target Audience

Provider Executives



HIMSS IT Exec Community



Network

By invitation only, provider executives have unique opportunity to participate in a peer-driven community to lead transformation in these unprecedented times.



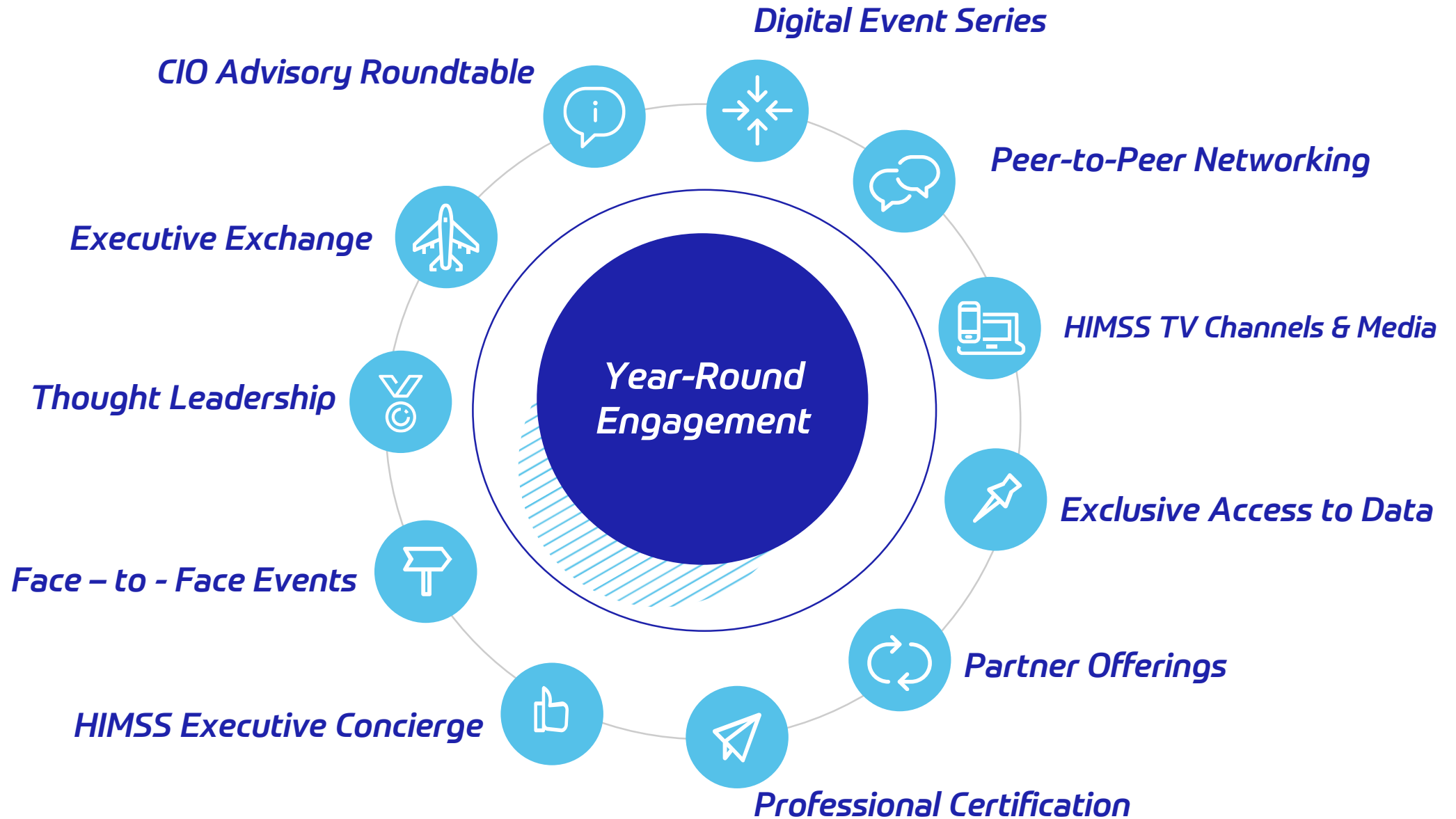
Access & Visibility

CIOs have exclusive & easy access to relevant resources, including the opportunity to be featured & share expertise through thought leadership content.



Actionable Solutions

Provide actionable insights & solutions into health information and technology topics from industry & peer experts.



NEW: Changemakers in Health Awards

Do you know a ...

Transformative leader?
Innovative technology driver?
Accomplished disruptor?

Close to 10,000 votes cast.

Winners to be announced in May.



Global Health Conference & Exhibition HIMSS CIO Experience

August 9-13, 2021 | Las Vegas

Where professionals throughout the global health ecosystem connect for the education, innovation and collaboration they need to reimagine health and wellness for everyone, everywhere.



CIO Summit

- Sunday Opening Reception
- Monday - private gathering of CIOs and other senior IT executives to build relationships to address key challenges in care delivery and accelerate digital transformation through information and technology.



Curated Experience

- Exclusive opportunities, such as meet & greets and VIP programming
- Access to executive lounges & concierge
- Invite only programs & networking



Compelling Programming throughout the Week

- CIO Roundtable
- Exclusive HIMSS TV CIO Conversations
- CIO Experience Dialogue Series - an organic gathering focused on derivatives for ongoing engagement regionally, nationally, & internationally
- Solutions Discovery Time with facilitated Exhibitor meetings
- Executives Circle Offerings, such as Think Tanks
- Facilitate access to other key stakeholders, such as CISOs



Global Health Equity Network

Advancing diversity and inclusion to ensure health and wellness for everyone, everywhere.

