

Welcome

HIMSS22 Strategy Summit

An Exclusive HIMSS Corporate Member Digital Series



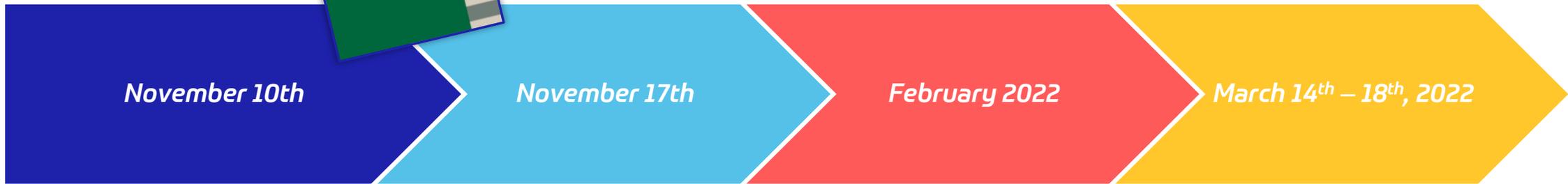
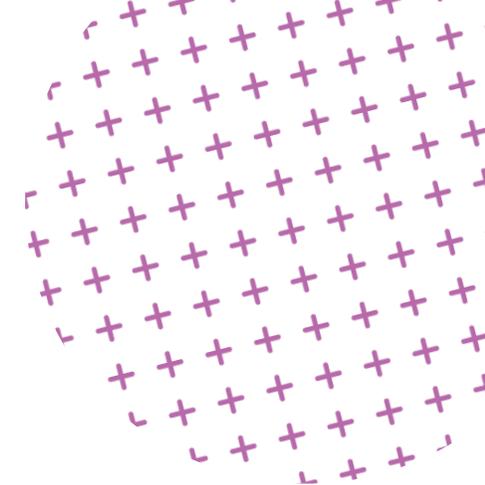
Kevin Cleary
Director Corporate Relations

HIMSS 22

14-18 March | Orlando

HIMSS22 Strategy Summit

Corporate Member's Path to HIMSS22



November 10th

November 17th

February 2022

March 14th – 18th, 2022

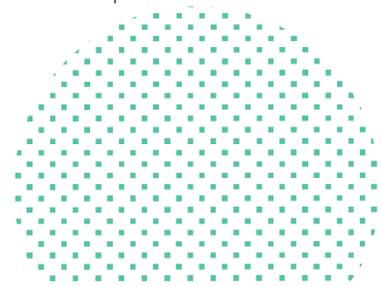
Challenges & Opportunities,
HIMSS21 Takeaways, Orlando
& Digital Experience,
Marketing Initiatives,
Exhibitor Guest Speakers

Digital Health & Accelerate,
Orlando Session Trends/Insights,
International, Engagement
Opportunities, Focus Group
Guest Speakers

HIMSS22 – The Corporate
Member Experience

HIMSS22

Completing Post Event Survey =
BONUS EXHIBITOR POINTS



HIMSS22 Strategy Summit

Today's Topics

- Digital Health Strategy & Accelerate
- HIMSS Global Conference Experience
 - Education Session Trends/Insights
 - International Programs
- HIMSS22 Engagement Opportunities
- HIMSS22 Giving Back Initiative
- Focus Groups
 - Guest Speakers/Best Practices
 - Key Dates & Logistics
- HIMSS23



Meet Our Speakers



Reid Oakes

EVP HIMSS Analytics



Dennis Upah

*Managing Director
Accelerate*



JoAnn Klinedinst

*Vice President
Professional Development*



Pascal Lardier

VP International Programming

Meet Our Speakers



Becky Washler

GM North America Sales



Paul Mattioli

Marketing Director



Tom Leary

*Executive Director
HIMSS Foundation*



Jeff Quinton

*Director of IT –
North Canyon Medical Center*



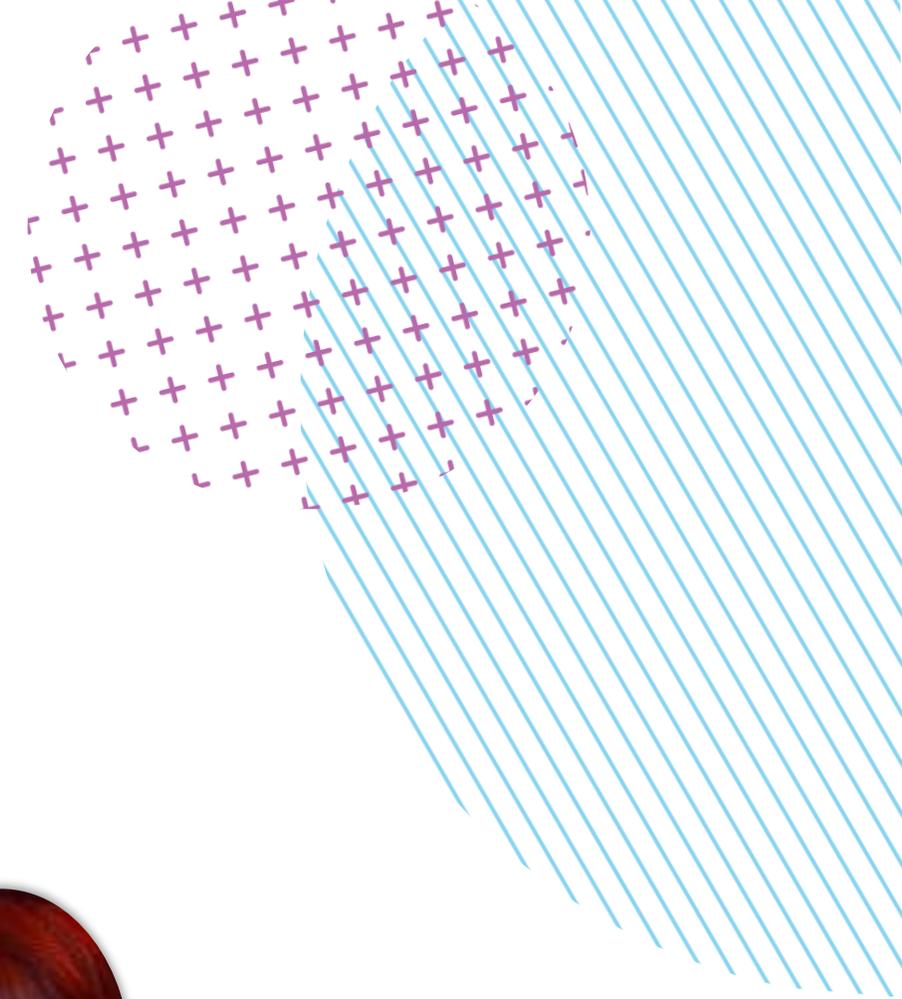
Amenia Army

Sr. Manager



Chandra Guha

Sr. Manager



The word "TRIVIA" is displayed in a playful, stylized font. Each letter is contained within a separate, overlapping square block with a white border and a slight drop shadow. The blocks are arranged in a slightly staggered, overlapping fashion from left to right. The colors of the blocks are: 'T' (green), 'R' (purple), 'I' (pink), 'V' (blue), 'I' (orange), and 'A' (teal).

TRIVIA



Q: 10 years ago, how many market suppliers were HIMSS Corporate Members?

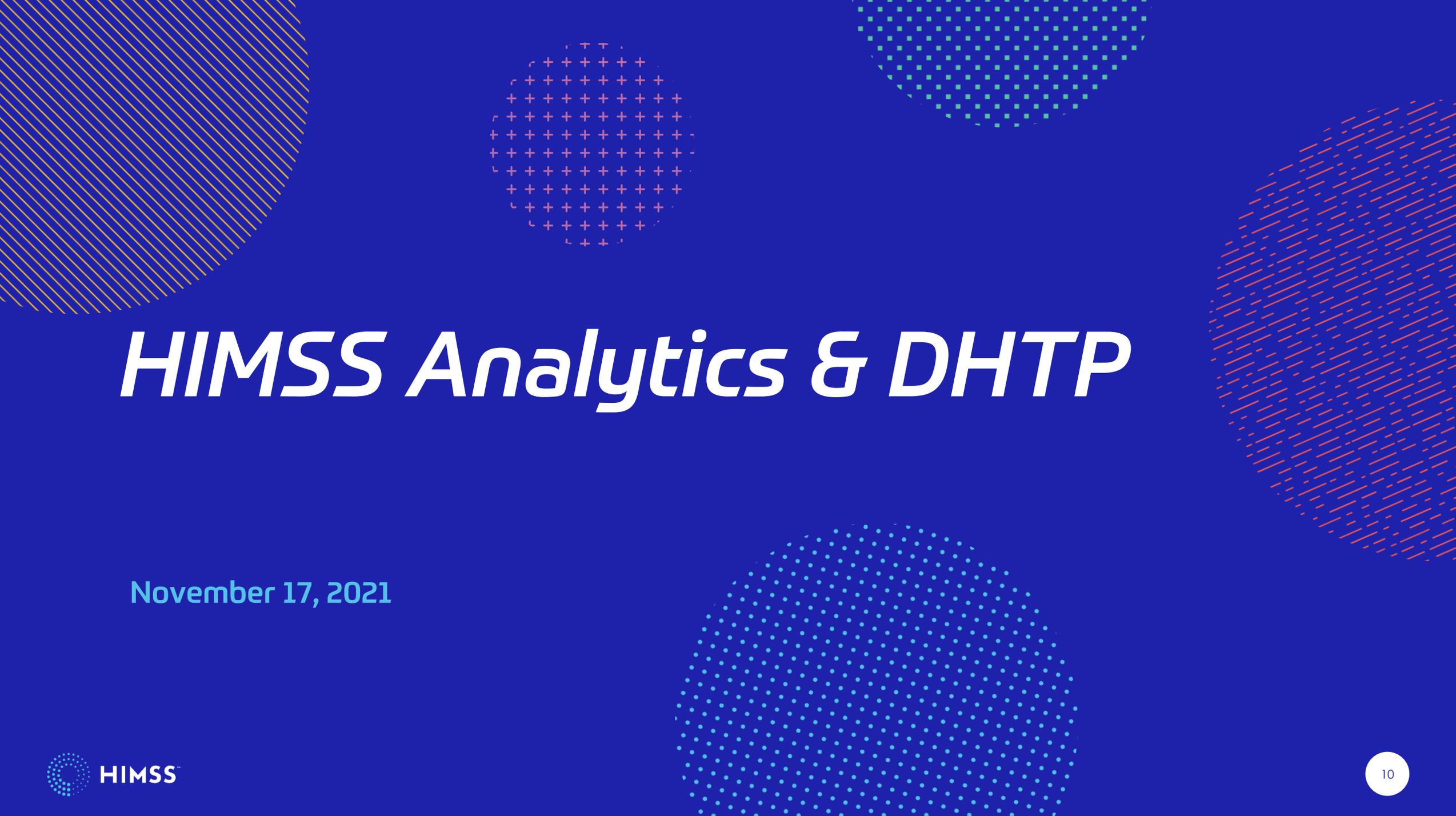
A: 87

Reid Oakes

EVP HIMSS Analytics

Digital Health Strategy





HIMSS Analytics & DHTP

November 17, 2021

Digital Health Transformation

1

EMRAM '22

- Outcomes focused
- Ambulatory inclusion

2

Community Outcomes Model

- Expand beyond hospitals
- Community based focus
- Foundational model with future theaters of care modules

3

DHI

- Increase global adoption

Digital Health Technology Partner Program

We partner with market suppliers who are invested in the transformation of the digital health ecosystem, globally



As trusted advisors, our partners have a competitive advantage to:



**BUILD
CREDIBILITY**



**INCREASE CUSTOMER
SUCCESS**



**FIND
OPPORTUNITIES**



**OPTIMIZE CLIENT
INVESTMENTS**



**IMPROVE
STRATEGY**

Program Benefits:

Our partners can take advantage of a variety of services that position your brand as a thought leader in digital health transformation. These benefits include*:

- Thought leadership opportunities via webinars, podcasts and other media channels
- Comprehensive marketing toolkit
- Speaking opportunities at premier events
- Brand awareness campaigns
- Professional development certifications

** Based on the level of DHTP commitment.*



***Become a Digital
Health Technology
Partner Today***

The digital health transformation journey is already happening. Learn how you can make an impactful change and become a Digital Health Technology Partner.

