



# *HIMSS Interoperability Showcase™*

HIMSS21  
Las Vegas, Nevada  
August 9–13, 2021

# Today we will cover...

- HIMSS Interoperability Showcase™ @ HIMSS21
- Participation Opportunities
- Timelines & Next Steps
- Question & Answer

*HIMSS21*  
*Las Vegas, Nevada*  
*August 9-13, 2021*



# Health and Safety Protocols

## *Before you arrive*

### **Health Technology Solution(s)**

*We are currently evaluating technology solutions to assist in implementing appropriate health and safety protocols.*

- All registrants, exhibitors, partners and suppliers will receive email information about comprehensive health and safety solutions.
- We are going through a rigorous vendor selection with prioritized functionalities for a best-in-class experience.
- The timeframe of when this solution will be available is currently being determined and will be shared.



# Health and Safety Protocols

## *Onsite at HIMSS21*

HIMSS will implement health and safety protocols appropriate to the public health circumstances existing at the time of the conference.

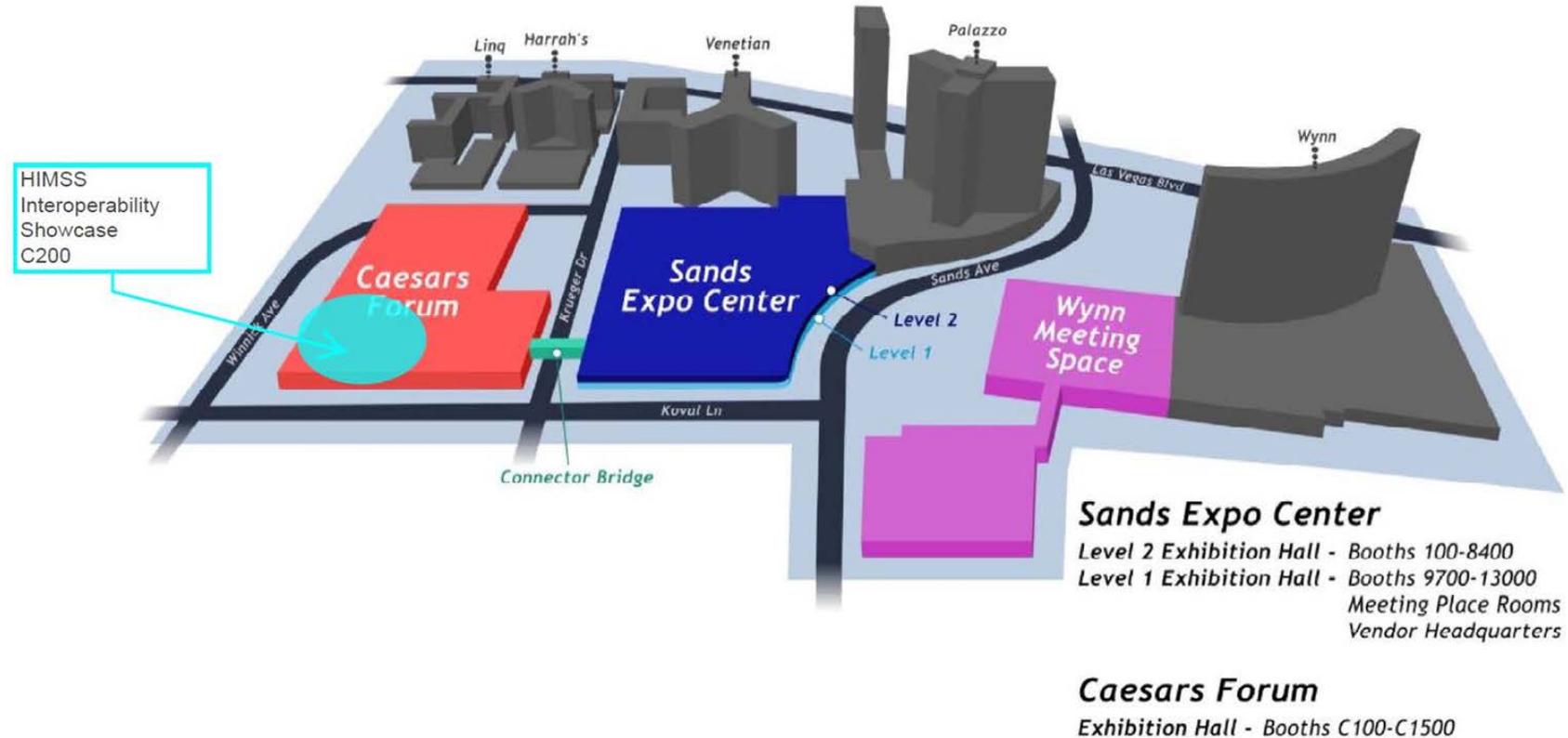
Those protocols may include but are not limited to the following:

- Testing;
- Proof of negative COVID-19 status and/or vaccination and/or antibody status;
- Self-monitoring;
- Biometric screening;
- Symptom checkers;
- Contact tracing;
- Use of personal protective equipment, social distancing, and space management; and/or
- Other similar measures.

Compliance with some or all of the protocols adopted by HIMSS may be mandatory for in-person attendance and participation at the Conference. Additional information regarding the specific health and safety measures, and any necessary consents by you, will be communicated to attendees prior to the first day of the Conference.



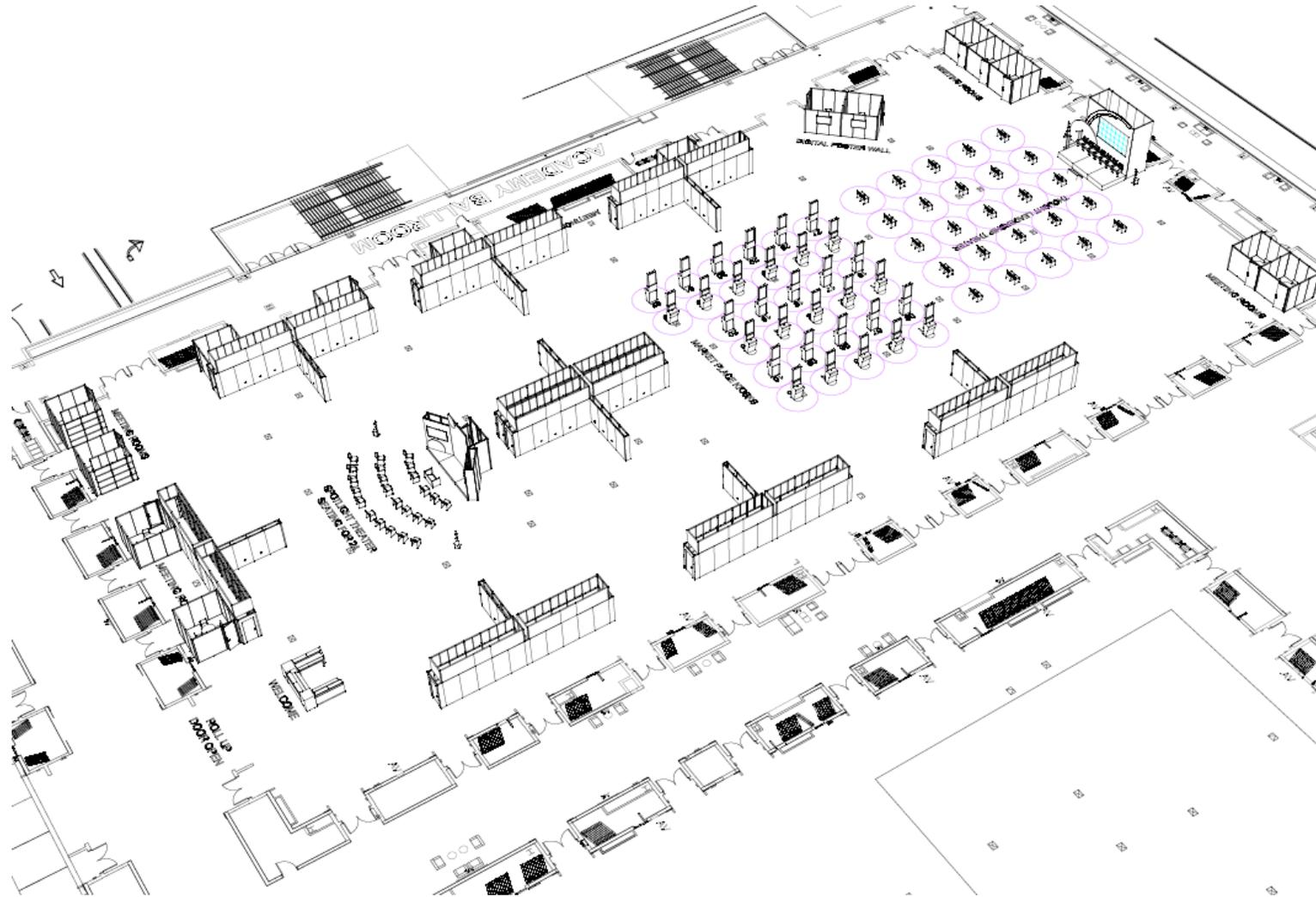
# Location: Caesars Forum Conference Center



