

*Welcome*

# *HIMSS21 Strategy Summit*

*A HIMSS Corporate Member Digital Series*

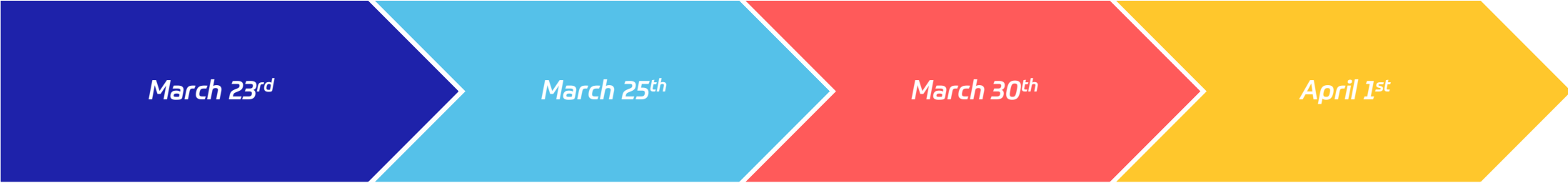
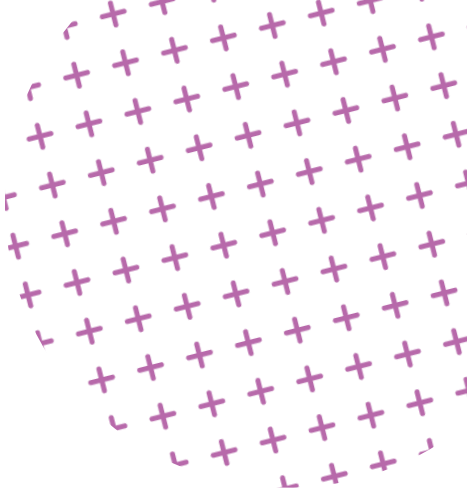
**HIMSS** **21**

9-13 August | Las Vegas

**Be the change**

# HIMSS21 Strategy Summit

A HIMSS Corporate Member Digital Series

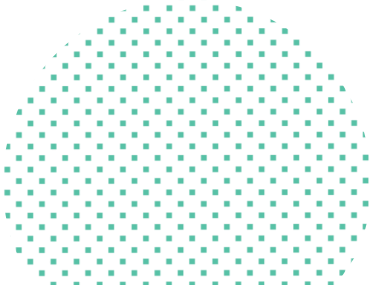


Challenges & Opportunities,  
Las Vegas Schedule,  
Campus Overview

Las Vegas Session Trends/Insights,  
International, HIMSS21 Digital

Las Vegas Logistics,  
Sponsorship Opportunities

HIMSS22 Preview,  
Upcoming Events



# Meet Our Speakers



**JoAnn Klinedinst**

*Vice President  
Professional Development*



**Karen Malone**

*Vice President Meeting Services  
& Exhibits*



**Cathy Ryan**

*Vice President International  
Event Production*



**Peggy Diab**

*Vice President Media  
Group Events*



**Katie Crenshaw**

*Senior Manager  
Event Programs*

# HIMSS21 Strategy Summit

## Today's Topics

- HIMSS21 Sessions
  - **Insights/Trends**
- HIMSS International
  - **Upcoming Events**
- HIMSS21 Digital
  - **Lead-In Events**

TRIVIA

**Be the change**

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: '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.

TRIVIA



The word "TRIVIA" is written in large, bold, white capital letters. Each letter is contained within a separate, colorful square that looks like a piece of paper with a gold border and a drop shadow. The colors of the squares are: T (green), R (purple), I (pink), V (blue), A (orange), and I (teal).