Contact us today at:

<https://www.himss.org/what-we-do-solutions/digital-health-transformation/dhtpp>

Dennis Upah

Director Accelerate

Accelerate Platform



Accelerate is the always-on digital platform intended to complement events like HIMSS22, driving healthcare transformation via 4 areas of concentration:

A Branded Experience
Walled-in, branded version of Accelerate for associations



B Continuing Education (CE)
Single platform for leading CE content and credential management



D Building Excitement around Professional Network

- Content taxonomy to enable sponsorship and search functionality
- Rapid expansion of content catalogue
- Enhanced outreach to existing and new users



C HealthTech Ecosystem
Opportunities for health professionals and suppliers to connect (e.g., Cloud Hub)



Accelerate is helping great partners engage with their users, deliver content, and add even more value to the always-on platform!

Representative Organizations Onboarded

Associations



Providers and Universities



Market Suppliers



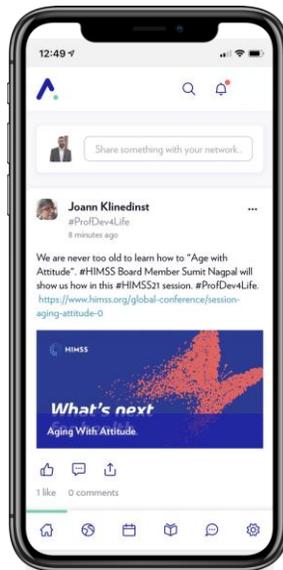
Accelerate is live with a user-friendly design and is launching new features weekly – Join the conversation!

Join Accelerate at www.YourAccelerate.com with app available on [iOS](#) and [Android](#)

User Journeys

Core Features

Build your Professional Network



News Feed and User Profile – Find curated, relevant content and connections aligned to your interests

Join Communities and Groups



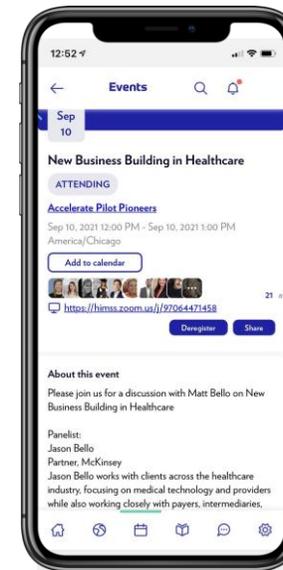
Network Functionality -- Engage with other users via groups, communities, and direct messaging)

Connect with Organizations



Organizational Profiles – Follow leading organizations and connect with their experts and latest content

Manage Events



Host an Event – Facilitate events, including set-up, promotion, and execution

Enroll in Professional Development Courses



Learning Platform – Find, register, and participate in online courses

Questions?

Dennis Upah

Managing Director

dennis.upah@youraccelerate.com

The word "TRIVIA" is displayed in a playful, stylized font. Each letter is contained within a square block of a different color: 'T' is green, 'R' is purple, 'I' is pink, 'V' is blue, 'I' is orange, and 'A' is teal. The blocks are slightly offset and overlap, giving a sense of depth and movement. The entire graphic is set against a white background within a larger blue frame.



Q: Where was the 25th HIMSS Global Conference held?

A: Lake Buena Vista

JoAnn Klinedinst

VP Professional Development

Education Sessions –
Insights/Trends



HIMSS Strategy Summit

Global Health Conference & Exhibition

Call for Proposals

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

Vice President, Professional Development

HIMSS **22**

14-18 March | Orlando

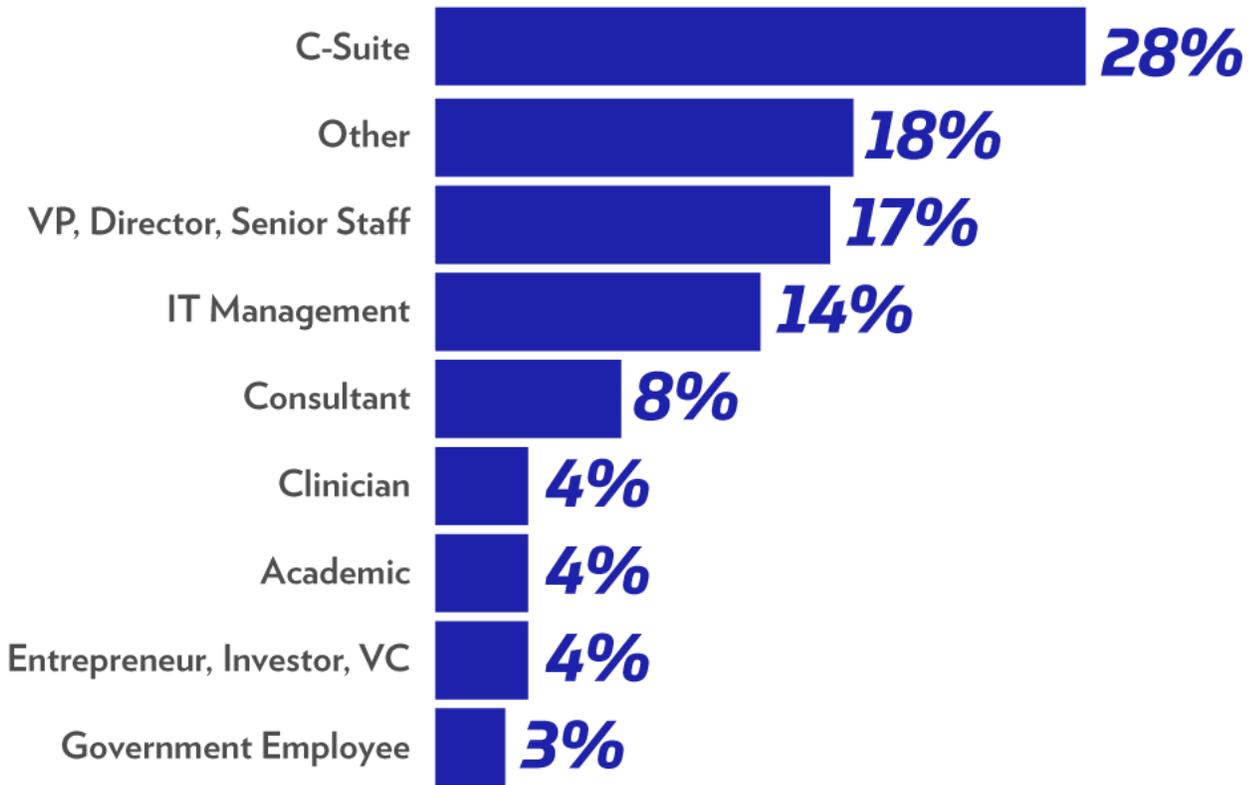
DISCLAIMER: The views and opinions expressed in this presentation are solely those of the author/presenter and do not necessarily represent any policy or position of HIMSS.

A look back...