# Caesars Forum Conference Center Floor Plan



# Layout





# *HIMSS Interoperability Showcase™*

# *Interoperability Showcase Project Team*

- **Natasha Amershi, MS; Coordinator of Informatics at HIMSS**
- **Christina Caraballo, MBA; Director of Informatics at HIMSS**
- **Phil DePalo, ScD; Lead Technical Project Manager at Consultology**



# HIMSS Interoperability Showcase™

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

- The Showcase includes demonstration areas, educational theaters, a product marketplace, on-demand content and numerous networking opportunities.
- Attendees receive a clear picture of existing real-time interoperability opportunities.
- Through clinical storytelling, the Showcase brings connected care experiences to life via our demonstrations focused on a variety of relevant and pressing topics.

*We invite you to be a part of the destination—and the conversation—with thought leaders, implementers and end users.*

# Interoperability Stakeholders

- Government agencies, Ministries of Health, market suppliers, non-profit organizations, payers, providers, academia, health information exchange organizations, standards development and profiling organizations, consulting firms, etc.
- Nearly 70% of our attendees are decision makers or decision influencers in terms of purchasing authority\*.
- We've grown to 100+ participating organizations and 130 demonstrating systems and initiatives.\*\*
- Each year we engage ~30% of new participants to the Interoperability Showcase.
- Participants demonstrate over 450 times to attendees during exhibit hours.

*\*HIMSS19 data; \*\* Contracted HIMSS20 participants*

# Participate & Engage

## Demonstration

- Collaboratively showcase existing work and interoperable technical achievements.
  - Connected level
  - Premier level

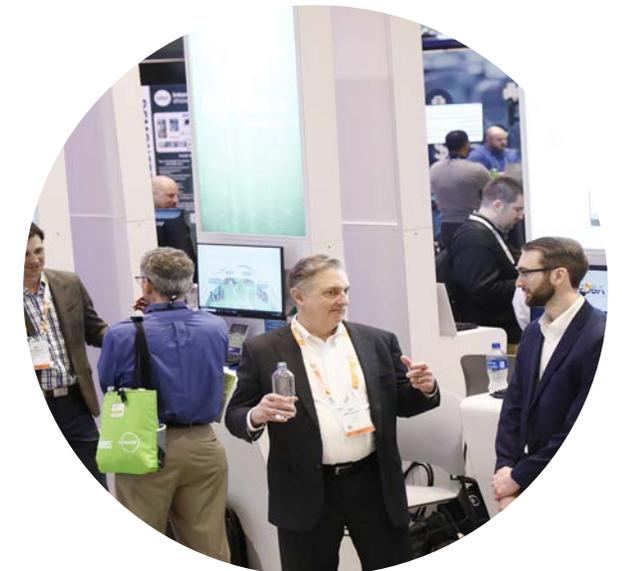
## Thought Leadership & Exhibition

- Emphasize implementation projects occurring today and in the future. These a-la-carte opportunities highlight your individual interoperability efforts.
  - Spotlight Theater *(New for HIMSS21)*
  - On-Demand Content *(New for HIMSS21)*
  - Marketplace

# Key Areas

## Demonstration & Exhibition

- Demonstration
  - Demonstrate your solution collaboratively with others within a clinical and technical context. Visitors engage directly with an individual – such as a caregiver, patient or clinician – and their interoperability story while witnessing the immediate impact on clinical outcomes, quality and the overall patient experience.
- Marketplace
  - Independently show how your organization makes an impact within the industry with a low-level of effort for participation organization.