# TRIVIA

***Q: 1<sup>st</sup> Year that the HIMSS Annual Conference was held in Las Vegas?***

***A: 1987***

# *JoAnn Klinedinst*

*Vice President Professional  
Development*



# *Karen Malone*

*Vice President Meeting Services  
& Exhibits*





# *HIMSS Strategy Summit*

## *Global Health Conference & Exhibition*

### *General Education Update*

**JoAnn W. Klinedinst, M.ED., CPHIMS, PMP, DES, CPTD, FHIMSS, FACHE**

Vice President, Professional Development

**Karen Malone**

Vice President, Meetings

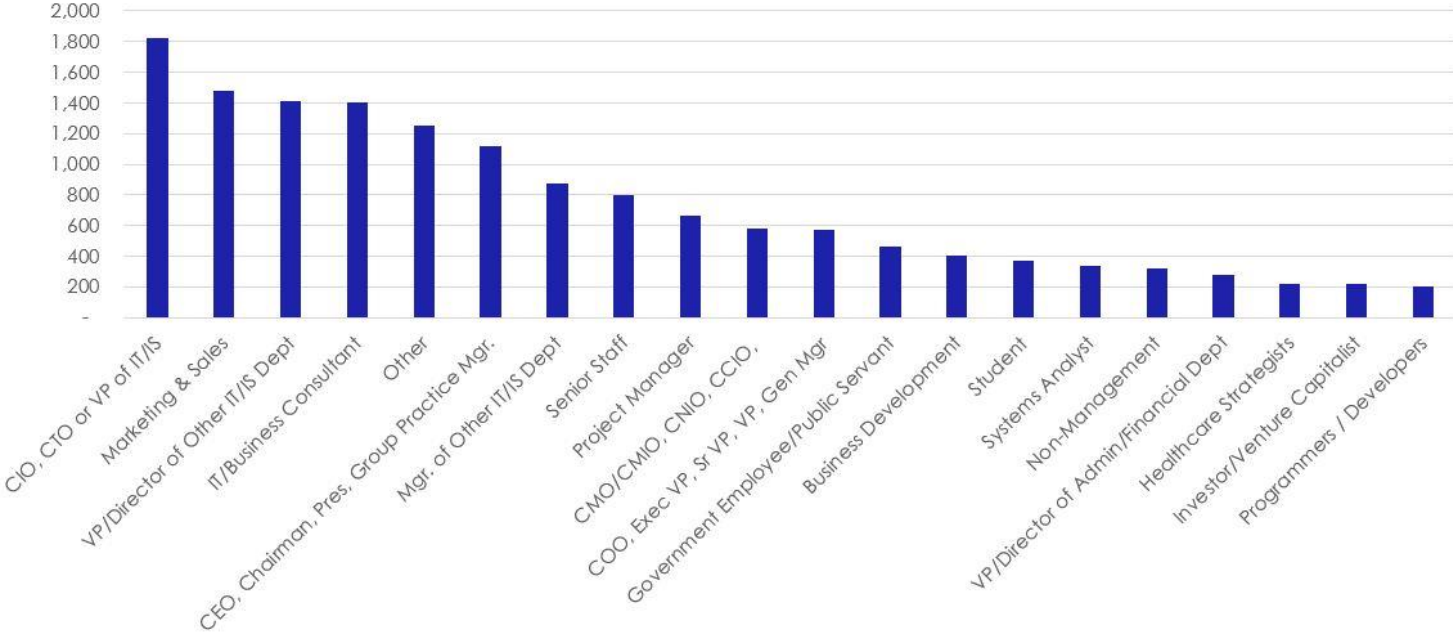
**HIMSS** **21**

# A look back...

## HIMSS19 Attendance by the Numbers

Total Registration  
42,532

### Professional Title

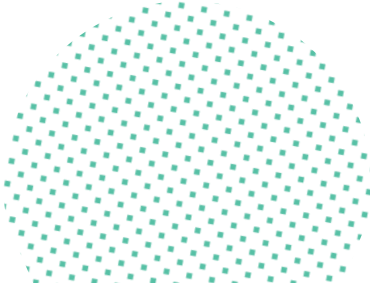
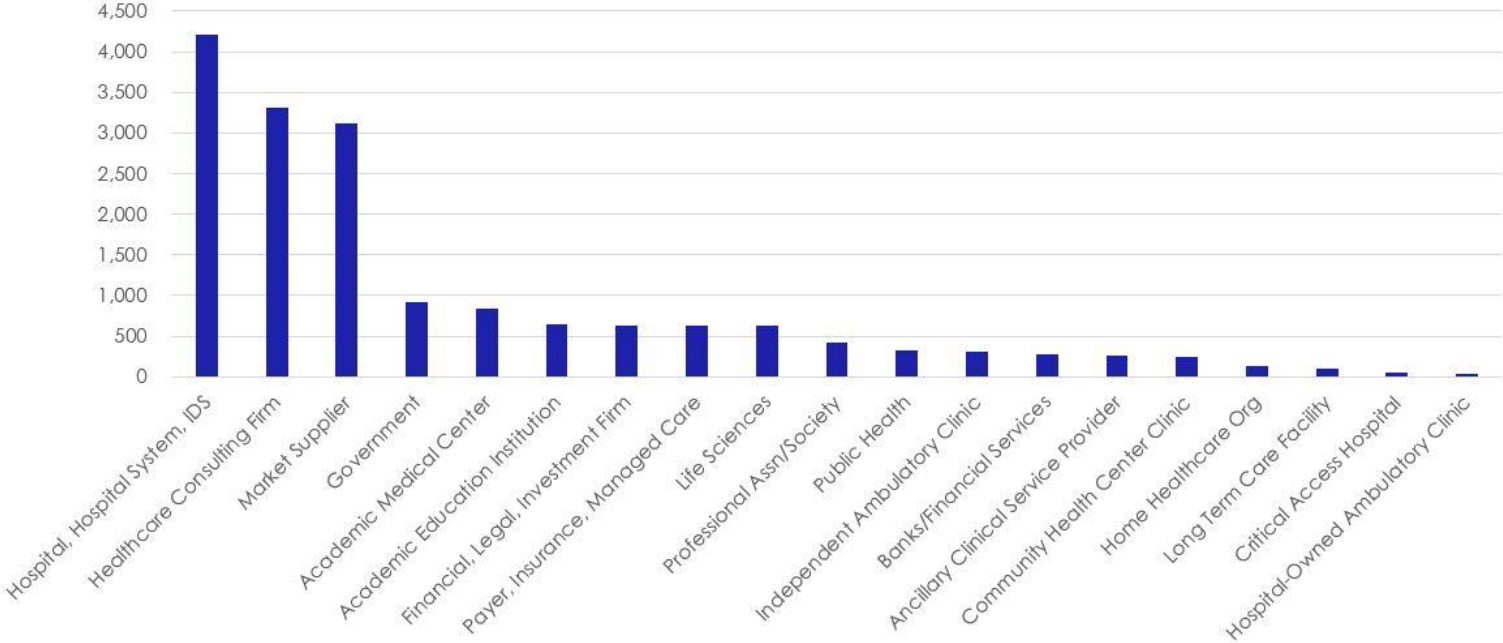


# A look back...

## HIMSS19 Attendance by the Numbers

Total Registration  
42,532

### Professional Worksite



# 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	1226	991	444	866
Attend in-person	87%	N/A	N/A	N/A
Digital only	13%			
C-Suites	423	286	107	210
Clinicians	294	181	70	168

## **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*

## *Optional Education Topics*

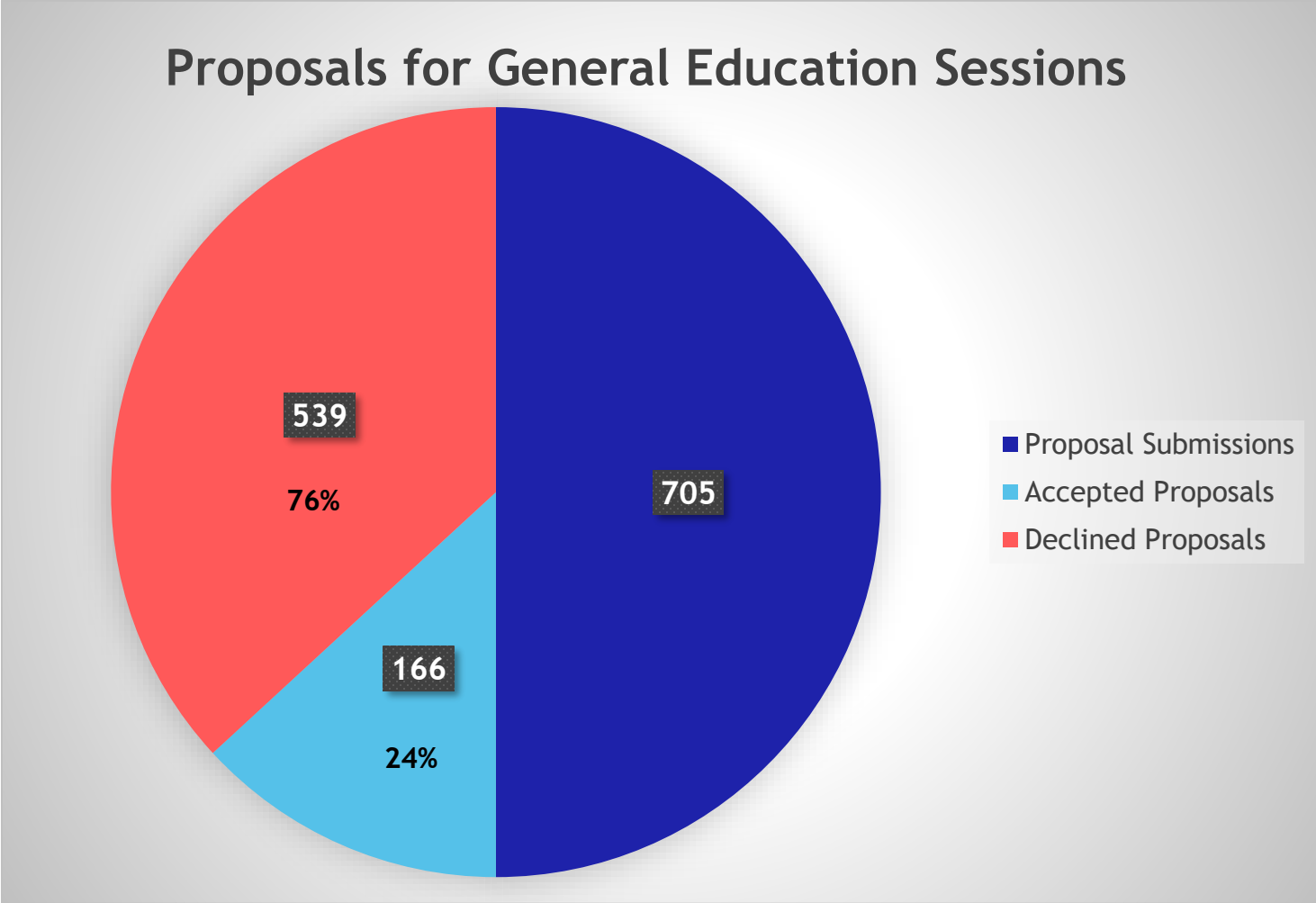
- Physician Executive Symposium
- Nursing Informatics Symposium
- Interoperability & HIE Symposium
- Global Health Equity Symposium 
- Clinically-Integrated Supply Chain Symposium 
- Machine Learning & AI For Healthcare Forum
- Cybersecurity Forum
- Patient Experience Forum
- Pharma Forum
- Accelerate Health