HIMSS21 Attendance by the Numbers

Total Registration
25,034

Professional Registration by Title

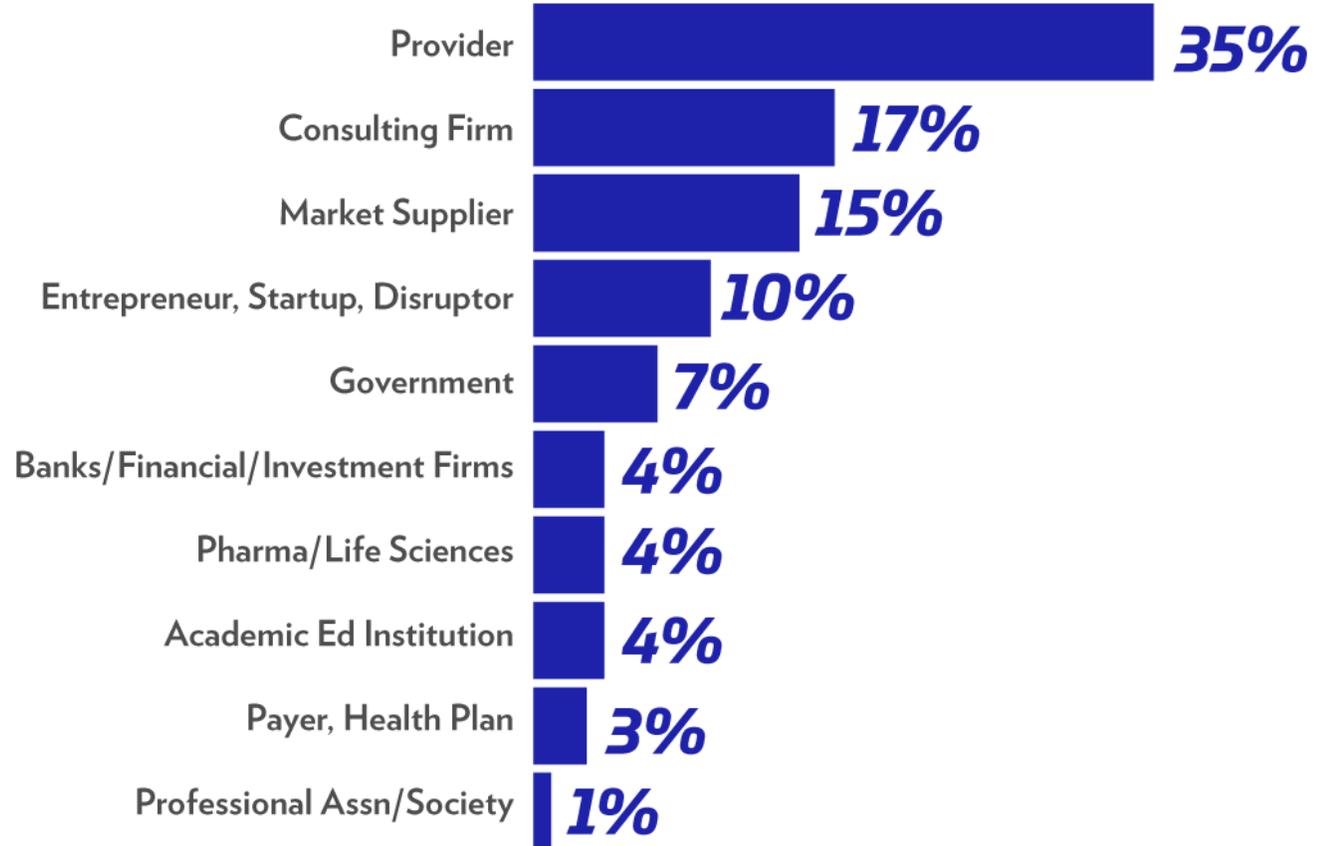


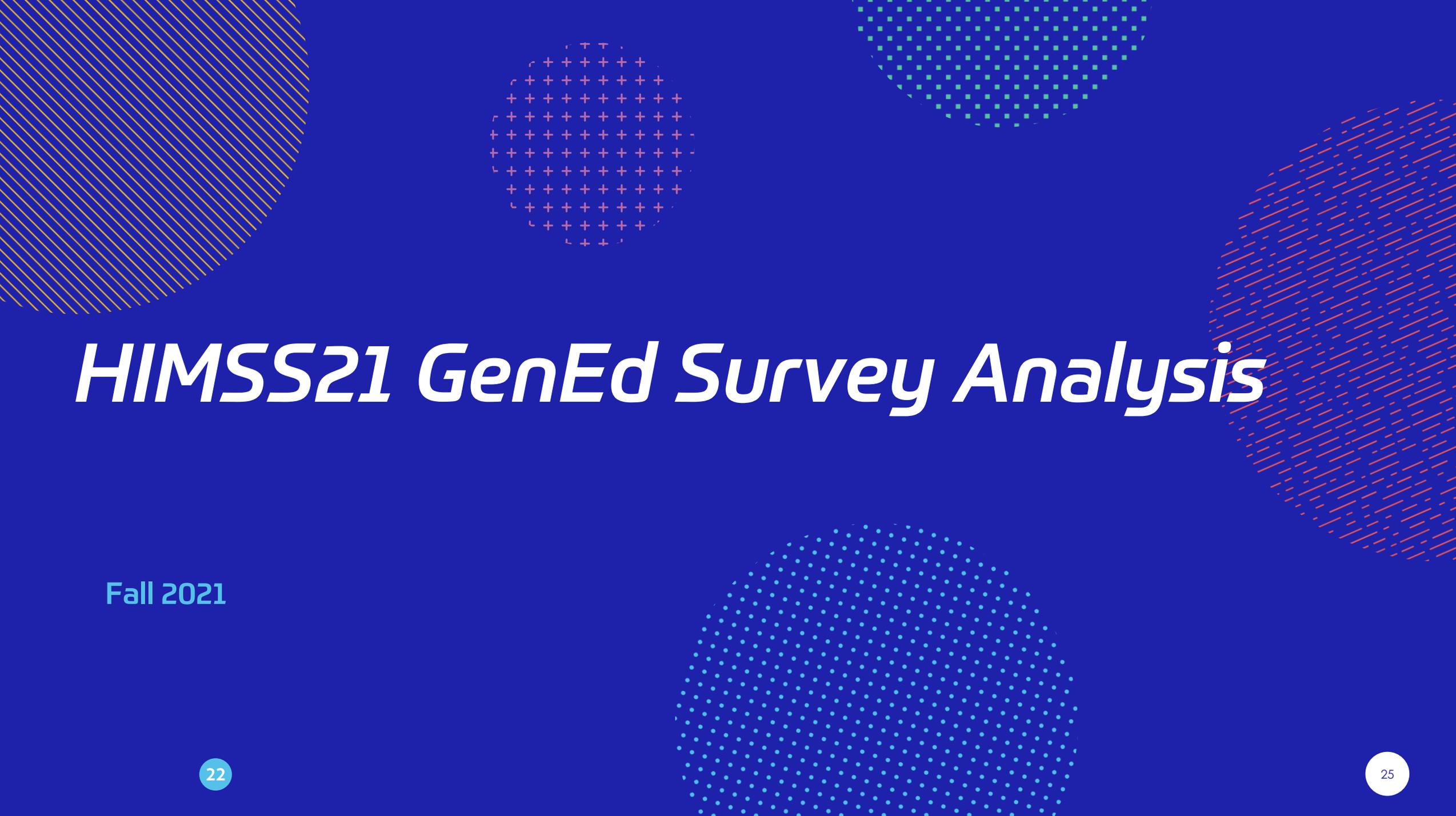
A look back...

*HIMSS21
Attendance by
the Numbers*

*Total Registration
25,034*

Professional Registration Worksite





HIMSS21 GenEd Survey Analysis

Fall 2021

How valuable was HIMSS21 for attendees?

- We saw consistently high scores across Exhibitors, General Education Sessions, and Networking which correlated with what were the top reasons for attendance
- Interesting to see that despite high scores on Networking we didn't see as high of scores on 'overall career growth & opportunities'
- Additionally, Preconference Events which deemed as valuable as other parts of Global Conference

Question 9	NPS
9. On a scale of 1-5, where 1=Not at all valuable and 5=Highly valuable, how valuable were each of the following components at HIMSS21? : Exhibitors: companies / variety of products and services	53
9. On a scale of 1-5, where 1=Not at all valuable and 5=Highly valuable, how valuable were each of the following components at HIMSS21? : General Education Sessions	55
9. On a scale of 1-5, where 1=Not at all valuable and 5=Highly valuable, how valuable were each of the following components at HIMSS21? : Networking	55
9. On a scale of 1-5, where 1=Not at all valuable and 5=Highly valuable, how valuable were each of the following components at HIMSS21? : Overall career growth & opportunities	21
9. On a scale of 1-5, where 1=Not at all valuable and 5=Highly valuable, how valuable were each of the following components at HIMSS21? : Preconference Events	23
9. On a scale of 1-5, where 1=Not at all valuable and 5=Highly valuable, how valuable were each of the following components at HIMSS21? : Type of continuing education credits offered	35

How valuable was HIMSS21 for GenEd Session Attendees?

1. Learning Experience - Avg Score x Topic
Overall

	Grand Total	
		4.42
Learning Experience	I can use what I learned in the future for my organization. (1=Strongly disagree and 5=Strongly agree)	4.36
	I can use what I learned in the future for myself. (1=Strongly disagree and 5=Strongly agree)	4.35
	The content at this session was unique. (1=Strongly disagree and 5=Strongly agree)	4.45
	The content at this session was valuable/informative. (1=Strongly disagree and 5=Strongly agree)	4.51
	The session content had thought provoking ideas. (1=Strongly disagree and 5=Strongly agree)	4.43
	This session met my expectations. (1=Strongly disagree and 5=Strongly agree)	4.42

How valuable was HIMSS21 for GenEd Attendees?

2. Speaker Effectiveness

Overall

Grand Total		4.70
Speaker Effectiveness	Effective Presentation	4.65
	Knowledge on Topic	4.74

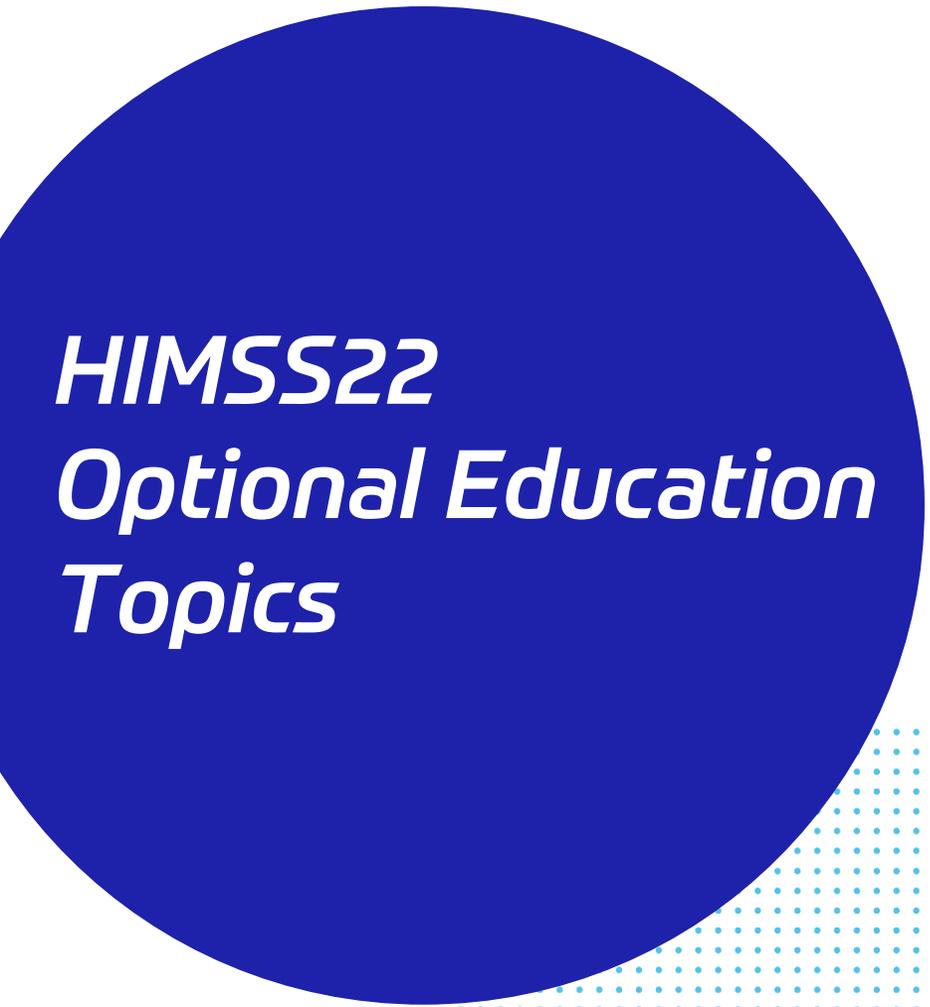
3. Disclosure of Commercial Support

Overall

Did the presenters notify you whether or not they had received significant support from or have substantial financial relationships with commercial entities?	No	29.4%
	Yes	84.3%

How valuable was HIMSS21 for GenEd Attendees?





HIMSS22
Optional Education
Topics

AMDIS/HIMSS Physicians' 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

HIMSS22 Topic Categories

Business - Guiding health leaders toward financial sustainability and operational excellence.

- Communications
- Finance
- Innovation, Entrepreneurship, Venture Investment
- Logistics (Supply Chain)
- Marketing
- Operations
- Volume to Value

Care - Equipping caregivers with tools to keep patients and populations healthy.

- Consumers, Caregiver or Patient Experience
- Health and Wellness
- Life Sciences
- Pandemic Response
- Patient Access
- Patient Safety
- Population Health
- Precision Health and Medicine
- Public Health
- Quality Care
- Telehealth, Connected Health, Virtual Health

HIMSS22 Topic Categories

Data and Information - Securing and streamlining health information to improve care delivery.

- Applied Artificial Intelligence and Machine Learning
- Bioinformatics or Healthcare Informatics Research
- Analytics
- Cybersecurity and Privacy
- Data Science
- Health Information Exchange
- Interoperability

Organizational Governance - Empowering health leaders to inspire change and lead strategically.

- Digital Health Transformation Leadership
- Leadership
- Maturity Models
- Strategic Planning

HIMSS22 Topic Categories

Policy - Addressing the core issues of digital health with advocacy and public policy.

- Healthcare Reform
- Legislation
- Regulation
- Public Health

Process - Addressing a set of interrelated or interacting activities which transform inputs into outputs.

- Change Management
- Process Improvement
- Workflow

Technology - Examining digital solutions that improve care delivery and health management.

- Digital Health
- Emerging Technologies
- Healthcare Applications and Technologies
- User Experience, Usability, User-Centered Design

Workforce - Preparing people and organizations to tackle wants next in health and wellness.