Global Health Equity Network

One Size Does Not Fit All in Healthcare

- Collaborate and share insights with diverse communities
- Find resources through virtual and in-person education
- Attend events and find networking opportunities
- Advocate for an inclusive workforce for underserved groups

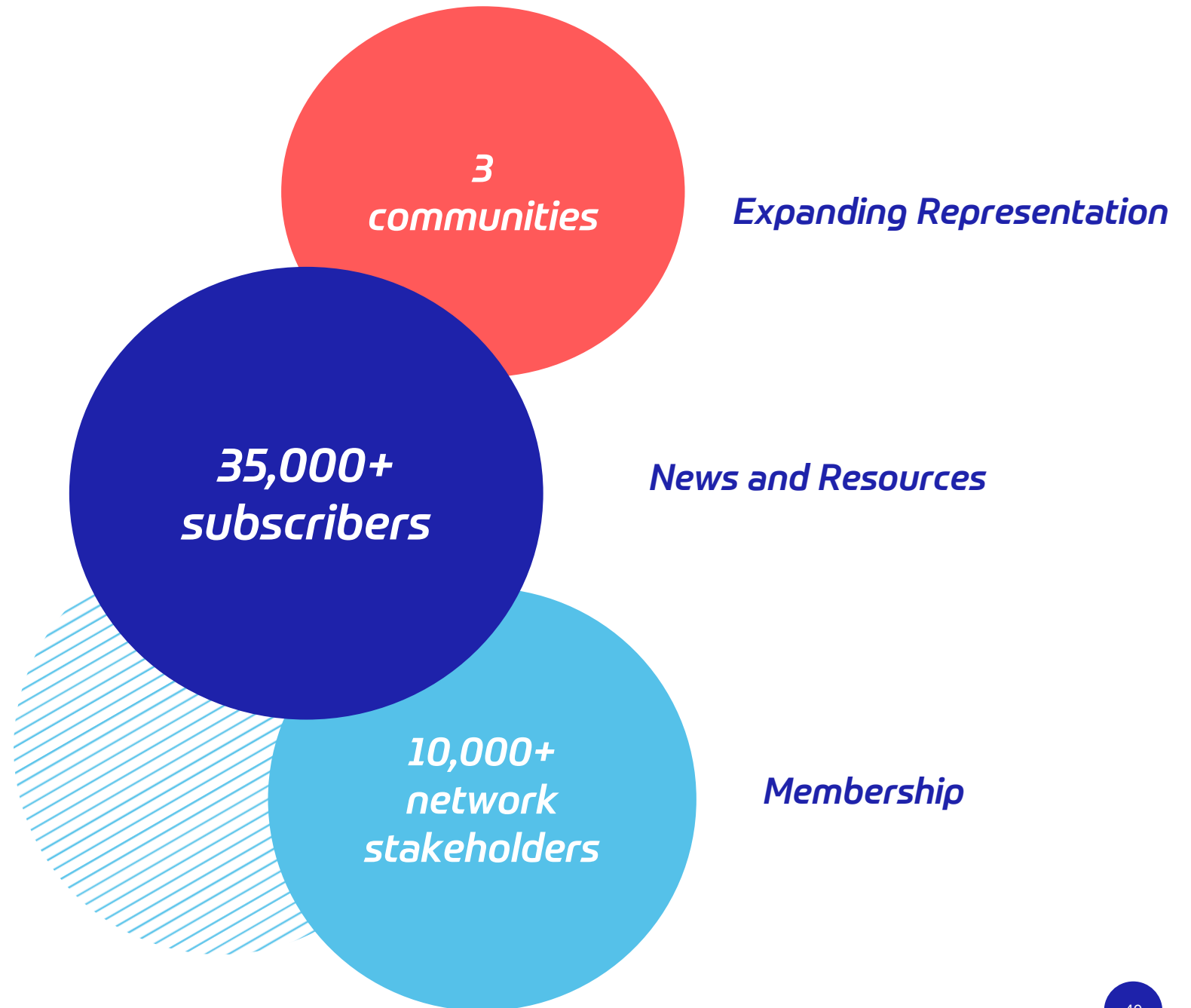
Our Communities:

- African American Community
- Latinx Community
- Women in Health IT Community

Learn more at www.himss.org/ghen.



Who We Are



HIMSS: Health Equity Defined

Equal access to health and wellness services regardless of the patient's geographic location, ethnicity, socioeconomic status, gender, or other demographic factors.

- Social determinants of health impact people's ability to get the care they need
 - Includes factors such as employment status, access to healthy food and transportation, social support networks, housing, and infrastructure
- Having a diverse healthcare workforce that reflects the patient population helps improve patient engagement and health outcomes for underserved communities
- The goal is to reduce disparities in access and quality of care

Focus



Global Health Equity Advisory Task Force



Ambassadors serve as the primary convening point for stakeholders within the global health ecosystem, working collaboratively to provide expert guidance that drive issues related to health equity.