# HIMSS21 General Education Topic Categories

- Academic Preparation, Professional Development, Workforce
- Applied Artificial Intelligence and Machine Learning
- Bioinformatics or Healthcare Informatics Research
- Change Management
- Consumers, Caregiver Patient Experience
- Cybersecurity, Information Security, Privacy
- Data and Analytics
- Digital Health Transformation Leadership
- Health Information Exchange or Interoperability
- Healthcare Applications and Technologies
- Innovation, Entrepreneurship, Venture Investment
- Pandemic Response
- Population Health, Public Health, SDOH
- Precision Medicine and Health
- Telehealth, Connected Health, Virtual Health
- User Experience, Usability, User-Centered Design
- Volume to Value, Quality, Patient Safety

# *HIMSS21 Submission Dispositions*



# *HIMSS21 Submission Dispositions: Speaker Gender*

Gender	Total Speakers	Accepted	% Accepted (All Speakers)
Identify Female	418	139	49%
Identify Male	675	143	50%
Non-Binary	1	0	0
Prefer Not to Answer	18	2	<1%
Total	1,112	284	100%

# HIMSS21 General Themes: Selected Topics

- **AI and Machine Learning**
  - **Ethical** Machine Learning\*
  - **Biases in Datasets**, Ethical Mindsets and Designing Fair AI
  - The Implementation of AI to Predict Ventilator Utilization
- **Consumers and Care Givers**
  - **End-of-Life Care**: Helping Patients Make Tough Decisions
  - **Aging** with Attitude
  - Adding Cost Data to Palliative-Care Shared Decision Making
- **Digital Health Transformation Leadership**
  - Leveraging the **Power of Crowds** to Tackle Everyday Challenges
  - An Ecosystem for Innovating through **ICU Data Crowd-Sourcing**
  - Criminal Justice System Data Sharing in Colorado: Two Years
- **Health Equity Focus:**
  - Health Information Exchange's Impact on the Underserved
  - **Language for SDOH Data**: Lessons From the Gravity Project
  - Reaching the **Most Vulnerable** for COVID-19 Treatment
  - Why COVID-19 Amplifies **Health Disparities** and How We Respond
  - Improving **Mental Health** with Digital Tools
  - Diversifying **Medical Research** to Improve Health Equity
- **Innovation**
  - Automation Effect: Ushering In an Era of **Testing Innovation**
  - Using the **Digital Economy** to Drive Healthcare Innovation
  - **Forced Innovation**: Lessons Learned from a Virtual Go-Live
  - The Rise and Role of **Venture Studios** in Healthcare Innovation
  - Digital Innovation by **Land and Air**
  - Inspiring Practitioners to **Create Digital IP** During COVID-19\*
- **Patient and Digital Identity**
  - Person Matching for Interoperability: A Case Study for **Payer**
  - Digital Identity as **Control Plane** for Healthcare IT Security
  - **Criminal Justice System** Data Sharing in Colorado: Two Years
- User Experience
  - TRUSTSPHERE: A **Digital Trust Ecosystem** for Patient Access\*
  - Abu Dhabi's Journey to Establish MENA's **First HIE**, Malaffi \*
- **Workforce**
  - Building **Tomorrow's Healthcare** IT Workforce
  - Cost-Effective **Student Capital** for Digital Health Projects\*
  - HIE Partnerships for Translation and Workforce Development
  - Growing the Ranks of **Female Executives** in Healthcare
  - **Future of Femtech** and Growth Opportunities\*

# HIMSS21 Submission Dispositions: Speaker Worksites

Speaker Worksites	Total Speakers	Accepted	% Accepted (Across All Worksites)
Academic Education Institution	29	9	3%
Academic Medical Center	119	38	13%
Ancillary Clinical Service Provider	6	1	.003
Banks/Financial Services	1	0	0%
Community Health Center Clinic	6	0	0%
Federal, State or Local Government	63	27	10%
Financial, Legal, Investment Firm	10	4	1%
Healthcare Consulting Firm	153	25	9%
Health Information Exchange	29	14	5%
Home Healthcare Org	7	3	1%
Hospital, Multi-Hosp Sys, Integrated Delivery Sys	229	82	29%
IDS/Hospital-Owned Ambulatory Clinic	3	0	0
Independent Ambulatory Clinic	9	2	1%
Life Sciences	3	0	0
Long Term Care Facility	6	0	0
Market Supplier	325	37	13%
Payer, Insurance Company, Managed Care	19	6	2%
Professional Assn/Society	79	32	11%
Public Health	16	4	1%
<b>Total</b>	<b>1,112</b>	<b>284</b>	<b>100%</b>