- Academic Education
- Professional Development
- Workforce Development

HIMSS22 Submission Dispositions Speaker Worksites

Speaker Worksites	Total Speakers	% Across All Worksites
Academic Education Institution	29	3%
Academic Medical Center	107	12%
Ancillary Clinical Service Provider	7	1%
Banks/Financial Services	1	0%
Community Health Center Clinic	4	0%
Critical Access Hospital	0	0%
Entrepreneur, Startup, Disruptor	91	11%
Financial, Legal, Investment Firm	1	0%
Government	28	3%
Government Health Provider	13	2%
Healthcare Consulting Firm	162	19%
HIE Organization	26	3%
Home Healthcare Org	4	0%
Hospital, Multi-Hospital System, Integrated Delivery System	191	22%
IDS/Hospital-Owned Ambulatory Clinic	1	0%
Independent Ambulatory Clinic	14	2%
Long Term and Post Acute Care Facility	1	0%
Market Supplier	94	11%
Payer, Health Plan	31	4%
Pharma / Life Sciences	15	2%
Pharmacy	1	0%
Professional Assn/Society	24	3%
Public Health	19	2%
Total	864	

HIMSS22 Submission Dispositions Speaker Professional Titles

Speaker Professional Titles	Total Speakers	% Across All Worksites
Business Development	20	2%
CDO/CDHO	8	1%
CEO, Chairman, Pres, Exec Dir, Adm, Group Practice Mgr	144	17%
CFO, VP/Finance, Finance Director, Controller	7	1%
Chief Clinical Officer	3	0%
Chief Clinical Supply Chair Officer	2	0%
Chief Clinical Transformation Officer	5	1%
Chief Innovation Officer of General & Financial Management	2	0%
Chief Innovations Officer	10	1%
Chief, Other Clinical Depts./Lab Services/Pharmacy	2	0%
Chief Population Health Officer	3	0%
Chief Privacy Officer	2	0%
Chief Public Health Officer	0	0%
Chief Quality Officer	7	1%
Chief/Executive/VP/Digital Health/Innovation	54	6%
Chief/Executive Director/VP/Pharma/BioTech	3	0%
CIO, VP of IT/IS	48	6%
Clinical Informaticist	15	2%
CMIO, CNIO, CCIO	23	3%
CMO, Medical Director, Chief of Staff	31	4%
CNO, VP/Director of Nursing	3	0%
Compliance Officer; Compliance VP/Director/Manager	1	0%
Consultant	50	6%
COO, Gen Mgr	7	1%
CSO, CISO, VP, Director Info Security/Site Security	16	2%
CTO	18	2%

HIMSS22 Submission Dispositions Speaker Professional Titles

Speaker Professional Titles	Total Speakers	% Across All Worksites
Director of Info Security/Site Security	10	1%
Director of Mgmt Engineering	4	0%
Director of Network, Internet, Intranet, Telecom, Call Center	4	0%
Director of Nursing	3	0%
Director of other Admin/Financial Depts	22	3%
Director of Other Clinical Depts. / Lab Services / Pharmacy	17	2%
Director of other IT/IS Department	42	5%
Entrepreneur (General & Financial Mgmt)	2	0%
Government Employee/Public Servant	13	2%
Healthcare Strategists	27	3%
Hospital-Based Physician/Hospitalist	13	2%
HSA Product Management	0	0%
Innovator/Entrepreneur (Others Allied to the Field)	6	1%
Investor/Investment Planner/Venture Capitalist	0	0%
Manager of Other Admin/Financial Depts	2	0%
Marketing & Sales	9	1%
Media	0	0%
Mgr Info Security / Site Security	5	1%
Mgr Network, Internet, Intranet, Telecom, Call Center	0	0%
Manager of Management Engineering/Process Improvement	3	0%
Mgr of Nursing	3	0%
Mgr of Other Clinical Depts. /Lab Services/Pharmacy	3	0%
Mgr of Other IT/IS Dept	16	2%
Mger/Supervisor of Patient Accounting / Billing/ Revenue Cycle	1	0%

HIMSS22 Submission Dispositions Speaker Professional Titles

Speaker Professional Titles	Total Speakers	% Across All Worksites
Non Management Staff Patient Accounting/Billing/Revenue Cycle/Financial Depts/Admin Depts	3	0%
Non-Management	7	1%
Nurse	4	0%
Nurse Practitioner	1	0%
Patient Advocate	4	0%
Physician's Assistant	1	0%
Privacy Specialist	0	0%
Private Practice Physician	3	0%
Professor/Educator	24	3%
Programmers / Developers	7	1%
Project Manager	11	1%
Registered Pharmacist	5	1%
Senior Staff / Staff of Clinical Management	4	0%
Senior Staff / Staff of Information & Management Systems	28	3%
Senior Staff/Staff of General & Financial Management	3	0%
Student	3	0%
Systems Analyst	5	1%
Treasury Services/Cash Management/Lock Box Management	0	0%
VP, Mgmt Engineering	2	0%
VP, Network, Internet, Intranet, Telecom, Call Center	1	0%
VP, other IT/IS Department	20	2%
VP, Other Admin/Financial	39	5%
Total	864	

HIMSS22 Submission Dispositions: Speaker Credentials

NOTE: Many additional “other” credentials listed e.g. BA, BS, FACHE, CPA, etc.

Credentials	Total Speakers	% Speakers with Credentials (Across All Speakers)
BSN	11	1%
CAHIMS	3	0%
CPHIMS	6	1%
CISSP	10	1%
DO	8	1%
FACHE	10	1%
FCHIME	0	0%
FHIMSS	8	1%
MBA	64	7%
MD	90	10%
MPH	23	3%
MS	30	3%
MSN	14	2%
NP	9	1%
PA	2	0%
PharmD	14	2%
PHD	62	7%
PMP	13	2%
RHIA	2	0%
RN	46	5%
RPH	3	0%
Total Speakers	864	

***HIMSS22
Submission
Dispositions:
Speaker
Years in
the Field***

Years in Field	Total Speakers	% Years in Field (Across all Speakers)
Less than 1	0	0
1 - 5 years	32	4%
6 - 10 years	104	12%
11 - 15 years	156	18%
Greater than 15 years	572	66%
Total	864	100%

***HIMSS22
Submission
Dispositions:
Speakers
who
Provided
Social Media***

Social Media	Speakers Who Provided Info	% Engaged Socially (Based on Responses)
LinkedIn	676	78%
Twitter	286	33%
Total Speakers	864	

HIMSS Corporate Diamond Members

HIMSS22 Submission Analysis: Diamonds



of Unique Diamonds Submitting: 34/568 (6%)



of Diamonds Participating in Consultative Services: 2

HIMSS Corporate Emerald Members

HIMSS22 Submission Analysis: Emeralds



of Unique Emeralds Submitting: 11/568 (2%)



of Emeralds Participating in Consultative Services: 0

International Proposals

HIMSS22 Submission Analysis: International Proposals

Country Code	Speakers - Qty
United Arab Emirates	3
Argentina	1
Australia	3
Austria	1
Brazil	2
Canada	19
Switzerland	2
Germany	6
Denmark	2
Finland	1
France	1
United Kingdom of Great Britain	8
Hong Kong	1
India	5
Israel	1
Netherlands	2
Norway	1
New Zealand	3
Pakistan	1
Portugal	2
Saudi Arabia	2
Sweden	2
TOTAL SPEAKERS	69



HIMSS23

***HIMSS23 Call for Reviewers
June, 2022***

***HIMSS23 Call for Proposals
for
General Education Sessions
June, 2022***

HIMSS22 Call for Proposals - Contact Information



HIMSS Contacts

**JoAnn W. Klinedinst, M.ED., CPHIMS, PMP,
DES, CPTD, FHIMSS, FACHE, FCAHME**
Vice President, Professional Development
JoAnn.Klindedinst@himss.org
312-915-9515

Gail Rice, MA, CAHIMS
Senior Director, Professional Development
Gail.Rice@himss.org
312-915-9254

Deb Clough, CAPM, CAHIMS
Manager, Professional Development
Debra.Clough@himss.org
312-915-9559



HIMSS22

Thank you!

HIMSS  **22**

14-18 March | **Orlando**

GLOBAL HEALTH CONFERENCE & EXHIBITION

Pascal Lardier

VP International Programming

International Engagement



International Sessions

3 Regional Summits, ONE keyword: Digital Transformation

- **The Middle East Summit** – Monday 14 March
- **The EU Summit** – New in 2022 – Tuesday 15 March
- **The LatAm Summit** – Wednesday 16 March

Highlighting International Thought-Leadership in the General Education Programme

- **Widening Our Perspective on Digital Maturity:** Case Studies from Hong Kong, Australia and the US
- **The European Health Data Space:** From Vision to Implementation and Impact
- **National Evaluations of Digital Maturity:**
 - France: Using Ethics and Green IT as New Indicators of Digital Maturity
 - Germany: The Digital Transformation of a Nation – Part 2

Working closely with our Government Relationship and Professional Development teams to make sure international thought-leadership is well-represented through-out the event.

European Delegation Activities

Our Week At-A-Glance:

Sunday, 13 March

Community Welcome Receptions

Monday, 14 March

*European Leaders' Exchange and Networking Lunch:
The 4 Pillars of Digital Maturity*

Tuesday, 15 March

*Community Lunch & Learns
HIMSS22 International Reception*

Wednesday, 16 March

*Community Lunch & Learns
Hospital tour
Community Networking Dinners*

Thursday, 17 March

*Community Lunch & Learns
Interoperability Showcase Tour*

For more information, check our individual delegation pages:

- **D-A-CH** (German-Austrian-Swiss)
- **Dutch**
- **French** (Welcome Reception on Monday)
- **Nordic**

The word "TRIVIA" is displayed in a playful, stylized font. Each letter is contained within a square block of a different color: 'T' is green, 'R' is purple, 'I' is pink, 'V' is blue, 'I' is orange, and 'A' is teal. The blocks are slightly offset and overlap, giving a 3D effect. The entire graphic is set against a white background within a larger blue frame with a white dot pattern.

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. 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: How much did it cost Walt Disney to purchase 48 square miles in 1964?

A: \$5,000,000 (\$44.5MIL)

Becky Washler

GM North America Sales



HIMSS Global Conference Engagement

Paul Mattioli

Director Marketing



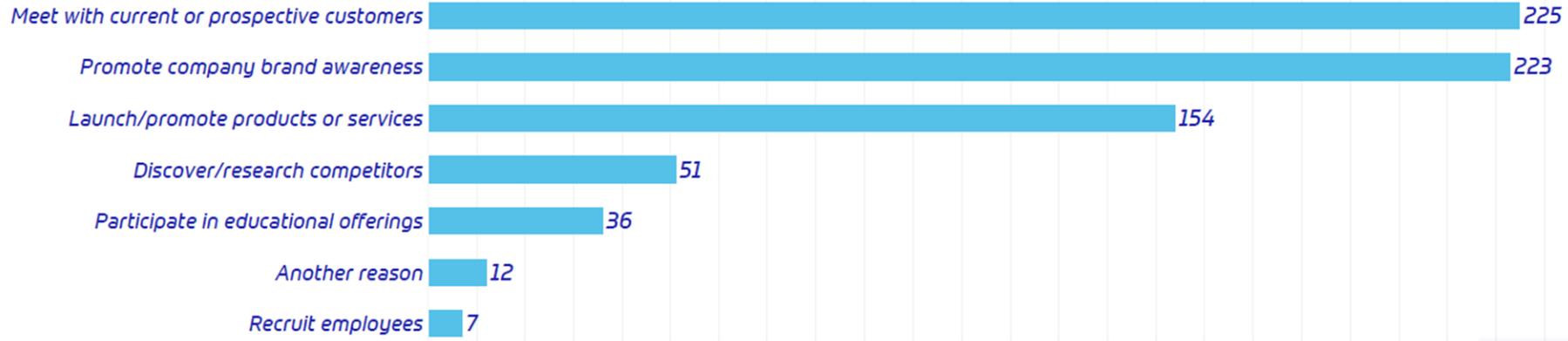
HIMSS22 Dates

- Global Health Conference Dates:
 - **March 14-18, 2022 (Monday – Friday)**
Orange County Convention Center, Orlando, FL
- Preconference Sessions, Opening Reception
 - **Monday, March 14, 2022**
- Exhibition Dates:
 - **March 15-17, 2022 (Tuesday – Thursday)**



Motivators for Attending Conference

Please select your top 3 reasons for exhibiting at conference



Top 5 ways to achieve your goals.....

