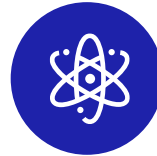


HIMSS Chapters Regional Report

April 29, 2021

The Value of HIMSS Chapter Membership

www.himss.org/chapters



Connect

Engage with local HIMSS members about issues that impact your community. Reach out to local, regional and national decision makers on key health information and technology policy and advocacy issues. Move the conversation forward.



Learn

Access targeted education programs, products and initiatives. Benefit from national and global thought leadership, market research, webinars and more.



Lead

Bring your passion and experience to a volunteer leadership role in your chapter. Help us shape and transform the future of health by contributing your ideas for innovative, quality care.

Upcoming Chapter Events

www.himss.org/events filter by “Chapter Event”

5/3-5/6/2021	Texas Regional: Reimagine Healthcare Webinars & In-person Event
5/7/2021	Greater Illinois: Job Trends in Healthcare IT & Virtual Interviewing Techniques
5/11-13/2021	New England: 2021 Spring Conference: Empowering People to Impact Health Through Information and Technology
5/12/2021	Alabama 2021 Spring Virtual Conference
5/14/2021	Georgia: 12th Annual Golf Tournament
5/14/2021	Southern California Annual Healthcare IT Virtual Conference 2021
5/14/2021	Greater Illinois Cybersecurity 101
5/19/2021	New England Master and Reference Data Management Webinar
5/19/2021	Washington State Vaccination Distribution (Safe, Secure & Equitable)
5/20/2021	Arizona: Building Connections During COVID and Beyond
5/20/2021	Wisconsin: 2021 HIMSS Wisconsin Spring Leadership Conference
5/20/2021	North Carolina: CPHIMS Certification Prep Course
5/20/2021	New Jersey: Designing Effective Tabletop Simulations
5/20/2021	National Capital Area: Consumer & Patient Engagement
5/26/2021	Minnesota: Annual TopGolf Tournament - Scholarship Fundraiser Event
6/1/2021	Indiana: *Virtual* Healthy Mom & Baby Innovation Competition
6/15/2021	Greater Kansas City: Accelerating Technology Delivery with Agile-Devops and Foss
6/17/2021	New Jersey: Real World Cybersecurity Incident Response
6/17/2021	Northern Ohio: Health IT 2021
6/26/2021	New England: Let's HIT the Trails - Mount Major Alton Bay, NH

Panelists



Amy Chacko
New England Chapter
President



Adele Allison
Alabama Chapter
President



Rozie Lindsay
Oregon Chapter
President



Bert Hill
Minnesota Chapter
President

***Amy Chacko
New England Chapter
President***



The East Coast



2020-2021...What Happened?

What has the East Coast experienced?



Change Came Knocking...HARD

Many of us had to learn new ways to connect to our members. But improved geographic divide.



Virtual Events

The East Coast moved to a virtual world.



Engagement

Challenged by keeping our members and our sponsors.

2020-2021...What Happened? (cont.)

What has the East Coast experienced?



To Charge or Not to Charge...

Given the current climate, we were all on the same page.



New Initiatives

We heard our members...loud and clear.



Zoom/Teams/WebEx Fatigue

Exhaustion from having to be on video or attending so many virtual events.

2021-2022...What's Next?



Slowly Easing Back

Begin planning for in-person.



Continue the Recipe For Success

Maintain some virtual programming.



Hybrid Models

Continue to monitor and have a Plan B.