# HIMSS21

## Submission Dispositions: Speaker Professional Titles

Speaker Professional Titles	Total Speakers	Accepted	% Accepted (Across All Titles)
CEO, Chairman, Pres, Exec Dir, Adm, Group Practice Mgr	25	7	2%
<b>CFO, VP/Finance, Finance Director, Controller</b>	<b>167</b>	<b>35</b>	<b>12%</b>
<b>Chief/Director of Other Clinical Depts./Lab Srvs/Pharmacy</b>	<b>53</b>	<b>18</b>	<b>6%</b>
CIO, VP of IT/IS	7	0	0%
CMIO, CNIO, CCIO	9	2	1%
CMO, Medical Director, Chief of Staff	5	3	1%
CNO, VP/Director of Nursing	2	1	0%
Compliance Officer; Compliance VP/Director/Manager	10	4	1%
COO, Exec VP, Sr VP, VP, Gen Mgr	34	12	4%
CSO, CISO, VP, Director Info Security/Site Security	10	1	0%
<b>CTO</b>	<b>41</b>	<b>13</b>	<b>5%</b>
Government Employee/Public Servant	17	7	2%
Healthcare Strategists	8	1	0%
Hospital-Based Physician/Hospitalist	3	0	0%
HSA Product Management	3	2	1%
<b>IT, Business Consultant</b>	<b>85</b>	<b>13</b>	<b>5%</b>
Mgr Info Security / Site Security	42	6	2%
<b>Manager of Management Engineering/Process Improvement</b>	<b>40</b>	<b>15</b>	<b>5%</b>
Mgr Network, Internet, Intranet, Telecom, Call Center	27	6	2%
Mgr of Nursing	21	3	1%
Manager of Other Admin/Financial Depts	37	9	3%
Mgr of Other Clinical Depts. /Lab Services/Pharmacy	12	3	1%
<b>Mgr of Other IT/IS Dept</b>	<b>38</b>	<b>27</b>	<b>10%</b>
Mgr/Supervisor of Patient Accounting/Billing/Revenue Cycle	4	1	0%
Total	Continued on the next slide...		

# HIMSS21 Submission Dispositions: Speaker Professional Titles

.....Continued

Speaker Professional Titles	Total Speakers	Accepted	% Accepted (Across All Titles)
Marketing & Sales	84	4	1%
Non-Management	9	5	2%
Non Management Staff Patient Accounting/Billing/Revenue Cycle/Financial Depts/Admin Depts	28	5	2%
Nurse	3	2	1%
Nurse Practitioner	5	0	0%
Patient Advocate	1	1	0%
Physician's Assistant	2	1	<1%
Private Practice Physician	8	0	0%
Professor/Educator	38	9	3%
Programmers / Developers	6	1	<1%
Project Manager	23	9	3%
Registered Pharmacist	9	3	1%
<b>Senior Staff / Staff</b>	<b>54</b>	<b>21</b>	<b>7%</b>
Student	2	1	<1%
Systems Analyst	30	5	2%
Treasury Services/Cash Management/Lock Box Management	3	2	1%
VP, Director Mgmt Engineering	3	0	0%
VP, Director Network, Internet, Intranet, Telecom, Call Center	15	4	1%
VP/Director of Other Admin/Financial	22	8	3%
<b>VP, Director of other IT/IS Department</b>	<b>67</b>	<b>14</b>	<b>5%</b>
<b>TOTAL</b>	<b>1,112</b>	<b>284</b>	<b>100</b>

# HIMSS21 Submission Dispositions: Speaker Credentials

Credentials	Total Speakers	Accepted	% Speakers with Credentials (Across All Speakers)
BSN	14	8	3%
CAHIMS	1	0	0%
CPHIMS	31	8	3%
DO	8	1	<1%
FACHE	7	0	0%
FCHIME	2	0	0%
FHIMSS	14	8	3%
MBA	80	26	9%
MD	150	52	18%
MPH	33	14	5%
MS	48	17	6%
MSN	29	10	4%
NP	10	3	1%
OTHER*	533	80	28%
PA	1	0	0%
PharmD	9	4	1%
PHD	76	27	10%
PMP	11	3	1%
RHIA	7	2	1%
RN	42	19	7%
RPH	6	2	1%
Total	1,112	284	100%

\*Represents multiple combinations of credentials for one registrant, e.g., MBA, MHA, BSN, RN or MD, FACP, FHIMSS

***HIMSS21  
Submission  
Dispositions:  
Speaker  
Years in  
the Field***

Years in Field	Total Speakers	Accepted	% Years in Field (Across all Speakers)
Less than 1	1	1	<1%
1 - 5 years	46	14	5%
6 - 10 years	161	40	14%
11 - 15 years	207	64	23%
Greater than 15 years	697	165	58%
Total	1,112	284	100%

***HIMSS21  
Submission  
Dispositions:  
Speakers who  
Provided  
Social Media***

Social Media	Speakers Who Provided Info	Accepted	% Engaged Socially (Based on Responses)
LinkedIn	846	207	65%
Twitter	416	111	35%
Total	1,262	318	100



# *HIMSS Corporate Members*

# *HIMSS21 Submission Analysis: Across All Corporate Members*

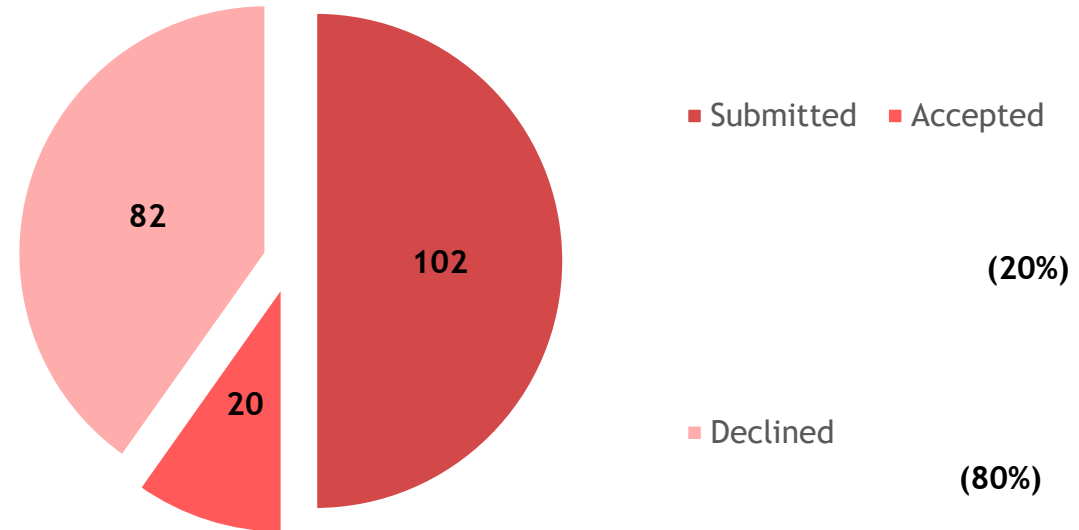
	Diamond	Emerald	Platinum	Gold
Total	102	25	37	75
Accepted	20	8	11	9
Declined	82	17	26	66
% Accepted	20%	32%	30%	12%

**# of Diamond Proposals Accepted Across all CM Submissions: 20/239 (8%)**  
**# of CM Proposals Accepted Across all GC Submissions: 48/705 (7%)**  
**# of Market-Supplier\* Proposals Accepted Across All Submissions: 63/705 (9%)**