# Key Areas

## Thought Leadership

- Showcase Education Theater
  - Present in a 60-minute sessions on emerging interoperability topics. Interoperability trailblazers provide their thought leadership and insights on challenges, best practices and opportunities for the future.
- Spotlight Theater *(New at HIMSS21)*
  - Share your thought leadership and interoperability implementation efforts taking place today or in the future via 20-minute sessions.
- On Demand Content *(New at HIMSS21)*
  - Partner with clients and other stakeholders to share a successful interoperability user story.



# *Demonstrate*

*Collaboratively showcasing existing work and interoperable technical achievements.*

# Demonstrations: What and Why

A demonstration organizes solutions within a clinical and technical context, allowing visitors to engage with an individual – such as a caregiver, patient or clinician – and their interoperability story while witnessing the immediate impact on clinical outcomes, quality and the overall patient experience.

- Up to ten (10) participating organizations collaborate to demonstrate a single story focused on an individual.
- All participants use interoperability and health standards to ensure they're able to demonstrate real-world data exchange.
- Participants work with HIMSS staff and other organizations to develop unique storylines that explore the value of their interoperability solutions.
- Each organization brings its own perspective and story to share, ensuring each demonstration is one-of-a-kind.
- Bring your interoperability solution, we provide the rest.

Explore HIMSS19 demonstration examples [here](#).

# Minimum Participation Requirements

- All participants 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 have successfully passed an IHE Connectathon (separate fee required) within the last 24 months of the HIMSS Global Conference Interoperability Showcase. Details on registration are available on [www.iheusa.org](http://www.iheusa.org).
- Participation in a weekly virtual meeting to plan your demonstration starting in May 2021.
- Attendance at set up for two (2) days prior to HIMSS21 (9:00 am-5:00 pm) and during all exhibition hours.
- All HIMSS21 Showcase participants are strongly encouraged to attend an *IHE North American Virtual Connectathon & Conference* to connect and collaborate with other testing partners around demonstration topics. HIMSS21 Interoperability Showcase participants are entitled to discounts to this event. See [iheusa.org](http://iheusa.org) for more information about discount information.

# Demonstration Development

The HIMSS Interoperability Showcase solicits and gathers demonstration topics from the health information and technology community-at-large.

## Key considerations:

- The earlier you participate in the Showcase the greater impact your organization has on the development of a demonstration, resulting in a more meaningful experience.
- Choice of demonstration topic are available on a first come first serve basis.
- Not sure where you belong? Our staff can assist you to find the most appropriate placement for you in one of our demonstrations.

# HIMSS21 Demonstration Topics

- Accelerating Warfighter Health through intelligent, standards drive, automation (A BPM+ Health showcase)
- Cancer Care & Management
- Clinical History Reduces Time To Therapy For Specialty Medications
- CommonWell Health Alliance (NPP demonstration)
- Device Interaction During Isolation
- Digital Pathways for Family Care
- Healthcare Surveillance for Pandemic Response
- Heart Transplant
- 360X Transitions for Optimal Care of a Recovering COVID-19 Patient
- Managing Mental Health & Pain Management
- Mitigating Interoperability Challenges for Immunization Management
- Nordic Interoperability Project
- Patient-centered Care for Chronic Disease
- Quiet Hospital
- Sepsis Reduction & Alert Management
- The Healthy Hospital
- The Newborn Experience
- Traumatic Injuries in School Athletics

# HIMSS21 Demonstration Topics

- Click link to access full details of demonstration topics:  
<https://docs.google.com/spreadsheets/d/1O5Q90hWrLfuYnePs0Gj2dUD51zht-jyInoLdIKIC8Ls/edit#gid=845500776>
- Key considerations:
  - **Orange** demonstration topics have additional criteria for participation.
  - This document is updated in real-time as companies commit to Showcase participation.
  - Once a demonstration is closed/full, the document will indicate this status.