- ✓ Thought Leadership
- ✓ Subject Matter Expertise
- ✓ Policy Response

GHEN Advisory Task Force



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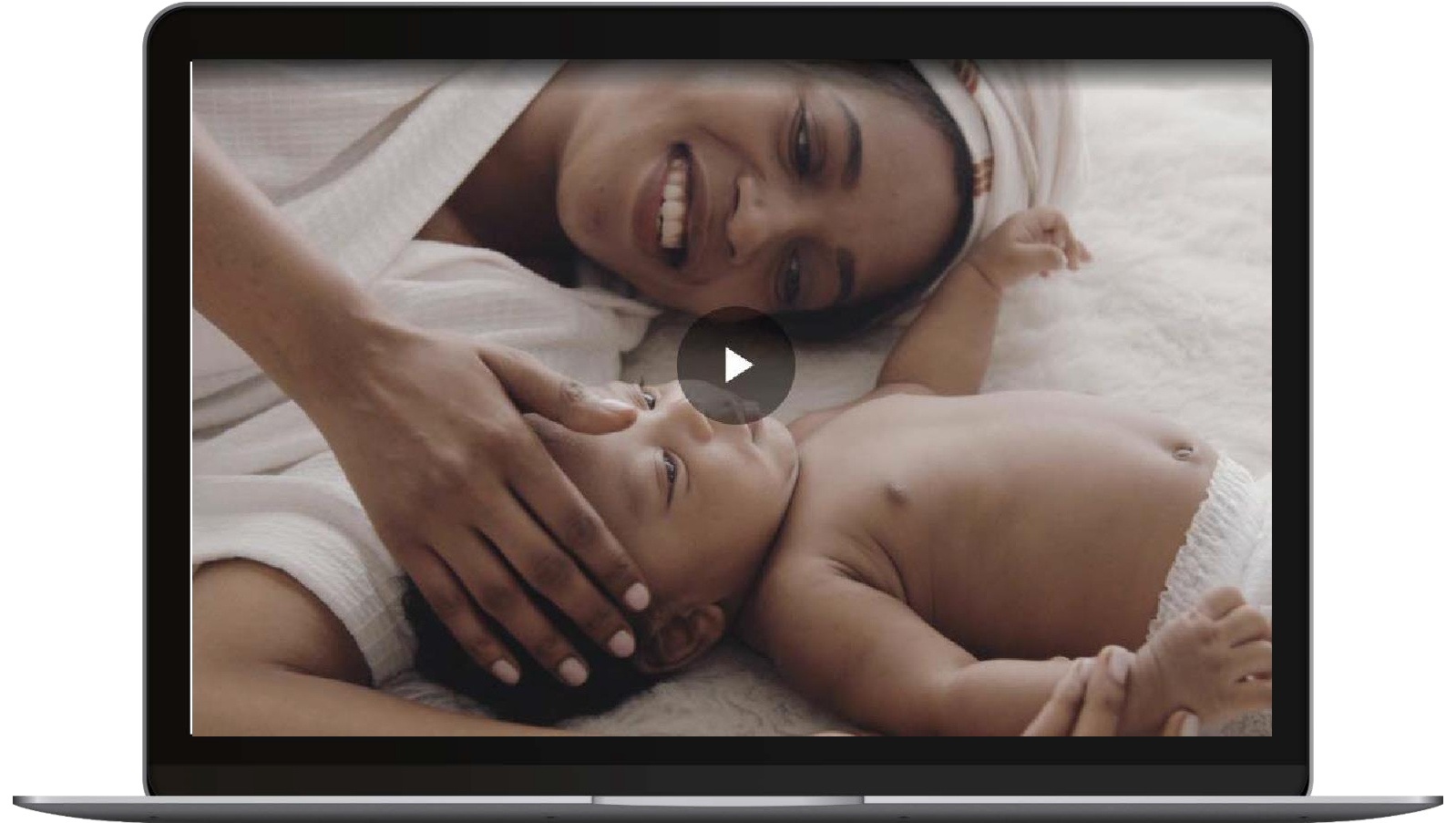


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Supporting Healthy Communities



[Click here](#) to play video

Delivering Healthy Moms

Global Maternal Health Tech Challenge

Help us solve two of the biggest challenges in maternal health:

BEHAVIORAL HEALTH and CARE COORDINATION

- Four virtual events - Asia-Pacific, EMEA (Europe, the Middle East, Africa), Latin America, North America
- One live final competition at the 2021 HIMSS Global Health Conference in Las Vegas

Learn more: www.himss.org/gmhtc

Global Health Equity Network (GHEN) + **ACCELERATE
-HEALTH**



How can YOU support GHEN?

1

Join the Network

[Login](#) to the HIMSS member center and add it under 'My Involvement'

2

Spread the word and socialize then

Highlight in communications and share on social media via #healthequity

3

Share your expertise and ideas

Recommend speakers, interviewees and topics, or author content

4

Champion Workforce Diversity

Provide internships for students & contribute job postings in JobMine

5

Support Global Health Equity Week, Maternal Tech Challenge and more

Participate in webinars and virtual events, serve as a judge, or submit or pilot a solution

6

Engage as a sponsor to support

Fund scholarships, tech challenges and more



Global Health Equity Week

October 25-29, 2021

Supporting Healthy Communities

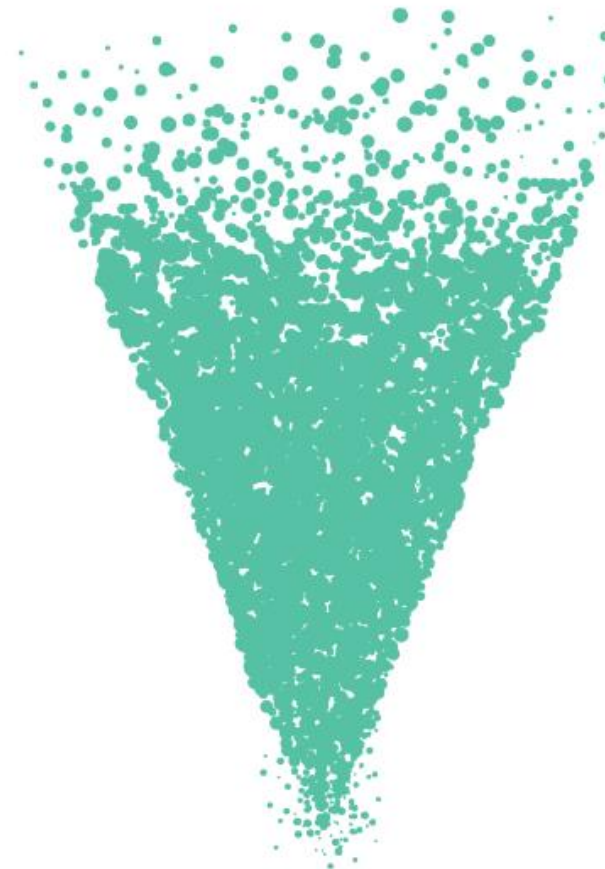
Engage in dialogue. Participate in virtual events. Access content.

- Take Action through Virtual Policy Marches
- Support Workforce Diversity through scholarships
- Innovate to Improve Access
- Share your Health Equity Story
- Network with like-minded professionals

Learn more at himss.org/ghew.