\* Market Supplier is identified as Vendors, Healthcare Consulting Firms, Financial, Legal, Investment Firm, and Others with a Commercial Interest

*HIMSS Corporate  
Diamond  
Members*

# *HIMSS21 Diamond Submission Dispositions*



# *HIMSS21 Submission Analysis: Diamonds*



# of Unique Diamonds Submitting: 27/705 (4%)



# of Diamonds with at Least One Acceptance:  
12/27 (44%)



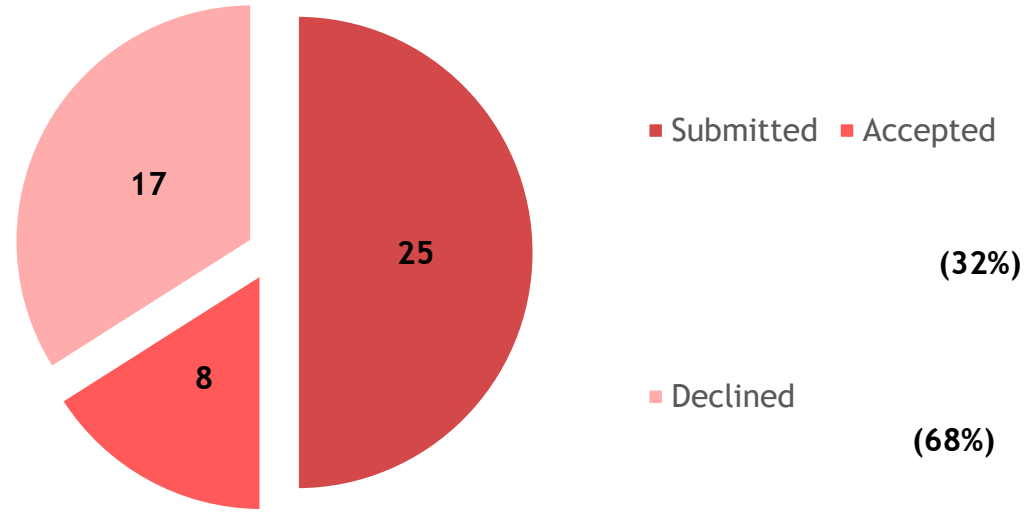
# of Diamonds Participating in Consultative Services: 2



# of Diamonds Accepted Who Participated in  
Consultative Services: 2/2 (100%)

***HIMSS Corporate  
Emerald  
Members***

# *HIMSS21 Emerald Submission Dispositions*





# *HIMSS21 Submission Analysis: Emeralds*



# of Unique Emeralds Submitting: 12/705 (2%)



# of Emeralds with at Least One Acceptance:  
8/12 (66%)



# of Emeralds Participating in Consultative Services: 0



# of Emeralds Accepted Who Participated in  
Consultative Services: 0

# *International Proposals*

# *HIMSS21 Submission Analysis: International Proposals*

	International Proposals
Total	56
Accepted	14
Declined	42
% Accepted per Int'l Proposal Submissions	25%
% Accepted per Total Proposal Submissions (705)	2%

**16 Countries:** Australia, Canada, Columbia, Denmark, Germany, India, Israel, Nigeria, Netherlands, New Zealand, Russia, Singapore, Switzerland, Ukraine, United Arab Emirates, United Kingdom

# *HIMSS21 Late-Breaking Call for Proposals*

*HIMSS21 Late-Breaking  
Call for Proposals for General  
Education Sessions  
June 1-7, 2021*



***HIMSS22:  
Be the  
change***

***HIMSS22 Call for Reviewers  
August, 2021***

***HIMSS22 Call for Proposals  
for  
General Education Sessions  
August, 2021***



# *Call for Proposals Points of Contact*




## ***HIMSS Contacts***

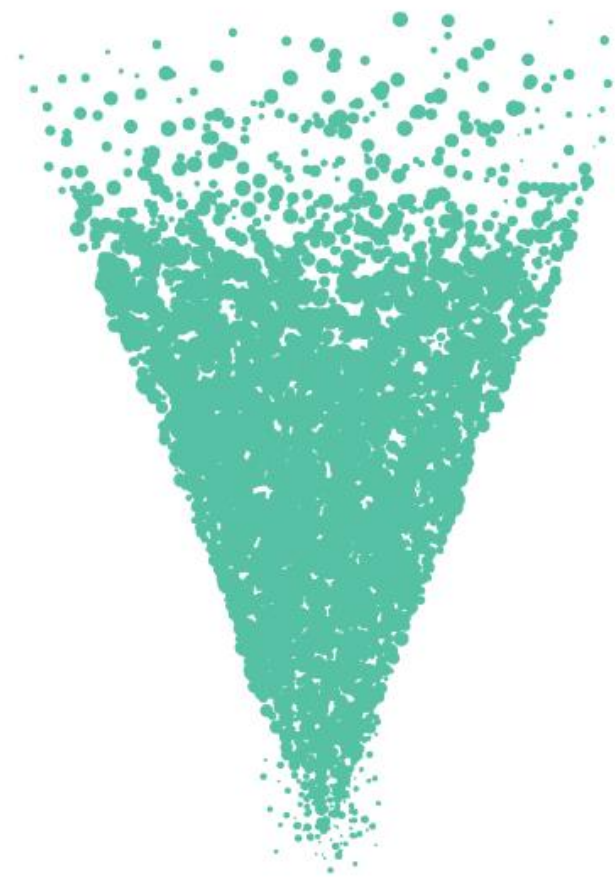
***JoAnn W. Klinedinst, M.ED., CPHIMS, PMP,  
DES, CPTD, FHIMSS, FACHE***  
Vice President, Professional Development  
[JoAnn.Klinedinst@himss.org](mailto:JoAnn.Klinedinst@himss.org)  
312-915-9515

***Gail Rice, MA, CAHIMS***  
Senior Director, Professional Development  
[Gail.Rice@himss.org](mailto:Gail.Rice@himss.org)  
312-915-9254

***Deb Clough, CAPM, CAHIMS***  
Manager, Professional Development  
[Debra.Clough@himss.org](mailto:Debra.Clough@himss.org)  
312-915-9559



*HIMSS21 Sessions  
Questions*





***HIMSS21:  
Be the  
change***

***Thank you!***

**HIMSS** **21**

9-13 August | Las Vegas

GLOBAL HEALTH CONFERENCE & EXHIBITION

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 themselves are white with a slight 3D effect. The entire graphic is set against a white rectangular background.

TRIVIA

The word "TRIVIA" is displayed in a stylized, colorful font. Each letter is contained within a separate, overlapping rectangular frame that resembles a photograph or a piece of paper with a white border. The frames are arranged in a slightly staggered, horizontal line. The colors of the frames are: T (green), R (purple), I (pink), V (blue), A (orange), and I (teal).