*Sign-up now to be a part of the Interoperability Showcase!*

# How Do You Select Which Demonstration Topic to Participate in?

Your selection can be based on the following:

- The topic (e.g. immunization management)
- Other participants
- A type of exchange you would like to demonstrate
- Type of demonstration: in-person or virtual

**We are here to help.** If you have questions about topics or where you may be a good fit, please reach out to [Showcase@himss.org](mailto:Showcase@himss.org).

*Or you can design your own demonstration as a Premier participant!*

# Premier (Limited Availability)

- Organizations who have multiple products or a single product that exchanges information across 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 of participation.**
  - **Option 2: Organizations that want to lead a demonstration topic with a limited number of partners in a single demonstration. You will determine if this demonstration will allow hybrid participation or if it will be in the cloud.**
- Opportunity to participate in a 60-minute educational session at the Showcase Education Theater
- Enhanced market visibility & presence

# Virtual Participation within Demonstrations

**This is an in-person demonstration with virtual participation at HIMSS21.**

- Minimum of four (4) in-person participants within each demonstration.
- Up to four (4) virtual participants allowed within each demonstration.
- Whether you choose to be an in-person or virtual participant, there is no variation of expectations during the planning and development of a demonstration.
- Virtual participants are expected to participate in real-time exchanges and visibly show their solutions within the demonstration.
- In case a virtual participant's connectivity goes down, there must be static content available in the interim.

# Virtual Participation within Demonstrations

- For virtual participants, the following will be provided:
  - Dedicated Zoom feed through a monitor inside the in-person demonstration
  - Within each hybrid demonstration there will be a dedicated workstation with a large display monitor for all virtual participants via Zoom
  - Ability to send content/whitepaper in advance to add to the appropriate on-site space
- Virtual participants must be available during the following times:
  - Two (2) days prior to HIMSS21 Global Conference for demonstration set-up and run-through (e.g. connecting to the network, hardware set-up, etc.).
  - During all HIMSS21 Global Conference exhibition hours

# Timeline

- **February 2021:** Demonstration topics posted online & sign-up for ***all*** participants begins.
  - Don't see a specific role mentioned in a topic? Reach out to [Showcase@himss.org](mailto:Showcase@himss.org) and we can help identify which demonstration you can make the biggest impact.
- **May 2021:** Scheduling of Demonstration Project Calls
- **May-August 2021:** Demonstration meetings ongoing
  - All participants begin weekly meetings (60 min; virtual) to develop their individual demonstrations with staff; these weekly calls will continue until HIMSS21.
  - 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 roster of organizations included.
  - A Project Manager is assigned to each demonstration to help streamline, guide and meet deadlines during weekly meetings.
    - Storyline viability
    - Technical transactions
    - Determine onsite space design & graphics

# Timeline (Cont'd)

- **August 9-13**
  - Attendance is required at set-up, including:
    - 2-days prior to HIMSS21
    - During all exhibit hours (Tuesday-Thursday from 9:00 am-6:00 pm & additional events)
  - Between demonstrations, educational sessions and networking opportunities, an event begins approximately every 15-minutes within the Showcase.
    - Demonstrations are split into two groups and half start at 15 and the other start at 45 past every hour
    - Education sessions begin at the half hour
    - Networking events start at the top of every hour

# *Thought Leadership & Exhibition*

*Emphasizing implementation projects occurring today and in the future. These a la carte opportunities highlight your individual interoperability efforts.*

# Spotlight Theater – New!

- 20-minute thought leadership session within the Interoperability Showcase.
- New opportunity to highlight interoperability implementation efforts taking place today or in the future.
- Limited staffing necessary during a specific time during HIMSS21.



# On-Demand Content – New!

- Partner with clients and other stakeholders and share a successful interoperability user story.
- Share an interoperability project in progress.
- No onsite staffing required during exhibit hall hours.
- Will be presented within a highly visible area of the Interoperability Showcase.



# Marketplace

- Independently show how your organization makes an impact within the industry.
- This active area within the Interoperability Showcase facilitates business discussions, sharing of product demonstrations and solution offerings, and lead generation.
- Low level of effort for participating organization.
- Great opportunity to highlight a project or service, allowing broader exposure across the interoperability health ecosystem.