- Thought Leadership
- Executive Audience
- Networking
- Branding
- Meeting Space

Thought Leadership

Speaking Session & Thought Leadership

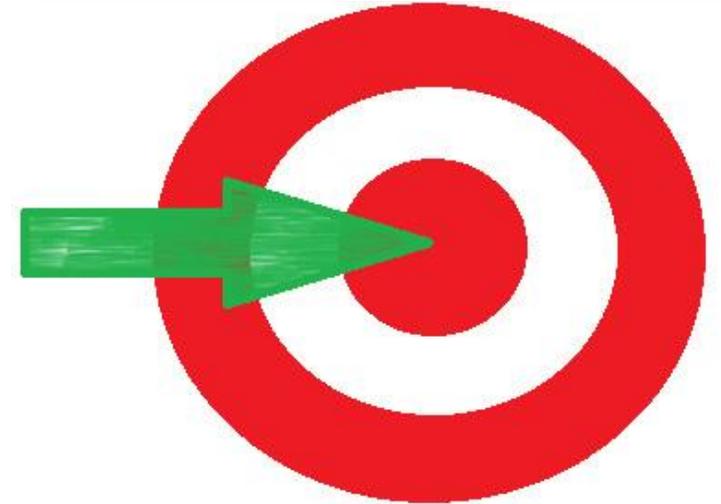
- Industry Solution Sessions (\$15,500 - \$21,500)
 - 60 minutes in General Education Track
 - 150 average attendance
 - Case study
 - Lecture
 - Panel (2 or 3 participants)
 - Essential conversation
- Lightning Sessions (\$3,900)
 - 20 minute case study on show floor
- Market Debuts (\$3,900)
 - 20 Minute new product launch
 - Located in Innovation Live
- Breakfast Briefings/Lunch and Learns (\$13,500 & \$14,500)
 - 60 minutes
 - HIMSS recruits your targeted attendees & plated meal is served for 60



Speaking Session & Thought Leadership

- Social Determinants of Health "Sip and Learn"
- Interoperability and HIE Breakfast Panel - *contracting*
- Immunizations & Interop Breakfast Panel – *NEW!*
- HIMSS & Civitas Networks for Health Luncheon – *NEW!*
- Supply Chain in Healthcare East & Education – *NEW!*
- Blockchain Breakfast Panel
- Interoperability Showcase Spotlight Theater

HIT THE TARGET MARKET



THAT IS THE NAME OF THE GAME

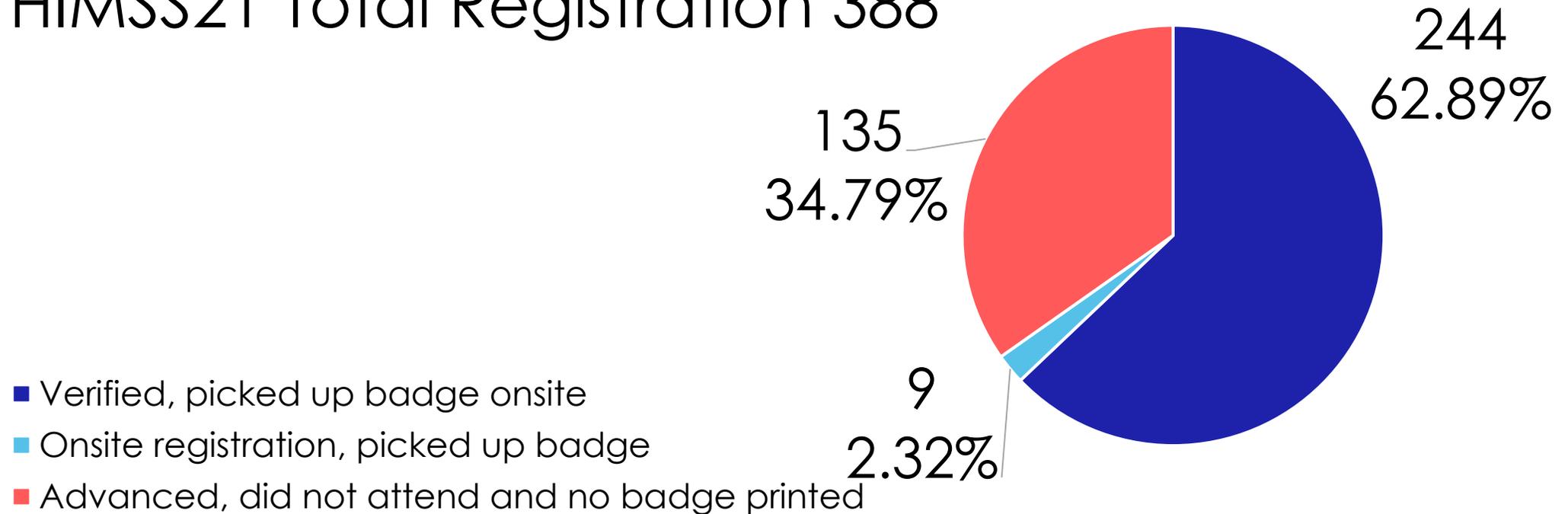


Executive Audience

Executive Audience Engagement Opportunities

Executive Summit fka CIO Summit

HIMSS21 Total Registration 388



Executive Audience Engagement Opportunities

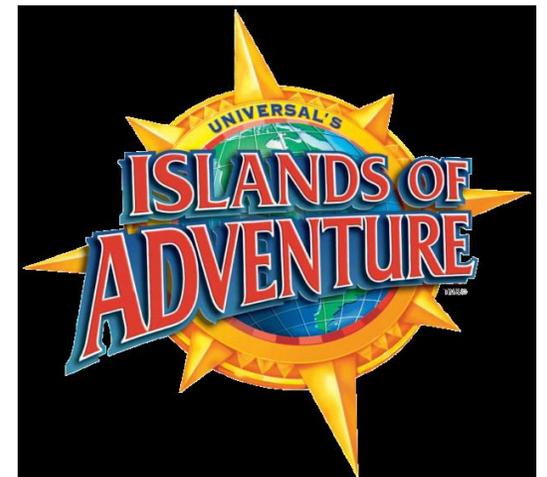
- Executive Lounge
- CIO Lounge
- Corporate Member Lounge - *contracting*
- Organizational Affiliate Lounge
- Awards Gala
- Nursing Community and CNIO Roundtable and Reception - *contracting*
- Physicians Community and CMIO Roundtable and Reception

HIMSS21
1,035 -
Executive Circle
registrations
697 - CIO
Experience
Registrations

Networking

Networking

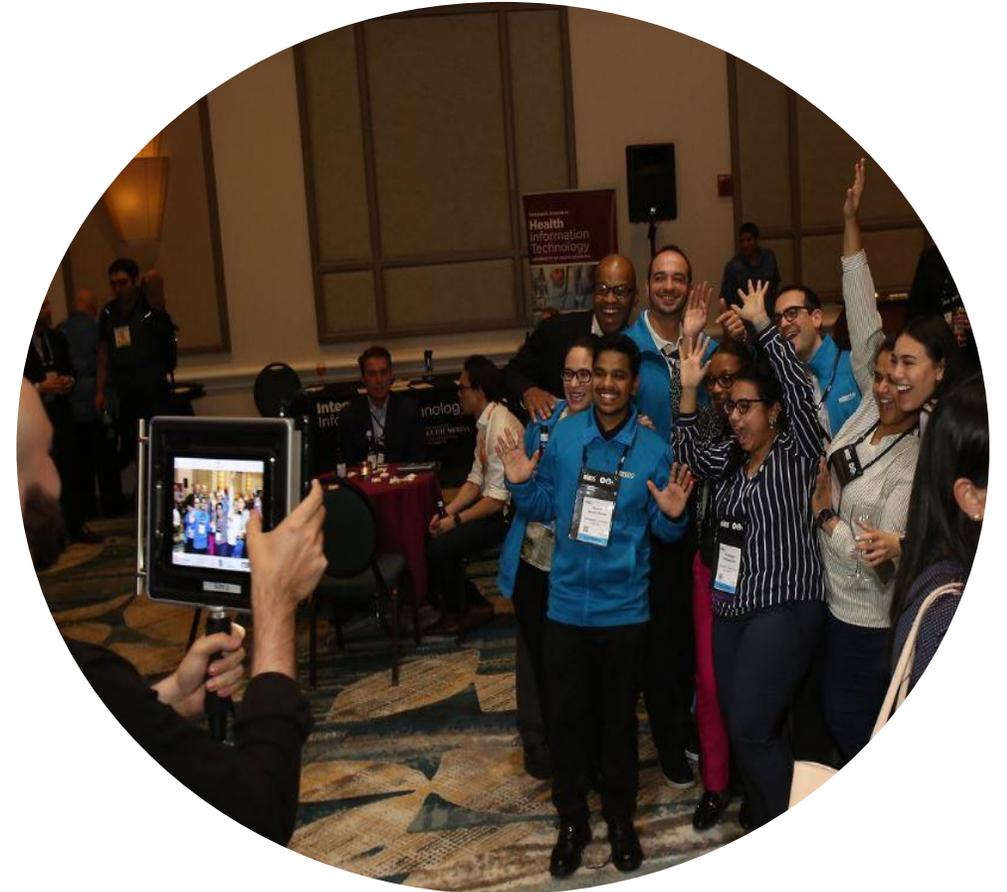
- Customized Breaks and Customized Receptions(\$10,000 - \$20,000)
 - HIMSS recruits your targeted attendees & food is served
 - Use for thought leadership and networking
- Thursday Night VIP Event (\$20,000 - \$25,000)
 - Four (4) venues
 - Complimentary client tickets for the main event for 100
 - Appetizers and two (2) drink tickets to use in the main park after reception for up to 100 guests (minimum 75 guests)
 - Private client reception (one hour before the start of the main event from 6:30pm – 7:30pm) (100) of your VIPs to include:
 - One hour hosted bar (beer and wine)
 - Transportation provided from OCCC to Universal for the VIP group
 - Escorted Universal park access for ten guests. Escorted access provides VIP experience in the park with front-of-line access to rides



Networking

- [Networking Hub](#)
- [Bistro](#)
- [Interoperability and HIE Community Reception](#)
- [Opening Reception](#)
- [Exhibit Hall Social Hour](#)
- [Emerging Healthcare Leaders Reception](#)
- [LTPAC Reception](#)
- [HTA/ACCE Awards](#)
- [Corporate Member B2B Breakfast](#)
- [Women in Health IT Reception](#)
- [Celebration of Black Excellence Reception](#)

Investment: \$1,500 and up



Government Relations Networking

- Government Relations Lounges
- Global Policy Reception - *contracting*
- Global Public Policy Breakfast - *contracting*
- Global Public Policy Welcome Dinner - *contracting*
- Policy Changemaker Lunch
- Policy Learning Labs

Investment: \$10,500 and up



Preconference Education Events

Preconference Symposia are topically focused education sessions that take place the day before the exhibit hall opens. These sponsorships are a great way to get exposure in front of the audience you want. Benefits include branding, sponsor opening remarks, and one preconference symposia registration.