HIMSS Member Engagement Questions



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Mitch Icenhower

Chief Relationship Officer



The Path Forward

Five Key Strategies

1

Membership Value

Enhance the value delivered to HIMSS members

2

Thought Leadership

Advance the ecosystem through leadership

3

Maturity Model Reach

Develop the breadth and reach of HIMSS adoption models (beyond EMRAM)

4

Innovation

Expand opportunities for engagement through new innovation-centric offerings

5

Expand Internationally

Expand our international footprint to become the global leader in health innovation

HIMSS: What's Next for Health



HIMSS Solutions

- Supports consultancy activities for members and clients to help them strategically improve their organizational health
- Includes analytics that focus on collaboration with hospitals and clinical practices to track and benchmark EMR adoption and utilization goals



HIMSS Publications

- Full-service digital information group that delivers trusted information and insights to members and a global audience of healthcare technology decision-makers and influencers



HIMSS Events

- Supports all events and networking-based activities
- Digital engagement opportunities
- In-person education and networking opportunities

The HIMSS21 experience



State of Healthcare

June 15



HIMSS21 Las Vegas

August 9 – 13

HIMSS21 Digital

August 9 – 12

UpNext Gallery

During HIMSS21 | August 9 – 12

Future of Healthcare

During HIMSS21 | August 11



Continuation to 2022

Accelerate platform engagement

UpNext Gallery

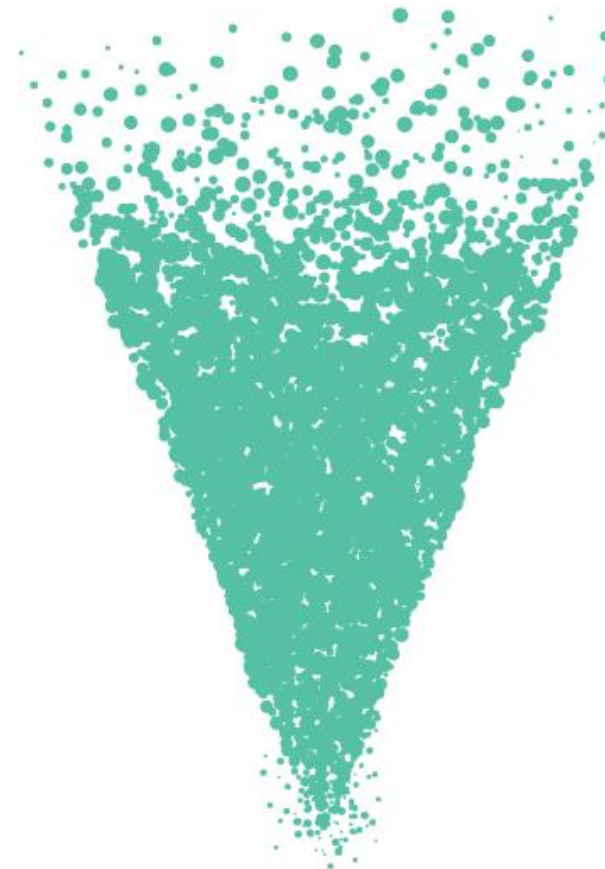
Digital on demand

Fall 2021 Digital Events Programs

State of Healthcare | Future of Healthcare



*HIMSS – What's Next?
Questions*



TRIVIA

Karen Malone

*Vice President Meeting Services
& Exhibits*



HIMSS21 in-person event overview

HIMSS21 Overview:

Branding & Audience

Registration update

Schedule-at-a-glance

What's New at HIMSS21!

Update on State of Nevada

Shows in Vegas prior to HIMSS

Coming Soon to Vegas

HIMSS Health and Safety



HIMSS21 Branding & Audience

Be the change

Consistent omni-channel marketing

Website homepage

The screenshot shows the HIMSS 21 website homepage. At the top, there is a navigation bar with 'HIMSS.org', 'BOOK YOUR HOTEL', 'REGISTER NOW', and 'SIGN IN'. Below this is the main header with 'HIMSS 21' and '9-13 August | Las Vegas'. A navigation menu includes 'ATTEND', 'PROGRAM', 'SCHEDULE', 'EXHIBITION', and 'REGISTRATION INFO'. The main content area features a large image of a woman and a child smiling, with a circular callout that says 'for a healthier tomorrow'. To the right, the headline 'Be the change' is displayed, followed by the text 'Connect with changemakers at HIMSS21 Digital as we build our future.' and a 'Attend digitally' button. Below this is a three-column section with icons and text: 'We're planning the way to success and safety in Las Vegas.', 'In-Person & Digital Be the change with both in-person and digital experiences.', and 'We're reimagining digital learning and networking for all.'. At the bottom, a registration banner states 'Registration is now open. Choose your path to attend—with both in-person and digital options.' and includes a 'See registration pricing' button.