# *Sponsorship Opportunities*

# Levels of Participation: Demonstrations

<b>Benefits</b>	<b>Sponsor Level – Premier</b>	
	<b>Investment: \$59,000 member / \$65,000 non-member (Limited)</b>	
	<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: Demonstrations

<b>Benefits</b>	<b>Sponsor Level – Connected Demonstration – In-person</b>	
	<b>Investment: \$10,650 member / \$11,850 non-member</b>	
	<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: Demonstrations

<b>Benefits</b>	<b>Sponsor Level – Connected Demonstration – <span style="color: red;">Virtual</span></b>	
	<b>Investment: \$12,150 member / \$13,350 non-member</b>	
	<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>● 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 to be 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>● 4 exhibitor/client badges (organization determines the mix).</li> <li>● 1 full conference badge.</li> </ul>

# Levels of Participation: Thought Leadership & Exhibition

<b>Benefits</b>	<b>Sponsor Level – Spotlight Theater</b>
	<b>Investment: \$3,900 member / \$4,200 non-member</b>
	<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 specialty 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: Thought Leadership & Exhibition

<b>Benefits</b>	<b>Sponsor Level – On Demand Content</b>
	<b>Investment: \$2,250 member / \$2,500 non-member</b>
	<ul style="list-style-type: none"><li>● Inclusion in on-site attendee print and electronic materials*.</li><li>● One (1) digital 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>

# Levels of Participation: Thought Leadership & Exhibition

<b>Benefits</b>	<b>Sponsor Level – Marketplace kiosk</b>	
	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 multi-strip</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>

# Next Steps...

- Determine your approach to participate – whether it is a demonstration or within our thought leadership opportunities – or both!
- Review the minimum requirements for that level of participation to ensure you are able to meet them. Reach out to [Showcase@himss.org](mailto:Showcase@himss.org) if you have any questions.
- For all questions and to learn more about how to participate, don't hesitate to reach out to your HIMSS Sales Associate, or email [sales@himss.org](mailto:sales@himss.org).
- All set? Complete your contract for the appropriate level and return to [sales@himss.org](mailto:sales@himss.org).

*We cannot wait to partner with you to fuel global interoperability advancement.*

# Unlike Any Other Area You Will Participate In...



*The interoperability showcase gives us a good opportunity to work with the best vendors of health care area in the world. – meehealth*

*GREAT VALUE! The IO showcase has helped Philips businesses to test/validate integration with EMR and other vendors which normally is hard to do without a common customer involved. – Royal Philips*

*The HIMSS event offers the chance to collaborate with many different individuals from various facets of the industry along with seeing new technology that is being introduced into the Interoperability space. – Zoll Data Management*

*If everyone who visited could take one thing you learn from the Interoperability Showcase and go home and implement it, a year from now, the delivery of health would be improved for all individuals.*

*– HIMSS19 attendee*

# Questions?

Interoperability Showcase: [showcase@himss.org](mailto:showcase@himss.org)

HIMSS Sales Team: [salesinfo@himss.org](mailto:salesinfo@himss.org)