Preconference Symposia topics include:

- Global Health Equity
- Clinically Integrated Supply Chain
- HIE/Interoperability
- Nursing Informatics – one opportunity remaining!
- Physicians

Investment: \$5,500 - \$18,000

Branding

Pre and Post-Show Marketing & Branding

Pre and post-show marketing opportunities are the perfect increase interest in and awareness of your solutions and extend your presence before and beyond the conference!

- Daily Deals
 - HIMSS21 Stats
 - 3690 **Targeted** Email Recipients
 - 82.47% **Opened** the Email
 - 59.29% **clicked** on link to website
- Countdown Emails
- Topic Tuesday Emails
- Enhanced Exhibitor Listing
- Attendee and Organization List (restrictions apply)

Investment: \$995 and up



The image shows a digital advertisement for a conference deal. At the top, it features the HIMSS 19 logo and the text 'CHAMPIONS OF HEALTH UNITE'. Below this, a white banner reads 'Conference Deal #3'. The main content area is titled 'Imprivata - Booth #2959' and includes a green button 'Tell Me More!'. The text below the title says 'Receive a \$25 AMEX gift card for booking a meeting with Imprivata.' Below this is a photograph of the Imprivata booth at a conference, with a white text box overlaid on it that says 'Receive a \$25 American Express gift card when you schedule a meeting with Imprivata at booth #2959' and a red 'Book now' button. At the bottom of the advertisement, there is a green button 'View All Deals!' and the text 'All Conference Deals end on February 14, 2019'.

Onsite Branding and Sponsorships

- [Attendee Resources](#)
- [Banners and Column Wraps](#)
- [Aisle Signs and Floor Stickers](#)
- [Bridge Signage](#)
- [Bus Wraps](#)
- [Electronic Message Billboards](#)
- [Message Panels](#)
- [Exhibit Hall Entrance Unit Video](#)
- [Experiential Vending Machine](#)
- [Escalator Graphics](#)
- [Transportation Packages](#)
- [Charging Locker Stations](#)
- [Passport](#)
- [Press Room](#)
- [Keynote Sponsorships](#)





Meeting Space

Meeting Space

- Meeting Place Rooms
- Vendor Headquarters
- Consultants/Investors Cafe – NEW!
- Convention Center Meeting Rooms – SOLD OUT
- Pre Show Meeting Rooms
- Afternoon Meeting Rooms
- Hyatt Exhibitor Meeting Rooms
- Rosen Center Exhibitor Meeting Rooms
- Hospitality Suites

Investment: \$4,000 and up



Meeting Place Rooms

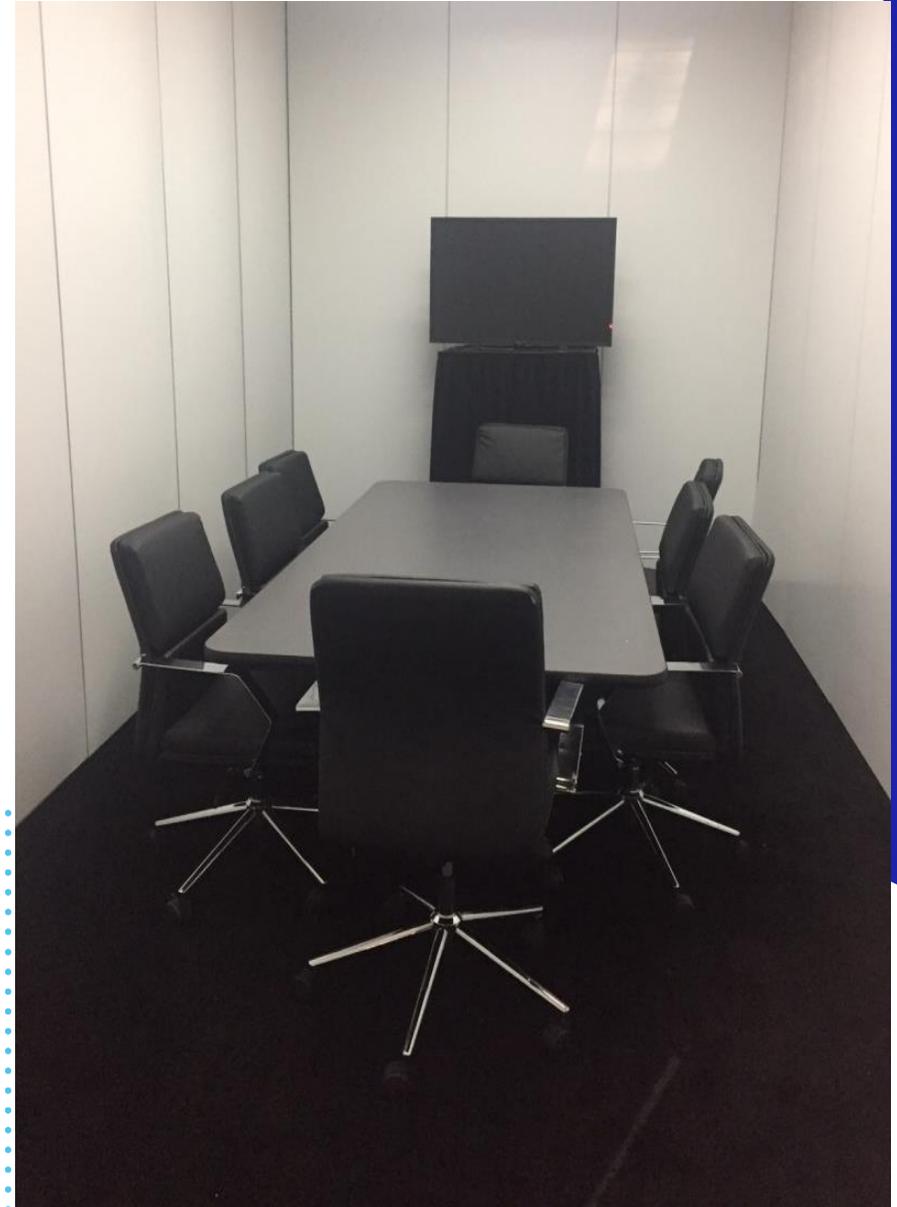
Location: Orange County Convention Center

Benefits (for 10x20 room)

- Meeting room structure and locking door
- (1) Conference table and (8) boardroom style chairs
- Carpet
- 42" plasma screen
- Electrical (500 watts)
- Internet connection (shared T1 line)
- Cleaning (if room left unlocked overnight)
- HIMSS Exhibitor Client Badges - 10
- HIMSS Priority Points – 4

**20 x 20 spaces also available!*

Investment: \$12,000 - \$24,300



Consultants/Investors Café – New for HIMSS22!

The Consultants and Investors Café is the perfect opportunity for your company to have a dedicated space to meet with clients, prospects to host meetings onsite at HIMSS22! Enjoy access to complimentary coffee and beverages. Additional benefits include conference badges and access to the HIMSS22 appointment scheduler.

Location: Exhibition Hall

Benefits

- Choose from a private Nook room or highboy table for with seating for (4) to include:
 - Electrical
 - Wi-Fi Internet
 - Logo on signage at assigned table
- Appointment scheduler
- Promotion of area/companies in HIMSS promotional materials
- Special call out within exhibitor list for the Consultants/Investor café participants
- Area to include complimentary coffee bar/afternoon bar, snack bar, waiting areas, dedicated receptionist
- Exhibitor/Client Badges: 5 (you determine the mix)



Pre-Show Meeting Rooms

Location: Orange County Convention Center

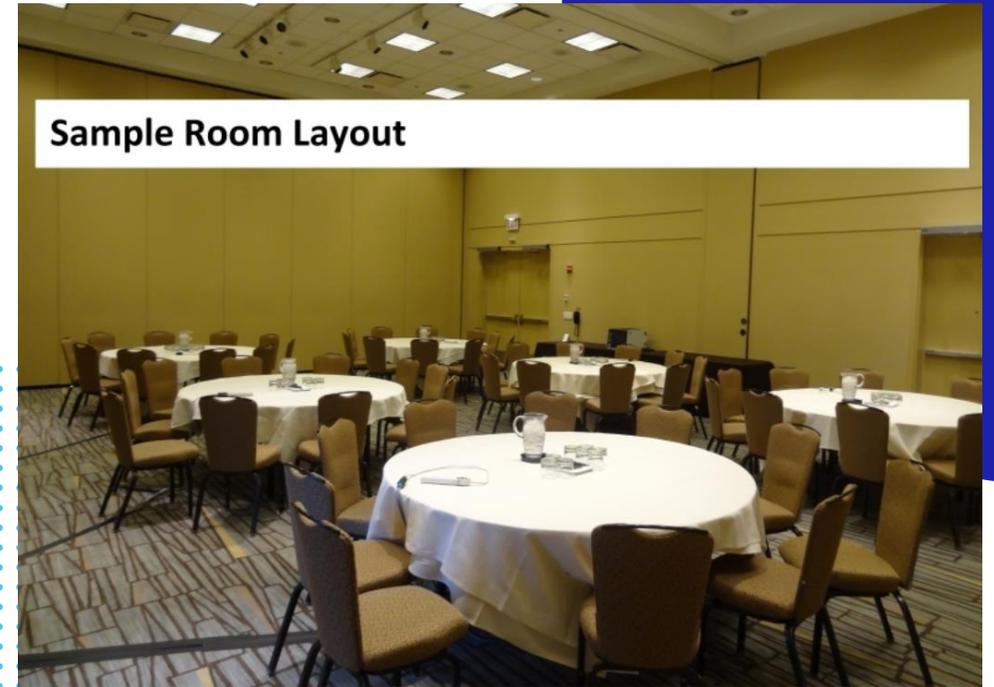
A pre-show sales staff training meeting is the perfect way to prep your sales staff for this upcoming week at HIMSS. This meeting room provides you the convenience of hosting your sales staff training onsite at the main venue for either ½ day or full day.