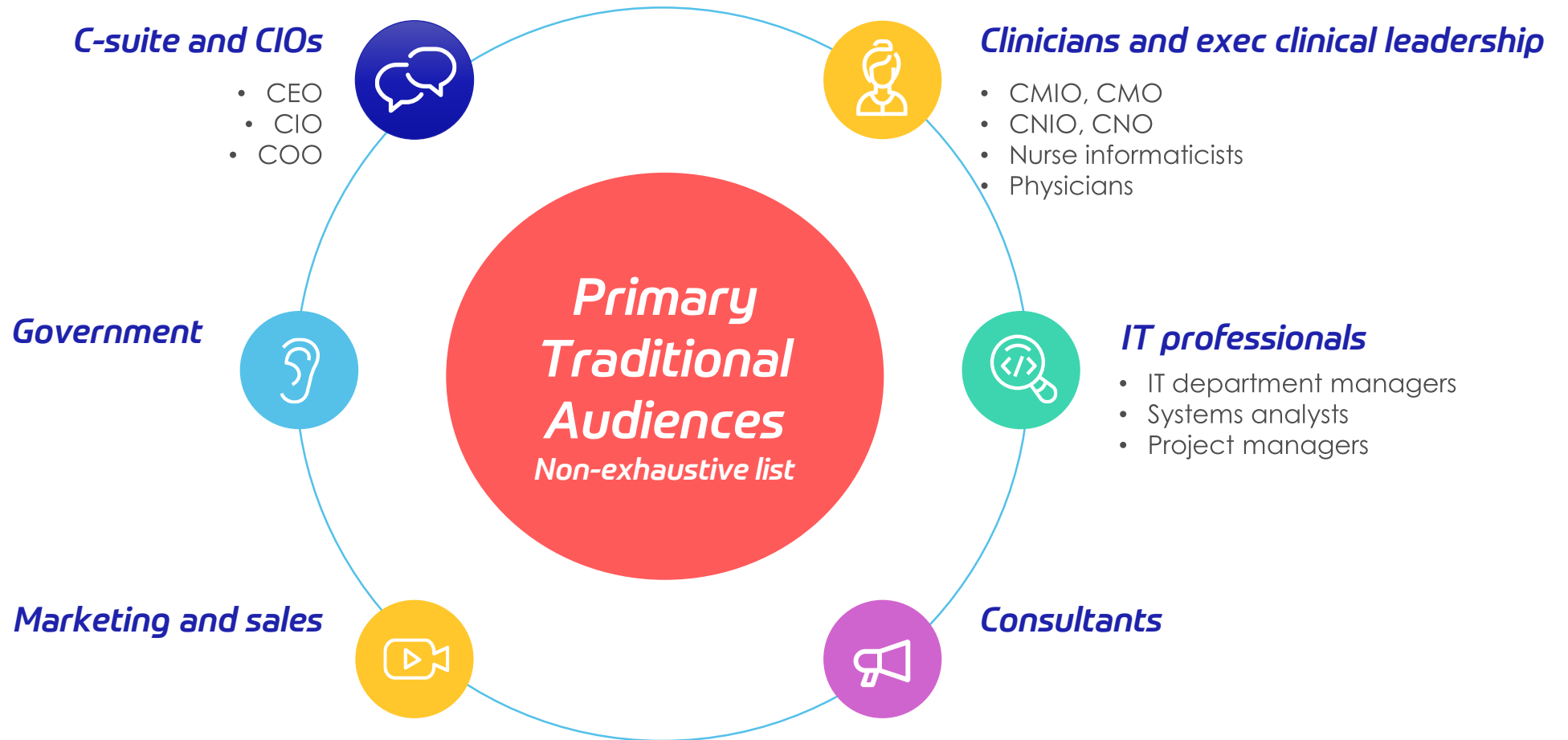
Email

The screenshot shows an email campaign for HIMSS 21. The header features 'HIMSS 21' and '9-13 August | Las Vegas'. The main content area has a headline 'Be the change' and the text 'Attend the most influential health information and technology conference of the year—in person or digitally.' with a 'Learn more' button. To the right is an image of a man in a blue shirt with a circular callout that says 'for equity in health'. Below this is a section titled 'Join the reunion in Las Vegas.' with a cityscape image and the text 'Experience an action-packed, five-day event—safely and successfully. Ready to plan your trip?' and a 'Get excited' button. The final section is titled 'Connect with changemakers digitally.' with an image of a woman working on a laptop and the text 'Learn from experts in a unique digital program and engage with others from around the globe.' and a 'Tell me more' button.

Our Audiences

With **over 2.1 million touch points**, our audiences represent a global community of members, volunteers, event attendees, influencers and more.





Key Third-Party Audiences

OA and CM organizations

Critical players who hold the keys to spreading the word to thousands of internal employees



Non-profit partners

Associations serving as primary memberships for coveted audience segments



Press and earned media

Influential players who can spin stories to boost our message



Chapter leaders

Membership champions and amplifiers of our message to local members



Social media influencers

Peer advisors and thought leaders who have wide-reaching followers with serious sway



Exhibitors and sponsors

.Key to driving event success with powerful reach



HIMSS21 Campaign Overview (email)

Behavioral-based triggered and nurturing campaigns

Constant undercurrent from March – August

Purchase abandonment

Membership

Interest(s) and topic(s)

Preconference and add-on events

Persona-based:

HIMSS20 rollovers

Variations based on logistics

Non-transferring Loyalists

Subset of c-suite, international, etc.

First-timers

Subset of c-suite, international, etc.

Traditional campaigns to complement

March Campaigns

- Registration Open
- HIMSS20 Transfers | Comms and Logistics
- What's New
- Education Sessions
- Digital

April Campaigns

- Keynotes and Views From the Top
- Digital
- Education Sessions
- Exhibition – Specialty Pavilions
- HIMSS21 experience (lead-in events)

May Campaigns [Potential pivot point]

- Early Bird (May 24)
- Topic | Content Marketing
- Preconference Optional Events
- HIMSS21 experience (lead-in events)
- Digital
- Networking
- Hotel

June Campaigns

- Keynotes and Views From the Top
- Health and safety
- State of Healthcare (June 15)
- UpNext (June 21-25)
- Topic | Content Marketing
- Preconference Optional Events
- Digital
- Hotel

July Campaigns

- Health and safety
- Advanced Reg (July 12)
- Countdown and Mobile App
- Topic | Content Marketing
- Preconference Optional Events
- Digital
- Exhibition – Specialty Pavilions
- Hotel

August Campaigns

- Health and safety
- Local/Regional and single-day passes
- Logistics and Mobile App
- Digital

HIMSS21 KPI's

Attendee registration launched on March 11, 2021

Exhibitor registration will launch on March 25, 2021

20 Weeks out	2021	2020	2019	2018
Registration	1006	991	444	866
Attend in-person	87%	N/A	N/A	N/A
Digital only	13%			

Other Key Metrics:

General Education – Call for Proposals – received 705 proposals, 844 – '20, 785- '19, 742 – '18

Optional Events – Call for Proposals – received 513 proposals, 28% increase over '20

8,087 hotel rooms booked on peak night to date, 55% compared to '20

Registration demographics: 35% C-Suites, 24% Clinicians (M.D., RN, & Clinical Executives)

HIMSS21 Conference Schedule at-a-glance:

Monday – Preconference Events, Opening Keynote, Opening Reception

Tuesday –Keynote, Education Sessions, Exhibition, Special Session, Networking Events

*Wednesday – Keynote, Education Sessions, Exhibition, Accelerate Health, Special Session,
Networking Events*

*Thursday – Keynote, Education Sessions, Exhibition, Accelerate Health, Special Session,
Thursday night special event*

Friday – AM Keynote, Education Sessions, Closing Keynote

What's New at HIMSS21 in-person!