*Thank you!*



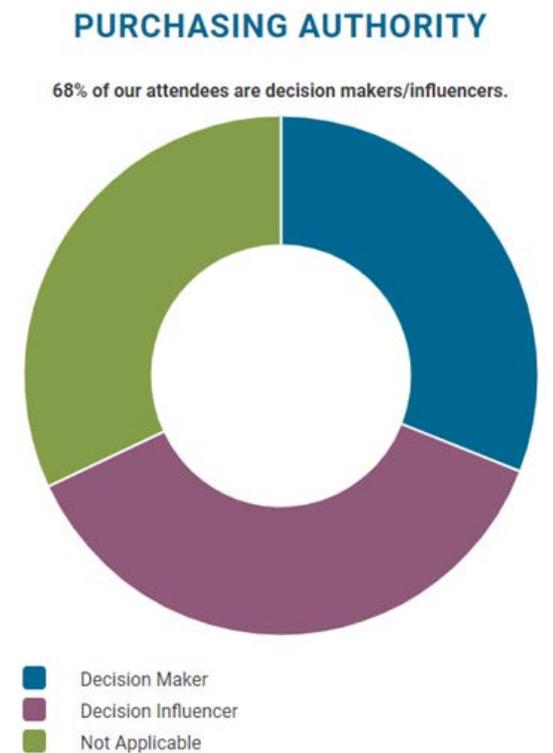
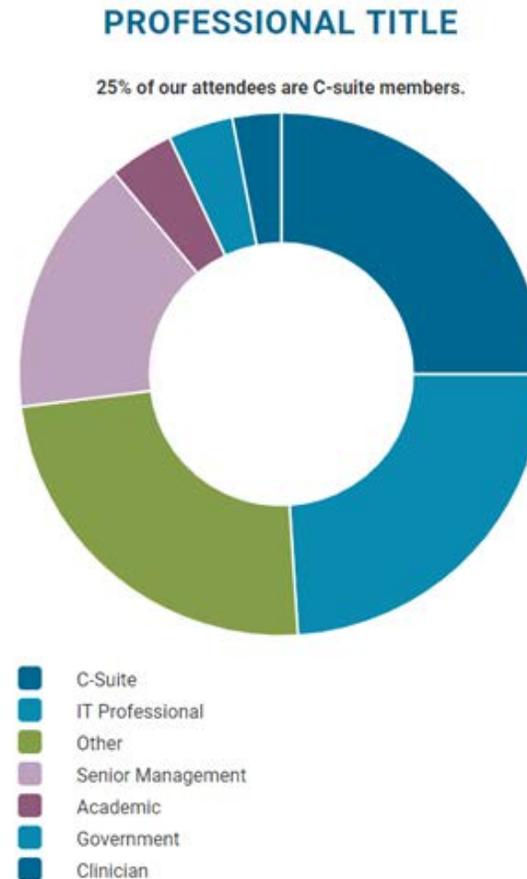
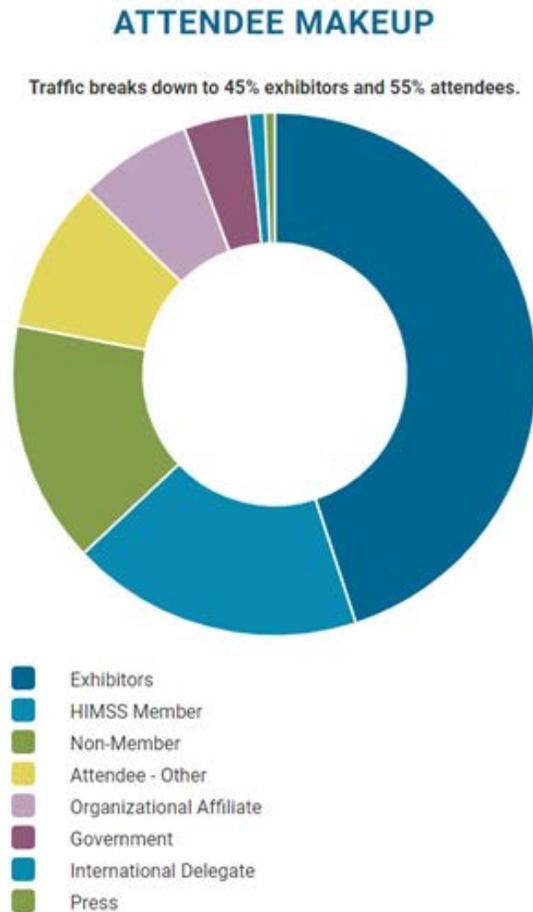
# *Appendix: Additional Resources*

# *How to Use the Demonstration Topic Sheet*

- Column A: **Draft Title of the use case**- This will change in the fall after all participation has been identified.
- Column B: **Draft Description**- We have provided you some inspiration. All workflows in demonstrations are determined by the participants. These draft descriptions will be changed in the fall after all participation has been identified.
- Column C: **Keywords**- Not all keywords are included that could be, but we have provided some suggestions. If you have suggestions on options we could add please let us know.
- Column E: **Interoperability Functions**- Suggested profiles and standards that could be used, but is not all inclusive. If you have suggestions on options we could add please let us know.
- Column F: **Care Settings**- Suggestions on where this use case could go from a clinical perspective. Not all inclusive. If you have suggestions on options we could add please let us know.
- Column G: **Participating Companies**- As participants identify which use case they are interested in, we will be updating this spreadsheet in real time.
- Important Note: **Orange** demonstrations have additional criteria for participations. Please contact us if you are interested in any of these demonstrations. **Blue** demonstrations will primarily be virtual participation and will be featured onsite.