*How Can You
Help Us?*



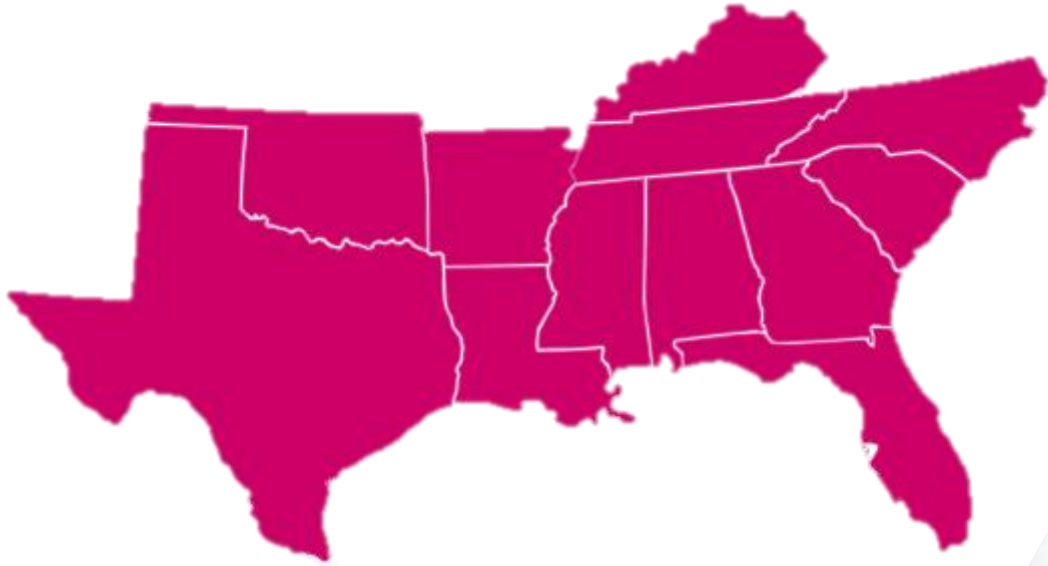
What We Would Love...

- **Share our events with your company.**
- **Ensure your employees know how to select their favorite chapters.**
- **Know that you get a member discount!**
- **Continue to support us by sharing ideas.**
- **Let us know if you would like to be a featured speaker!**

*Adele Allison
Alabama Chapter
President*



Southern Region – 12 States 17 Chapters



*On the 8th day, God
made sweet tea, y'all!*



Top Issues / Hot Topics

Advocacy



- State-level engagement
- Events
- Harmonizing Asks

Engagement



- Board-level
- Chapter Members
- Students

Virtual & Onsite



- Transitioning
- Hybrids
- Onsite Timing
- Networking

Sponsorships



- Fulfillment
- Revenue / Packages
- Opportunities



HIMSS21 Chapter Plans

- Risk - hosting reception and member onsite attendance
- GC3 – LA, MS, AL – Planning informal event (e.g., hospitality room)
- TX & TN – Planning receptions

2021 Events by the Numbers

- 17** Chapters
- 11** Chapter Webinars
- 9** Chapters hosting HIMSS21 Event
- 7** Fall/Winter Conferences
- 6** Spring Conferences
- 6** Networking / Social Events
- 4** Golf Tournaments
- 2** Health IT Days
- 1** State Health IT Day Resolution
- 1** Podcast



***Rozie Lindsay
Oregon Chapter
President***



*Bert Hill
Minnesota Chapter
President*



Midwest Update – Minnesota Presenting

- **LinkedIn Community**
- **Student Affairs – Crossing the Chasm, Retool scholarships**
- **Webinars – Digital Transformation**
- **Collaboration with other chapters**



Questions?

Your Corporate Relations Team

Strengthen relationships, Champion member value, Engage the healthcare community



Amenia Army

Amenia.army@himss.org



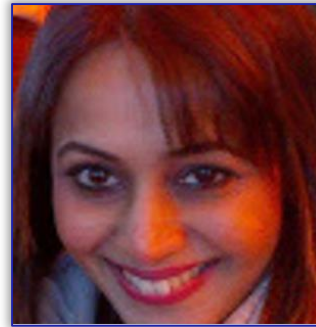
Susan Burch

Susan.burch@himss.org



Kevin Cleary

Kevin.cleary@himss.org



Chandra Guha

Chandra.guha@himss.org



Daniel Trampas

Daniel.trampas@himss.org



Maggie Van Vossen

Maggie.vanvossen@himss.org

corporatememberinfo@himss.org