Content/Events:

- *Accelerate Health formally Health 2.0 taking place during HIMSS21*
Global Maternal Health Pitch Competition
- *CIO Experience*
- *Workforce Development activities*
Mentoring roundtables
Emerging leaders bootcamp
- *Emerging Health Leaders Circle*
- *New Content Topics:*
Pandemic Response
Digital Health Transformation Leadership
Space Health
Health Equality
Future of FemTech/Focus on Female Executives
Social Engineering
- *New Session Series: Telehealth, Clinically-Integrated Supply Chain*
- *Life Changing Innovation Sessions*

What's New at HIMSS21 in-person!

Exhibition:

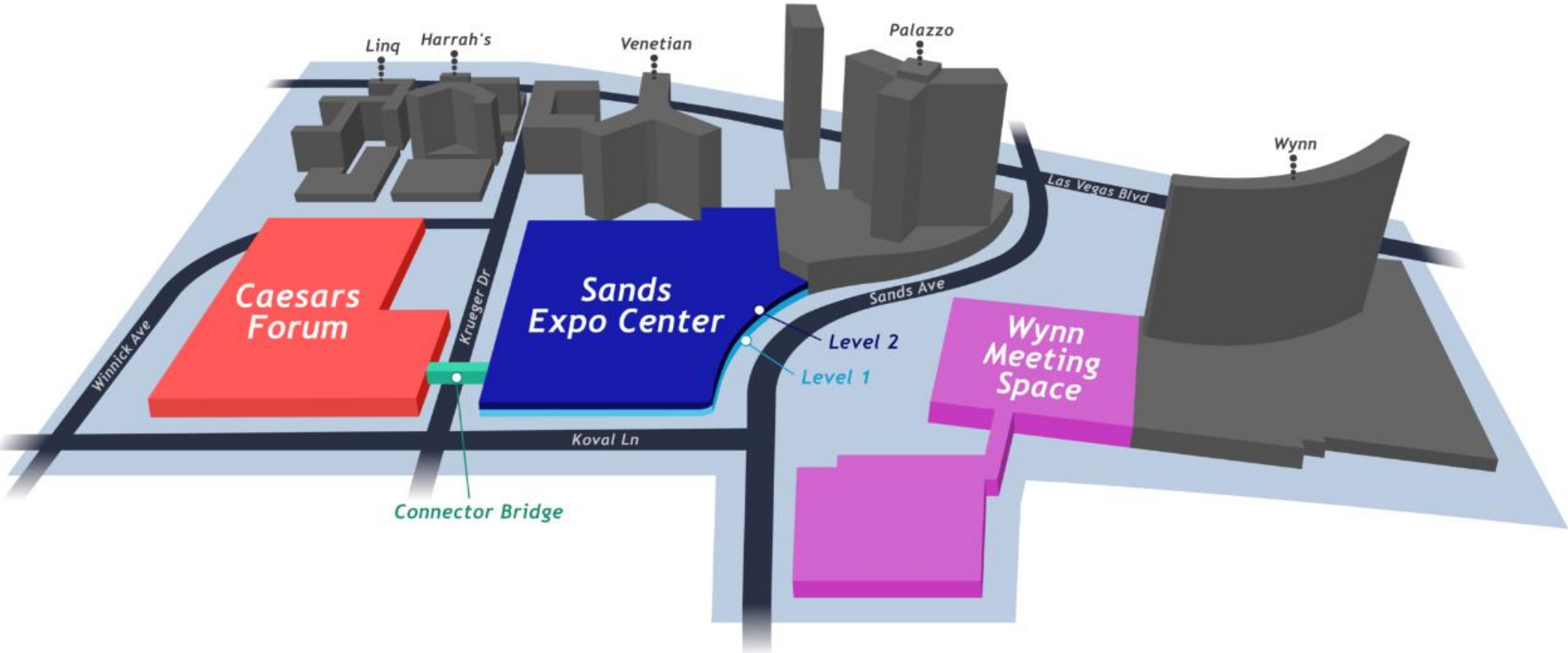
- **Digital Park**- opportunity for non in-person market supplier to have a presence
- **Startup Park**- Dedicated area on show floor for start up companies
- **Interoperability Showcase** –
 - Content on the Go** – easy access to download sponsor's content
 - Spotlight theatre** – additional thought leadership focused on Interoperability
 - New Content Topics** –
 - Pandemic Response
 - COVID-19 Healthcare Surveillance
 - Immunization Management
 - Mental Health & Pain Management
 - Heart Transplant
 - And more....
- **Hot topic categories:** 5G, Digital Therapeutics, Pandemic Response, Clinically-Integrating Supply Chain, and more
- **Learning Studio “revisited”**
- **HIMSS21 Digital Access**

What's New at HIMSS21 in-person!

Logistics:

- **Campus approach** (Venetian/Sands, Caesars Forum Conference Center, Wynn)
 - Education will be split between all three buildings
 - Exhibition will be split between two buildings
- **Navigation throughout campus: Education & Exhibition topics in same building**
- **Round Robin shuttle – Venetian -Caesars –Wynn through out week (Tuesday – Thursday)**
- **Health and Safety Plan greater focus**
 - Staggering session times for congestion management
 - Wider exhibit floor aisles
 - One-way entrance/exit into session rooms and exhibition hall
 - Booth Guidelines
 - Health Pass
 - Live Safe App