# TRIVIA

***Q: What year was the 1<sup>st</sup> member of HIMSS admitted?***

***A: 1961***

# *Cathy Ryan*

*Vice President International  
Event Production*



# *International Programming*

- **International Special Session**

- Tuesday, August 10 | 10:00 am – 11:00 am
  - High Level Ministerial Panel Discussion
  - Topic: The Riyadh Declaration: Leveraging Digital Health and Global Collaborations to Fight Future Pandemics

- **GenEd Sessions**

- Tuesday, August 10 & Wednesday, August 11
  1. Secondary Use and Public-Private Data Collaborations
  2. Digital Maturity: Conducting National Evaluation Programmes - Why and How?
  3. From Pandemic to Infodemic, the Role of Effective Digital Public Health
  4. Toward Precision Health – Pushing the Frontiers of Privacy, Interoperability and Digital Literacy



# ***Regional Summits – Digital***

*to be launched on a specific date the week of 9 August in regional time*

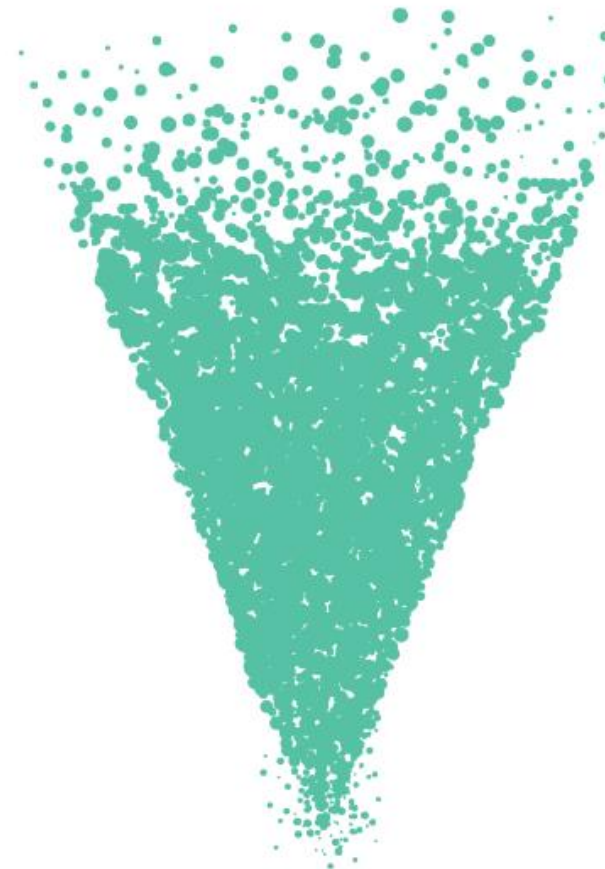
- **AsiaPac Summit**
  - Theme: From Volume to Value to Sustainability
- **Brazil Summit**
  - Theme: Securing Data, Protecting Privacy: Enabling a Healthy Flow of Information
- **LATAM Summit**
  - Theme: The Path to Interoperability, the Essential Key to Accelerate Health Innovation
- **Middle East Summit**
  - Theme: Digital Health Adoption: Closing Gaps between Evidence and Practice

# Upcoming International Events

Event	Dates	Conference Type
HIMSS   Health 2.0 European Health Conference	7-9 June	Digital
HIMSS21 APAC Health Conference	Oct	Hybrid - Singapore
HIMSS Middle East Conference & Exhibition	Oct	Hybrid - Riyadh
Australia Digital Health Summit	Nov	Hybrid - Melbourne
HIMSS21 Latin America Digital Summit	Nov/Dec	Digital



# *HIMSS International Questions*



# TRIVIA

The word "TRIVIA" is displayed in a stylized, colorful font. Each letter is contained within a separate, overlapping rectangular frame that resembles a piece of paper or a card. The frames are arranged in a slightly staggered, overlapping manner. The colors of the frames are: T (green), R (purple), I (pink), V (blue), A (orange), and I (teal). The letters themselves are white with a slight shadow effect.

# TRIVIA

***Q: In HIM SS' 1<sup>st</sup> year, how many members representing how many states?***

***A: 59 members representing 16 states***

# ***Peggy Diab***

*Vice President Media Group  
Events*



# ***Katie Crenshaw***

*Sr. Manager Event Programs*



# HIMSS21 Digital Events Overview

**HIMSS** 21

9-13 August | Las Vegas



# *Reimagine your HIMSS Global Health Conference & Exhibition experience*

The past year has taught us all the importance of choice, collaboration and the need to **adapt the way we deliver increased value** to our audiences through world-class content experiences.

We're ready to **ignite learning for our 100,000+ members and our growing global audience** across the health information and technology ecosystem—including chief information officers and senior executives, providers, IT professionals, government officials, innovators, consultants, market suppliers and more.

HIMSS21 will now kick off with **a prelude event in June** to inform and inspire. The August event moves to a hybrid model—with **in person events complemented by a completely unique digital program**.

Join us on the new journey.



# *The new suite of HIMSS21 experiences*

## *Digital Journey*



### *State of Healthcare*

June 15



### *HIMSS21*

August 9 – 13

### *HIMSS21 Digital*

August 9 – 12

### *UpNext Gallery*

During HIMSS21 | August 9 -12

### *Future of Healthcare*

During HIMSS21 | August 9 -13



### *HIMSS22*

March 14 – 18





# STATE OF HEALTHCARE

15 June | Digital

**HIMSS** **21**

9-13 August | Las Vegas



# FUTURE OF HEALTHCARE

9-13 August | HIMSS21

# Inform and inspire

Two data-driven events

Annual, global experiences analyzing what trends and challenges the industry is predicting to face.



## State of Healthcare

June 15

### Key components

---

#### Digital Event

- 90-minute in a state-of-the-art digital platform
- Presentation of key findings
- Reactions from respected industry leaders
- Audience engagement

#### Digital Report

- In-depth findings
- Reports of results by sector, topic and/or region
- Expertly designed and packaged



## HIMSS21

August 9–13

### HIMSS21 Digital

August 9–12

### Future of Healthcare

During HIMSS21 | August 9–13

---

#### HIMSS21 Program and Digital Report

Mirrored attributes with future-focused data and components.

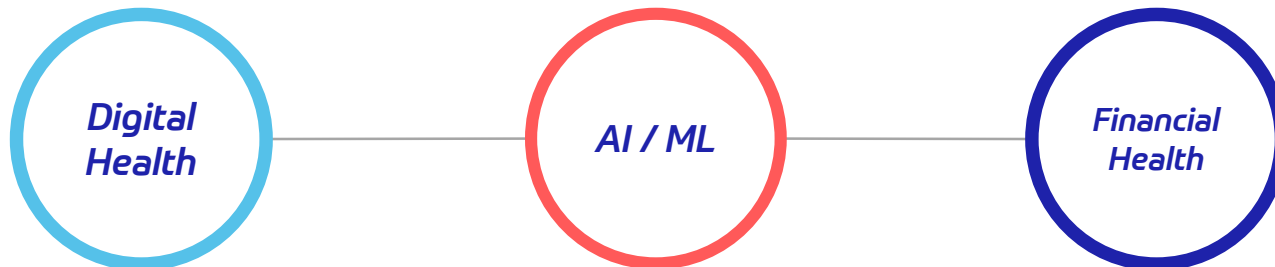
# Data-Driven Experience

**HIMSS Trust:** HIMSS is working with leaders from across the healthcare and technology space to develop insights on trends, challenges and opportunities that the industry is current experiencing as well as predicting to face.