Benefits:

- HIMSS will provide:
 - (1) LCD projector and (1) screen
 - (1) riser with (1) podium and head table set for (3) people, (1) podium microphone, (1) wireless lavalier microphone and (1) wireless tabletop microphone,
 - complimentary wi-fi
 - (1) registration table with (2) chairs set outside room
- HIMSS Priority Points -1

Investment: \$4,000 - \$6,000

HIMSS 22



Afternoon Meeting Rooms

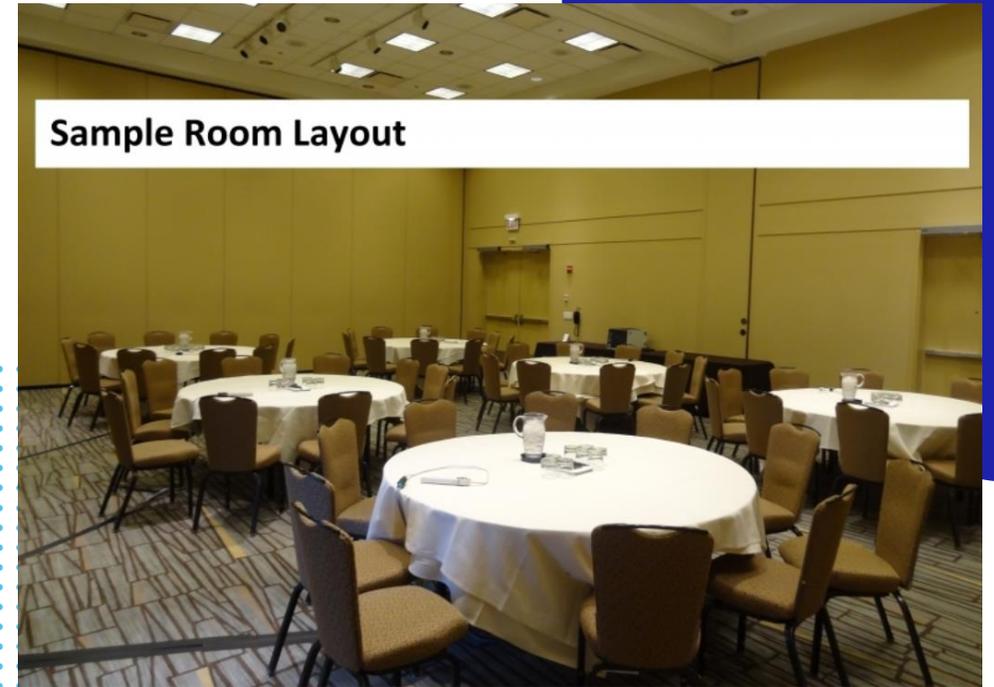
Location: Orange County Convention Center

Afternoon meeting rooms are a perfect opportunity for you to host a private meeting or gathering off the convention center floor.

Benefits:

- HIMSS will provide:
 - (1) LCD projector and (1) screen
 - (1) riser with (1) podium and head table set for (3) people, (1) podium microphone, (1) wireless lavalier microphone and (1) wireless tabletop microphone,
 - complimentary wi-fi
 - (1) registration table with (2) chairs set outside room
- HIMSS Priority Points -1

Investment: \$4,000 - \$4,500



Hyatt and Rosen Center Exhibitor Meeting Rooms

Benefits:

- Company logo will be placed outside of the room
- Available for order at your own expense (Additional details, including contact information, will be provided in service manual and email confirmation):
 - Hard internet line
 - F&B
 - AV
 - Additional furniture available for purchase (couches, chairs, desk, executive chairs). Please work with your exhibit house or Freeman (additional rental charges apply) *Note: the room is limited to space and nothing can be removed out of the room.
- HIMSS will set meeting room classroom, theater or in rounds at no charge.
- Electrical Outlets in wall - no charge

Investment: \$9,500 – \$10,500

***Must be a HIMSS22 Exhibitor to purchase**

Exhibitor Hospitality Suites

HIMSS22 Exhibitors will have the opportunity to have hospitality suites at the Rosen Center and Hyatt Hotels

Benefits:

- Company logo will be placed outside of the room
- Available for order at your own expense:
 - Hard internet line
 - F&B
 - AV
 - Additional furniture available for purchase

(couches, chairs, desk, executive chairs). Please work with your exhibit house or Freeman (additional rental charges apply) *Note: the room is limited to space and nothing can be removed out of the room.

- Rooms is set as conference style for 12, bar area, restroom, built in monitor to plug in laptop
- Electrical outlets in wall - no charge

Check-in/Check-out: Sunday, March 13 - Friday, March 18 - 5 nights

***Please note:** There is a \$2,750 food and beverage minimum

Investment: \$9,500 – \$10,500

***Must be a HIMSS22 Exhibitor to purchase**



Questions?

Contact salesinfo@himss.org or your Sales Manager.



Deborah Caruso

Senior Sales Manager
312.915.9505
Deborah.Caruso@himss.org



Jim Collins

Director, Sales
312.915.9546
James.Collins@himss.org



Lisa Currier

Senior Sales Manager
312.915.9249
Lisa.Currier@himss.org



Jessica Daley

Director, Business Development
773.203.8147
Jessica.Daley@himss.org



Laura Goodwin

Program Manager
312.915.9215
Laura.Goodwin@himss.org



Erica Thomas

Manager, Sales
312.802.5932
Erica.Thomas@himss.org



Rebecca Washler

General Manager, HNA Sales
319.294.9215
Rebecca.Washler@himss.org



HIMSSSM

HIMSS22 Digital
March 14 – 17, 2022

Global Health Conference & Exhibition | March 14 – 18, 2022 | Orlando, FL

HIMSS21 Digital: Scope & Scale

253

TOTAL NUMBER OF
SPEAKERS

123

TOTAL
SESSIONS

15

TOTAL
SEGMENTS

47

TOTAL NUMBER OF
BROADCAST HOURS

5,001

ATTENDEE NETWORKING
APPOINTMENTS CREATED

2,425

APPOINTMENTS
ACCEPTED

45

SPONSORS & UPNEXT
GALLERY COMPANIES

28

SPONSOR
DISCOVERY PAGES

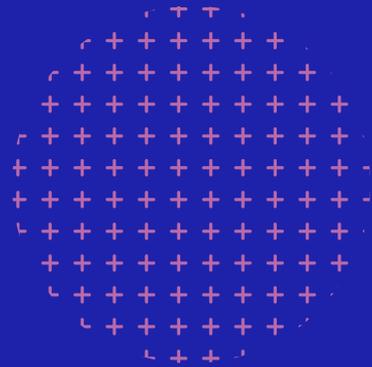
Sponsorship Levels

NEW

NEW

NEW

Sponsor Level	Elite	Premier Alliance	Premier	Patient Experience Interview	Digital Dialogue	Signature
<i>Package Limits</i>	Max 4	Max 6	Minimum 4	Max 4	Max 6	Minimum 15
Thought Leadership	15-20 Minute Keynote	Sponsor Produced 30-minute panel	Seat on Moderated Panel	10-minute Clinician Interview	20-minute Live Digital Dialogue	
Pre AND Post Webinars	300 leads					
Pre OR Post Webinars		150 leads	150 Leads			
Pre OR Post Event Podcast				●		●
Promo Campaign	155k Impressions	100k Impressions	75k Impressions			
Pre-Recorded Video Played During Breaks & On In-Person GC22 Screens	90 second spot	60 second spot	60 second spot	60 second spot	60 second spot	
Pre-Recorded 30 second Video Played During Live HIMSS TV Cutaways	●	●	●	●	●	●
1x Inclusion in Exclusive Email to Registered Attendees						●
Discovery Page	●	●	●	●	●	●
Map Your Show Listing	●	●	●	●	●	●
Sponsorship Recognition	●	●	●	●	●	●
Complimentary GCD Passes	20	15	12	10	10	5
<i>Plus Package (Adds following to your selected sponsor level, content creation services available for any of the below deliverables)</i>						
GCD22 Lead Bundle Using Sponsor Supplied Content (Jan 1 – April 30, 2022)	300 Leads (Guaranteed)	200 Leads (Guaranteed)	200 Leads (Guaranteed)	200 Leads (Guaranteed)	100 Leads (Guaranteed)	100 Leads (Guaranteed)



HIMSSSM

HIMSS22 Preconference & Specialty Forums Market Intelligence

HIMSS22 Preconference & Specialty Forums

Top health IT trends shaping the future of healthcare

Sponsorships include speaking engagements, branding opportunities and the chance to connect one-on-one with decision-making leaders, stakeholders and influencers

Machine Learning & AI for Healthcare Forum

March 14, 2022 | Orlando, FL

Healthcare Cybersecurity Forum

March 14, 2022 | Orlando, FL

Patient Experience & Consumerization Forum

March 14, 2022 | Orlando, FL



Program

- Targeted deep dive content segments
- Keynote speakers
- Panel discussions & fireside chats
- Peer-to-peer education
- Networking



Attendees

- Each program will drive about 200 participants
- Managers and above
- Decision makers
- Representation from various sectors

Sponsorship Opportunities

Early Bird Pricing includes 15% discount. Must sign by Dec. 17, 2021
 Premium pricing of +15% starts on Dec. 18, 2021 and ends on Feb. 13, 2022
 After Feb. 14, 2022, available sponsorship opportunities limited by production timeline and deadlines

Sponsor Level	Elite	Elite Plus	Premier	Premier Plus	Signature	Signature Plus	Market Intelligence	Market Intelligence Plus
Package Limits	Max 2		Max 2		Max 3		Exclusive Per Forum	
Thought Leadership	30-minute session at In-Person Forum	30-minute session at In-Person Forum	15-minute session at In-Person Forum	15-minute session at In-Person Forum	Panel Seat at In-Person Forum	Panel Seat at In-Person Forum	5 – 10 min Presentation at Live Forum	
Video Message	●	●	●	●				
HIMSS TV Virtual Interview	●	●	●	●				
Ad in HIMSScast Podcast	●	●						
Ad in HITN Daily	●	●						
Chair/Table Drop	●	●	●	●				
Sponsorship Recognition	●	●	●	●	●	●	●	●
Forum Badges	6 complimentary badges	6 complimentary badges	5 complimentary badges	5 complimentary badges	4 complimentary badges	4 complimentary badges	2 complimentary badges	2 complimentary badges
Attendee List (Opt-in Only)	●	●	●	●	●	●	●	●
Market Intelligence – Pulse Survey							●	●
Q&A Brief <i>Contract Deadline: January 14, 2022</i>		●		●		●		●
Lead Bundle: Incremental & Scalable leads delivered by March 31, 2022		200 Leads		150 Leads		50 Leads		50 Leads



STATE OF HEALTHCARE

March 2022 | HIMSS22 | Orlando, FL & Digital

FUTURE OF HEALTHCARE

June 2022 | Digital

2022 Exclusive Sponsorship

Insights Backed By Data

Trust Partnership: HIMSS is working with leaders from across the healthcare and technology space to develop insights on trends and challenges the industry is predicting to face. The Trust Partnership will collaborate to drive the industry forward by summarizing how key initiatives, challenges and advancements over the past year will direct us toward future progress in healthcare, powered by information and technology.

Intelligence And Analysis Segments

Patients
Clinicians
Payers
Health Systems

HIMSS
Accenture
ZS
The Chartis Group

Research Focus

- Personalized care models
- Digital transformation

Survey Insights Cover Two Time Periods

- *State of Healthcare* — present current state
- *Future of Healthcare* —2025-2026

Survey Geographies

- USA
- UK
- Germany
- Australia / New Zealand



HIMSSSM

Digital and Onsite Solutions

Digital Solutions

Create brand dominance and engage buyers and influencers pre/onsite/ post conference with digital solutions

1

Right Now Newsletter

Connect with decision-makers through the most read global health conference newsletter.

The Right Now Newsletter covers the largest health conference of the year and previews what to expect, breaks down what's happening on the show floor and summarizes key takeaways for HIMSS22.

2

EXCLUSIVE!

“Special Alert” Emails

Be a part of breaking news from the show floor.

Daily “Special Alert” emails are sent out based on the daily happenings on the show floor – special guest interviews, new product announcements and more.

3

EXCLUSIVE!

HIMSS22 Coverage

Elevate your brand credibility by placing it alongside trusted editorial content produced by industry thought leaders

Each year, full coverage of the HIMSS Global Health Conference & Exhibition is published on our media sites.