HIMSS21 Campus Overview

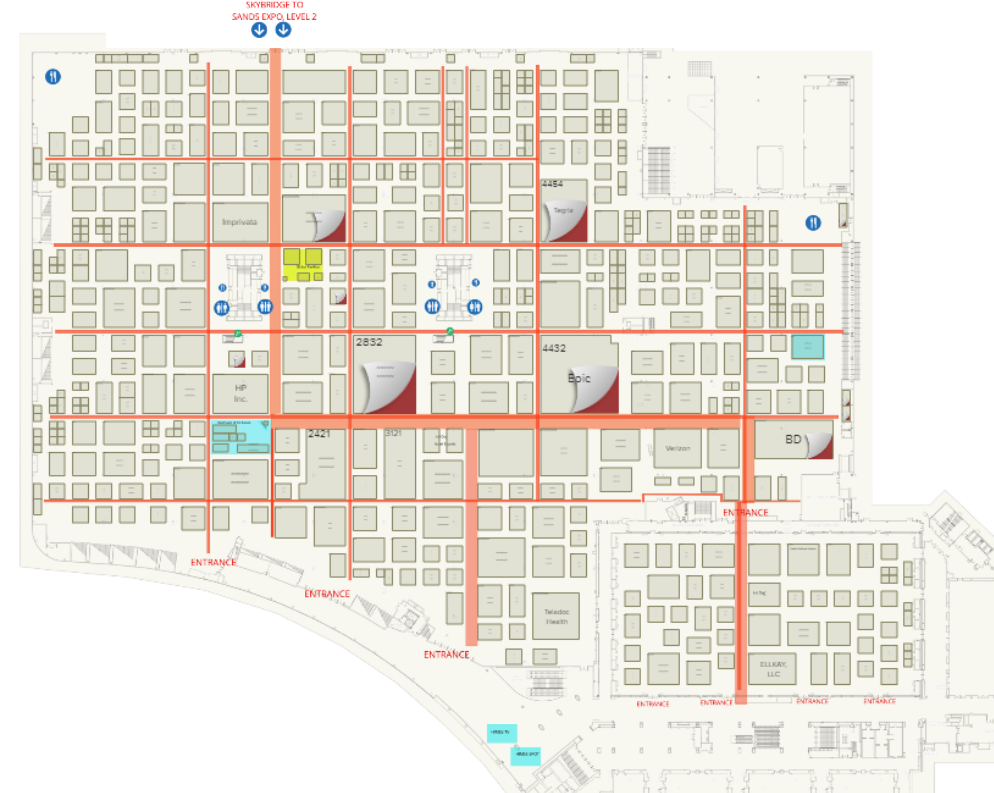


HIMSS21 Exhibition Layout:

Caesars



Sands



HIMSS21 Exhibition Layout:

Sands/Venetian:

Exhibit Booths

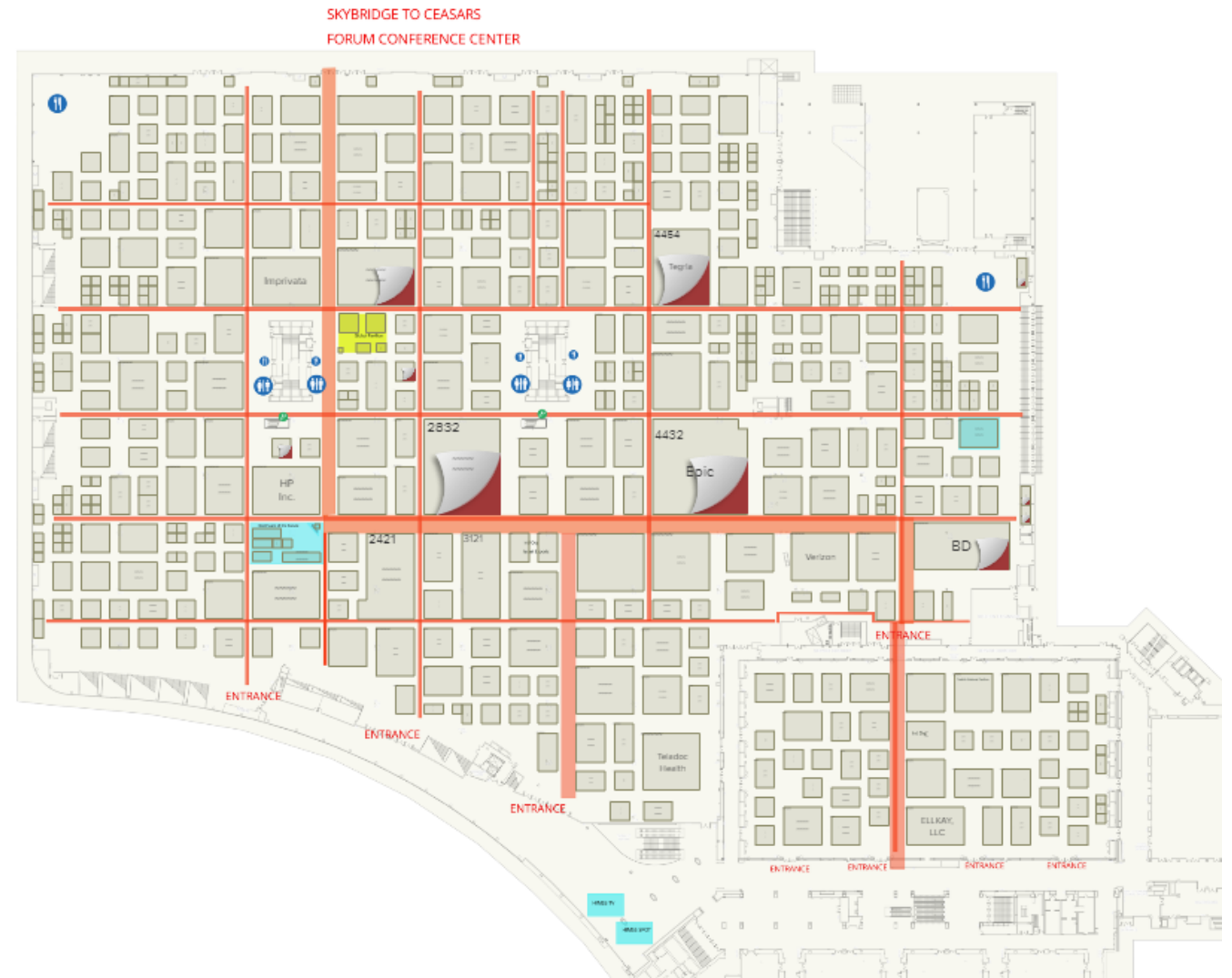
Healthcare of the Future Pavilion

Global Pavilion

Lightning Session Theatre

Digital Park

11 of the 16 education session rooms



HIMSS21 Exhibition Layout:

Caesars:

- Exhibition Booths
- Breakfast Briefings/Lunch and Learns
- Cybersecurity Command Center
- Consumer/Patient Engagement
- Federal Health Pavilion
- Innovation Live
- Interoperability Showcase
- Market Debut Stage
- Startup Park
- Value of Healthcare
- Networking Hub



5 of the 16 education session rooms

Nevada Guidelines for Health & Safety

Where things stand today:

- Masks are required throughout the state anytime you around others from outside your household
- Conventions can operate at 50% capacity
- Health & Safety protocols will be turned over to the county level as of May 1. Governor will still have control over the mask mandate and capacity limits
- World of Concrete received green light for June event



Shows in Las Vegas prior to HIMSS

World of Concrete – June 8-10- LVCC; 25,000 attendees

Beauty Show – June 12-14 – LVCC; 25,000 attendees

Nightclub and Bar Show – June 29-30 – LVCC; 39,000 attendees

ISC West– July 11-14 – Sands; 29,000 attendees

Woodworking- July 19-21- LVCC; 18,500 attendees

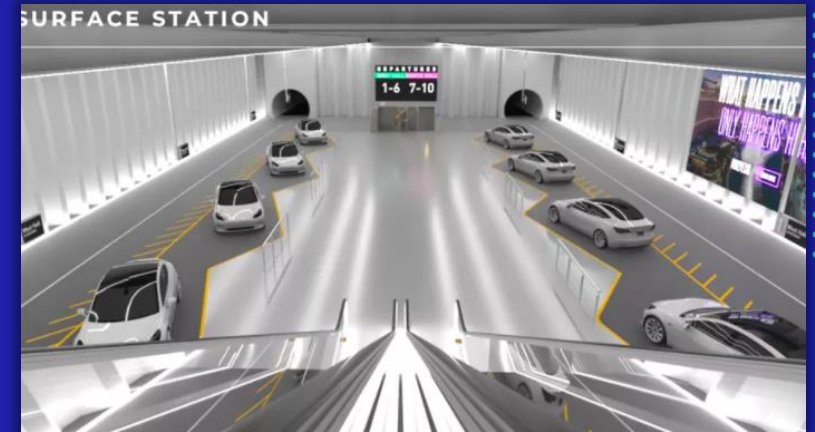


Coming Soon to Vegas/Sands

Oh the possibilities!



The Sphere by
Madison Square Garden
Opening 2023



“The Caesars Loop”
Underground Tesla Transport System by Elon Musk
Opening TBD



Resorts World
Tri-Branded Hilton Property
Opening Summer 2021

Health and Safety Plan

Health and safety at HIMSS21 is a top priority. Our plan is built to be modified based on the current environment as we near August 2021.

Our path forward is determined by evidence-based data and science.

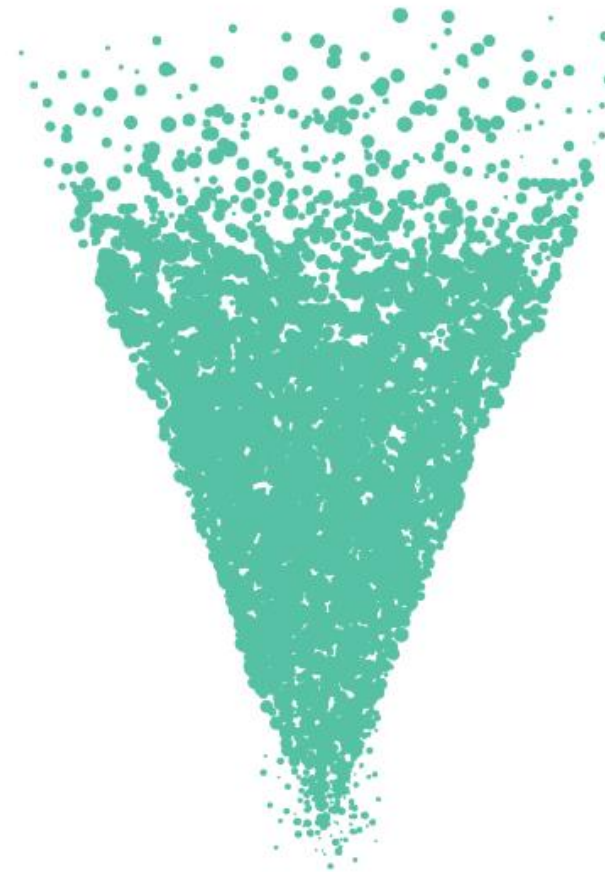
More details will be provided on the 4/1/21 webinar.



Visit himss.org/global-conference
frequently to stay up-to-date.



*HIMSS21 – Las Vegas
Questions*



HIMSS21 Strategy Summit Participation

Make It Count

Thursday, March 25th @ 1 PM ET:

- Las Vegas Session Insights/Trends
- HIMSS21 Digital

Tuesday March 30th @ 1 PM ET:

- Las Vegas Logistics
- Sponsorship Opportunities

Thursday, April 1st @ 1 PM ET:

- HIMSS22 Preview
- Upcoming Programs

HIMSS21 Focus Groups

Diamond Members

Wednesday, March 24th:

- 'Save the Date' email
- Primary & Secondary Contacts

Wednesday March 31st:

- HIMSS21 Focus Group Scheduling Opens
- Scheduling open until 4/14/21

Your Corporate Relations Team

Strengthen relationships, Champion member value, Engage the healthcare community



Amenia Army

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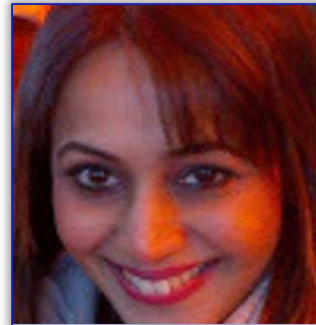
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Thank You!

We will see you Thursday