## Survey Design

- Three major themes for assigned segment
- Insights for two time periods:
  - State of: Present day (likely reflect HC emerging from COVID)
  - Future of: 2025-2026
- 2021 Geography: US only
  - May add CA, LATAM, APAC, or EMEA for HIMSS2022

## Survey Themes



### Segments of Work

- Patients
- Clinicians
- Payers
- Health Systems





# HIMSS21 Digital

9 - 12 August

**HIMSS** **21**

9-13 August | Las Vegas

# *What is HIMSS21 Digital?*

*August 9 – 12, 2021*

*Access for a global audience with content experiences unique to the digital environment.*

## **Approach**

HIMSS21 Digital is a completely unique extension – not a duplication – of the industry's most influential healthcare information and technology event.

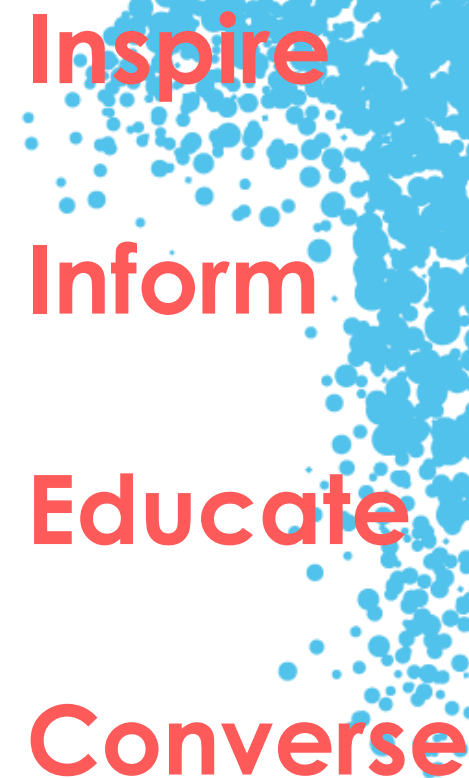
As a complement to in person event, HIMSS21 Digital will take place within a best-in-class digital environment that is easily accessible, easily navigable and flawlessly executed.

## **Content**

40 hours of inspiring, keynote-level content. Informative industry highlights. Outcomes-focused education sessions. Purpose-based conversations and networking. We will provide global attendees, sponsors and collaborators with an experience unlike any other.

## **Registration**

This year's experience will be packaged in both a single hybrid registration offering (in person and digital access) and a digital-only pass.



**Inspire**  
**Inform**  
**Educate**  
**Converse**



# Digital Program Overview

## Program Position

- Global program with high production values
- Hybrid Model
- Plan informed by Int'l/US digital event experience in 2020 & rapidly emerging industry best practices
- A single event with two (2) distinct but connected program experiences
- Equal program value for In-person & Digital
- Creation of multiple experiences & not a series of webcasts
- Broad enough to apply to most audiences while providing options to go as deep as a user would like





# Digital Program Overview

## Design Guidelines & Mandates

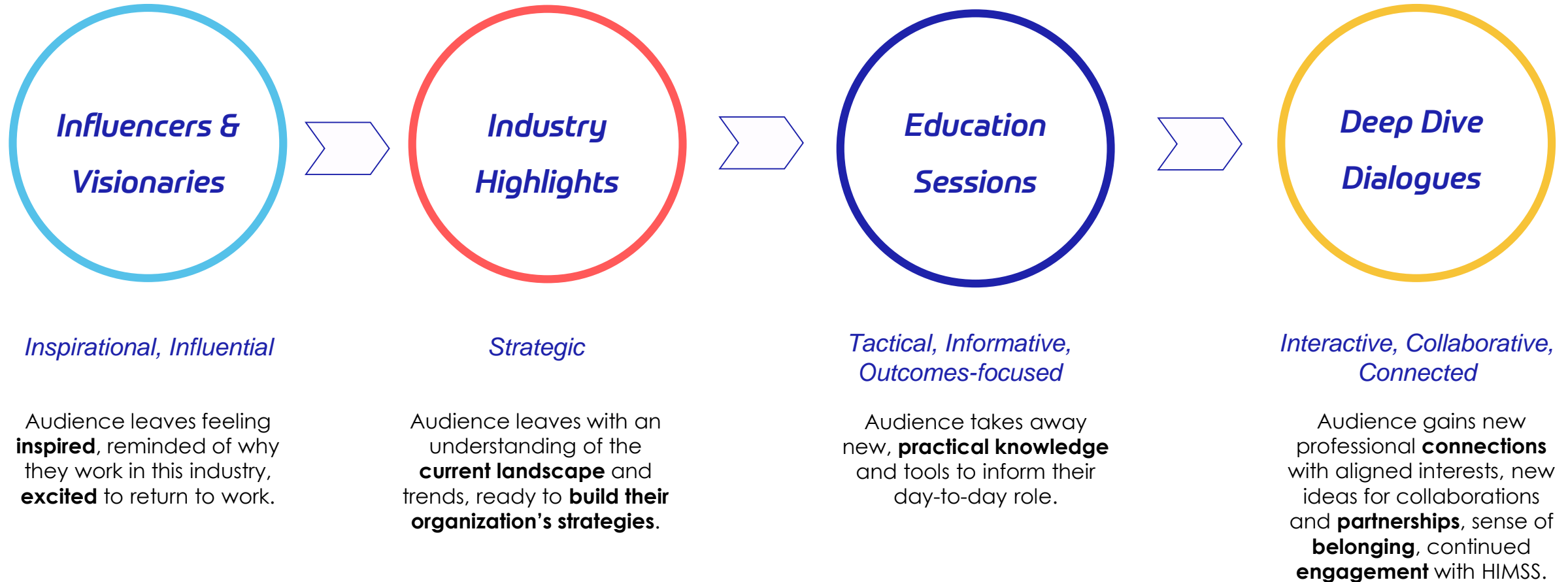
- Approx. 40 hours of programming running Monday - Thursday
- Designing for 24 hour programming to deliver for global time zones
- Emphasis on the international audience with specialized programming
- Representation from across all HIMSS initiatives to ensure well rounded program
- Studio with anchor desk & professional hosts
- Impactful short sessions with key actionable items
- User Driven Journeys
  - Audience first in mind to empower them to control their content journey
  - Peer-to-peer education with limited vendors speaking ops
- Ability to cut away and bridge between in-person and digital





# Experience <sup>RE</sup> Architecture

INSPIRE, INFORM, EDUCATE, CONVERSE



# Digital Program Experience

## Deep Dive Dialogues

Networking with a purpose around facilitated discussions on the issues that matter most.