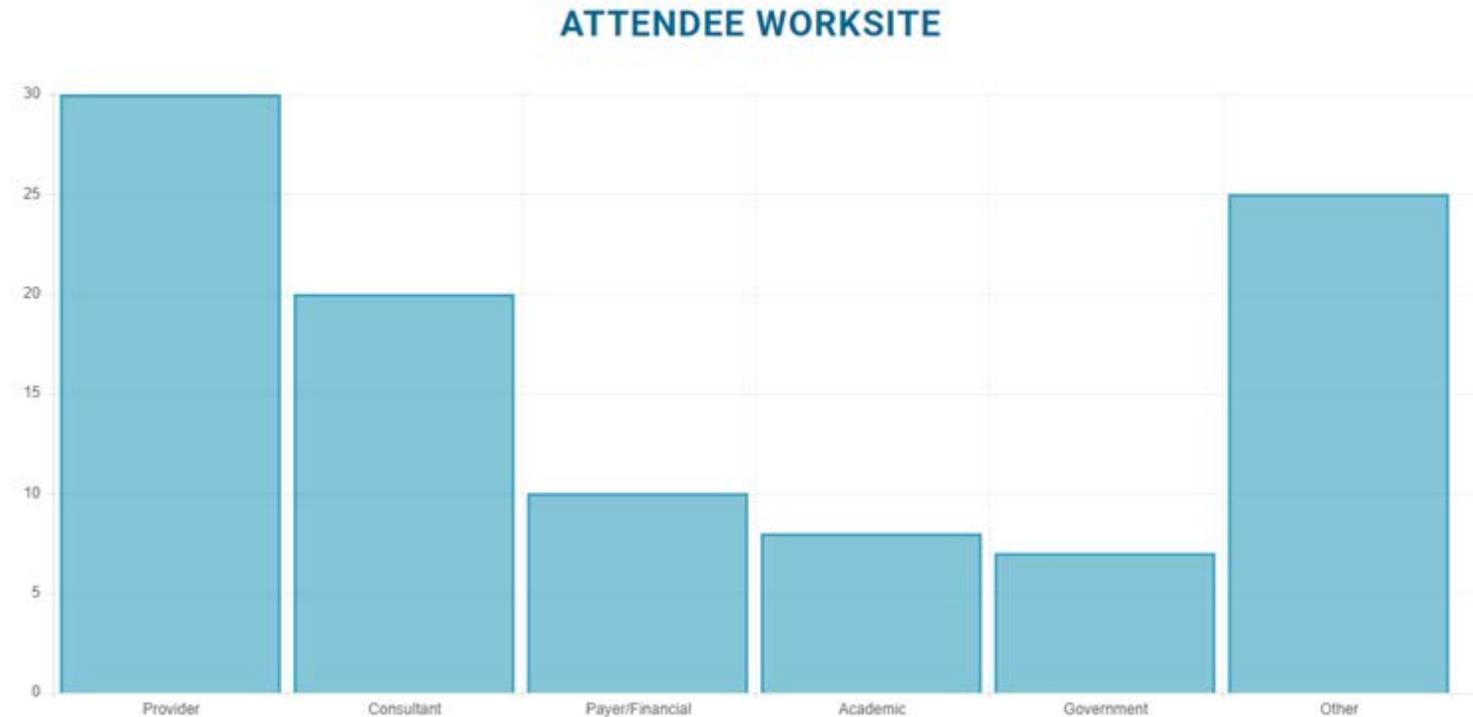
# Past Showcase Visitor Demographics

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



# Past Showcase Visitor Demographics

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



## *HIMSS19 Quick Facts*

- 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.

# *HIMSS20 Digital Interoperability Showcase*

Learn how various health information and technology systems work together to ensure information exchange and coordinated care.

Examples of virtual demonstrations, including a detailed narrative with technical details outlined, are listed below:

- [Spectrum of Care Continuity using 360X; Long Description](#)
- [Trauma Recovery in the Quiet ICU; Long Description](#)