## Keynotes

Luminary level speakers Monday through Thursday



## Education Sessions

Short, impactful, outcomes-focused sessions on topics that coincide with in person events.



## Industry Highlight Panels

Group dialogs and thought leadership discussions on efforts driving the industry forward.



## Sponsor Voices Live & On Demand

Dialogue and meaningful 1:1 connectivity with product and solution experts, plus on demand content access after the event.



## Policy Updates & Announcements

Government speakers dissecting policy updates and major organizations unveiling new innovation or collaborations.



# Sample 3 Hour <sup>RE</sup> Program Segments

Session	Tag(s)
Anchor Desk	-
Keynote ★	Care Tech
Panel	Data & Information
Policy Session	Data & Information Tech
Best Practices	Care
Case Studies	Data & Information
Fireside Chat	Tech
Exhibits Coverage ★	-
Virtual Roundtable	-

Session	Tag(s)
Anchor Desk	-
Executive Fireside Chat	Care
Leadership Spotlight	Data & Information Tech
Exhibits Coverage ★	-
Virtual Dialogue	-
Panel	Care
Panel	Data & Information
Tactical Education	Tech
Keynote (Digital Exclusive)	



# UPNEXT

9-12 August

**HIMSS** **21**

9-13 August | Las Vegas

# *Launching a Brand & Pioneering the New Demo on a Global Stage*

The past year has taught us all the importance of choice, collaboration and the need to **adapt to the way we deliver increased value** to our audiences through world-class content experiences.

HIMSS21 will inform and inspire our **100,000+ members and growing global audiences**. As part of our inspiration agenda, **HIMSS is launching a new brand and product demo initiative: UpNext**.

Designed to showcase product innovation through an engaging demo format, **products that solve problems** will be featured in **special sessions and live in Las Vegas** during the HIMSS21 Global Conference Digital program August 9<sup>th</sup> – 12<sup>th</sup>.

**UpNext** is designed to connect innovators – those building innovative new healthcare IT solutions – with changemakers – leaders inside providers and payers looking to drive change in their organizations.

The HIMSS21 Global Conference Digital experience will welcome a global audience and deliver dynamic content and conversations that will provide the perfect backdrop for launching **UpNext**.

Join us on the new **exclusive** journey.



# Program Architecture



## *HIMSS TV Post Conference*

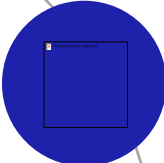
All demo videos available on demand from Oct – Dec 2021 promoted through HIMSS editorial



## *Demo Gallery*

On demand collection of all sponsor demo videos housed on the Global Conference Digital platform for 45 days

Limited to 25



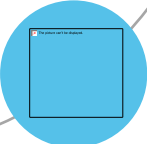
## *HIMSS21 Live Event*

Video Highlights on Monitors Throughout the Conference  
HIMSS TV Streaming Coverage  
UpNext Kiosk at Innovation Live  
Listing in the Printed HIMSS21 Pocket Guide  
**(5/28 deadline)**




## *Media Amplification*

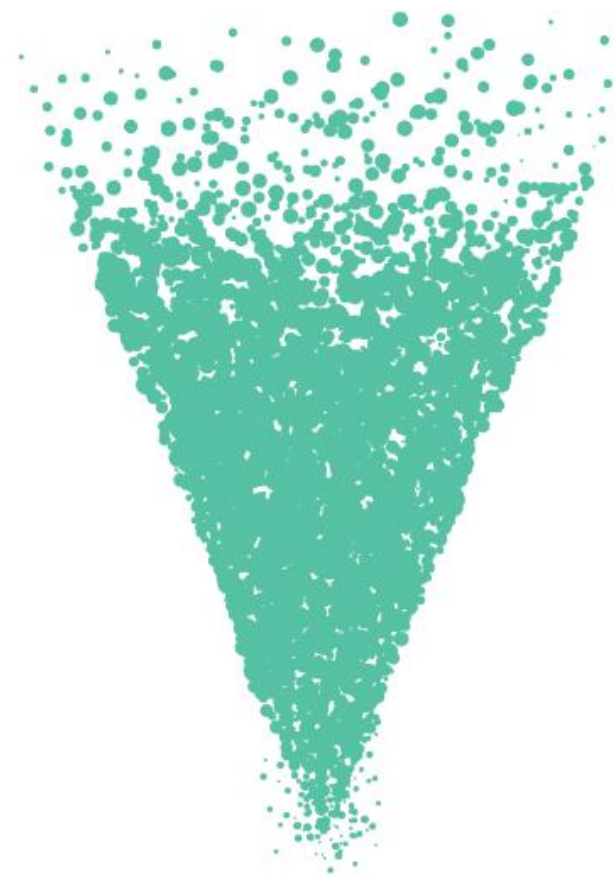
Post Global Conference Digital media campaign to drive traffic to HIMSS TV







*HIMSS21 Digital  
Questions*



Visit [himss.org/global-conference](https://himss.org/global-conference)  
frequently to stay up-to-date.

# *HIMSS21 Strategy Summit Participation*

## *Make It Count*

### **Tuesday March 30<sup>th</sup> @ 1 PM ET:**

- Las Vegas Logistics
- Sponsorship/Engagement Opportunities

### **Thursday, April 1<sup>st</sup> @ 1 PM ET:**

- HIMSS22 Preview
- Upcoming Programs

# *HIMSS21 Focus Groups*

## *Diamond Members*

### **Yesterday, March 24<sup>th</sup>:**

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

### **Wednesday March 31<sup>st</sup>:**

- 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***

[Amenia.army@himss.org](mailto:Amenia.army@himss.org)



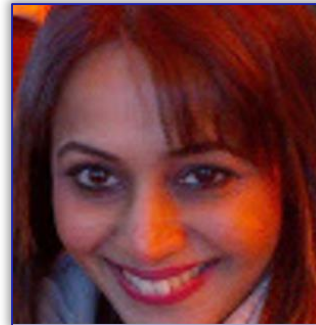
***Susan Burch***

[Susan.burch@himss.org](mailto:Susan.burch@himss.org)



***Kevin Cleary***

[Kevin.cleary@himss.org](mailto:Kevin.cleary@himss.org)



***Chandra Guha***

[Chandra.guha@himss.org](mailto:Chandra.guha@himss.org)



***Daniel Trampas***

[Daniel.trampas@himss.org](mailto:Daniel.trampas@himss.org)



***Maggie Van Vossen***

[Maggie.vanvossen@himss.org](mailto:Maggie.vanvossen@himss.org)

*Thank You!*

*We will see you next Tuesday*