4

Mobile App

Reach attendees through the leading resource to plan their agenda and navigate the conference.

5

HIMSS22 Geofencing

Pinpoint the HIMSS22 audience engaging in and around the conference with mobile display and video.

HIMSS TV

Maximize exposure onsite and with those who tune in remotely through this powerful and influential communication channel – share how you’re changing the industry through a variety of video offerings.

1

Conversations

5-7 minute
1:1 interview hosted on
HIMSS.TV and marketed
through a multichannel
campaign

Filmed at HIMSS TV set

2

HIMSS Happenings

Interview/tour/demo
2-3 minutes

Filmed at client booth

3

Escalator Pitch

60-second video:
recorded company
overview marketed
through a multichannel
campaign

Client-only video
Up to 60 seconds
Filmed on escalator

The word "TRIVIA" is displayed in a playful, stylized font. Each letter is contained within a square block of a different color: 'T' is green, 'R' is purple, 'I' is pink, 'V' is blue, 'I' is orange, and 'A' is teal. The blocks are slightly offset and overlap, giving a 3D effect. The entire graphic is set against a white background within a larger blue frame with a white dot pattern.

TRIVIA



Q: What year were exhibitors first featured at the HIMSS Annual Conference?

A: 1983

Tom Leary

*Executive Director
HIMSS Foundation*



HIMSS Giving Back Initiative

Kevin Cleary

Director Corporate Relations



HIMSS21 Giving Back Initiative

Making a difference: HIMSS partnered with Las Vegas non-profit Create a Change Now to make a lasting impact on health and education within the local community hosting HIMSS21.



HIMSS Vision & Mission

- To realize the full health potential of every human, everywhere
- Reform the global health ecosystem through the power of information and technology

Power In Numbers

- Leveraging the collective power of HIMSS Global Conference attendees
- Partnering with local grassroots charities to deliver aid

Support

- HIMSS Foundation
- Monetary Donations
- Exposure for the partnering local charity

HIMSS22 Giving Back Initiative

Having a lasting positive impact on the local communities hosting the HIMSS Global Conference

Leveraging our collective power/action to effect change at the local/regional level.



Local/Regional Charities

- Services/support to local groups of disadvantaged households/individuals
- Initiatives support healthcare
- Opportunity to tell their story and extend their reach



HIMSS

- Item donations
- Monetary donations
- Matching donations
- Call to action: Making a difference

More Details on how we can all do our part to help
COMING SOON!

HIMSS22 Focus Groups

Guest Speaker

Jeff Quinton

Director of IT – North Canyon Medical Center





Jeff Quinton

Director of IT – North Canyon Medical Center

Focus Group Best Practices

Healthcare IT leaders share their experience and insight.



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 background within a larger blue frame with a white dot pattern.

TRIVIA



Q: What company was a sponsor of Space Mountain?

A: RCA

HIMSS22 Focus Groups

Corporate Member Exclusives

Amenia Army

Sr. Manager – Corporate Relations

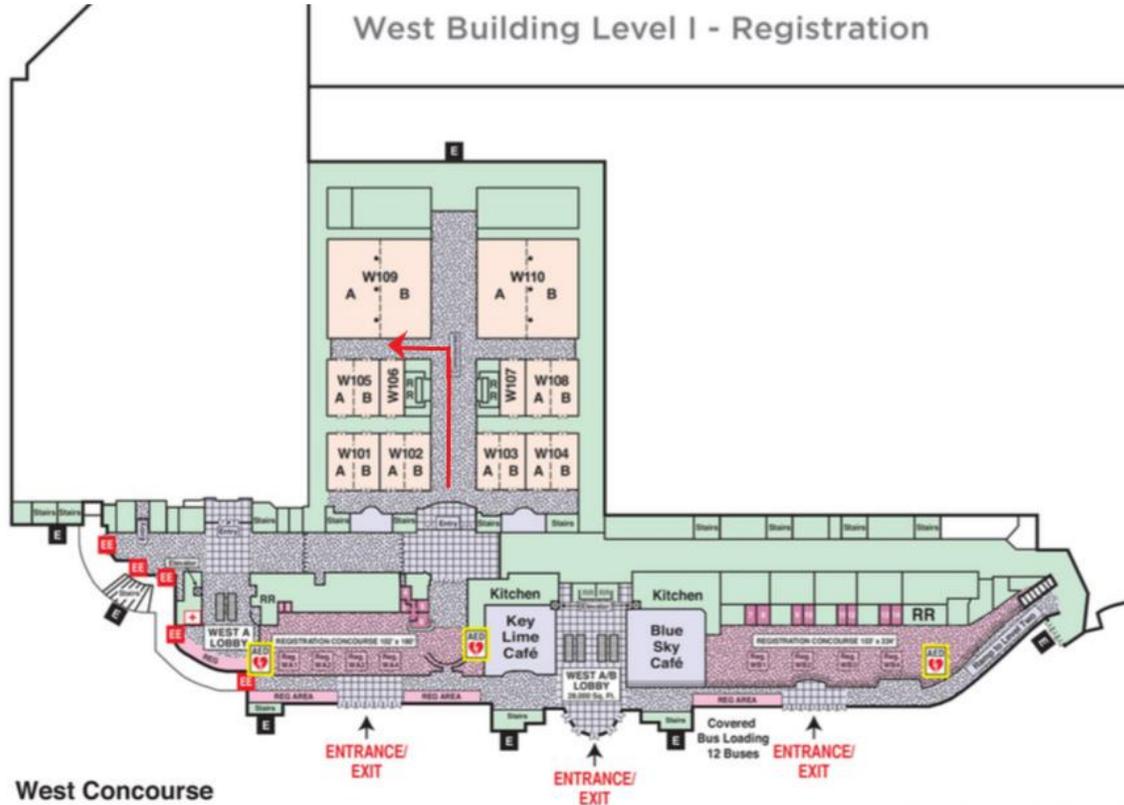


Chandra Guha

Sr. Manager – Corporate Relations



Focus Group Rooms



Benefit:

- HIMSS Diamond Corporate Members have the exclusive benefit of conducting in-person focus groups during the week of HIMSS22
- Allows you to deep dive on a topic of your choice with select HIMSS members vetted by you, invited by HIMSS
- Your HIMSS team makes every attempt to secure optimal number of attendees (8 to 12)
- Receive complete attendee list and survey results shortly after the Focus Group
- 54 Focus Groups sessions slotted for the week of HIMSS22

Location and Hours:

- Room W105A, W105B and W106
- [Orange County Convention Center](#)
- Tuesday, March 15 through Thursday March 17 - 9:30 am – 6:00 pm ET





HIMSS22 Focus Group Logistics

Upcoming Deadlines:

- Confirmation emails will be going out on 11/19
- Recruitment survey details due by December 8th
- Focus Group Orientation invites will be sent in January.

What to Expect from HIMSS:

- Projector, laser pointer, screen, flip chart and markers
- Beverages and lights snacks (outside in the hallway)
- Participant name cards
- Room seats 16 people (10 additional chairs in the back of the room)
- \$100 honoraria to each attendee
- Survey results
- Participant contact information



HIMSS22 Focus Group Best Practices

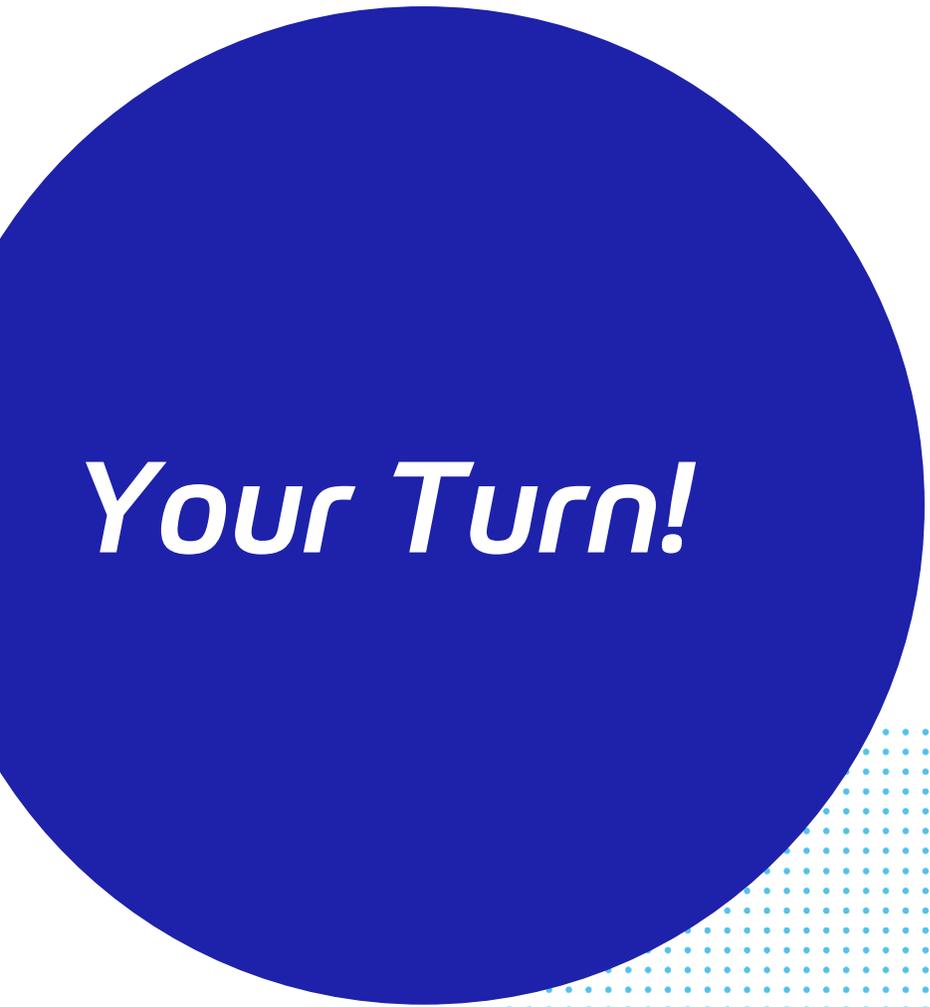


Focus Group Success Strategies – This Works!



- ✓ Make it memorable (ex: fun icebreaker, kick off question)
 - ✓ Keep the slide deck to a minimum
 - ✓ Clearly state session objectives/goals
 - ✓ Stay on topic!
 - ✓ Plan 5 to 7 principal questions
 - ✓ Keep attendees engaged; encourage interactive discussion from ALL attendees.
- ❑ Don't go into sales mode - do not sell
 - ❑ Avoid slide/information overload





Your Turn!

*Please share your “Go-To”
success strategies for
in-person focus groups*



Your Corporate Relations Team

Strengthen relationships, Champion member value, Engage the healthcare community



Amenia Army

Amenia.army@himss.org
734-477-0864



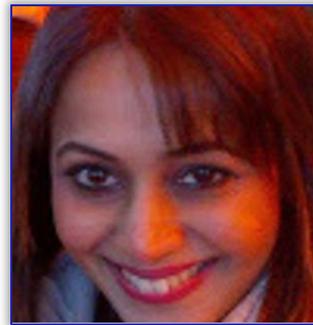
Susan Burch

Susan.burch@himss.org
734-477-0854



Kevin Cleary

Kevin.cleary@himss.org
312-915-9243



Chandra Guha

Chandra.guha@himss.org
734-477-0858



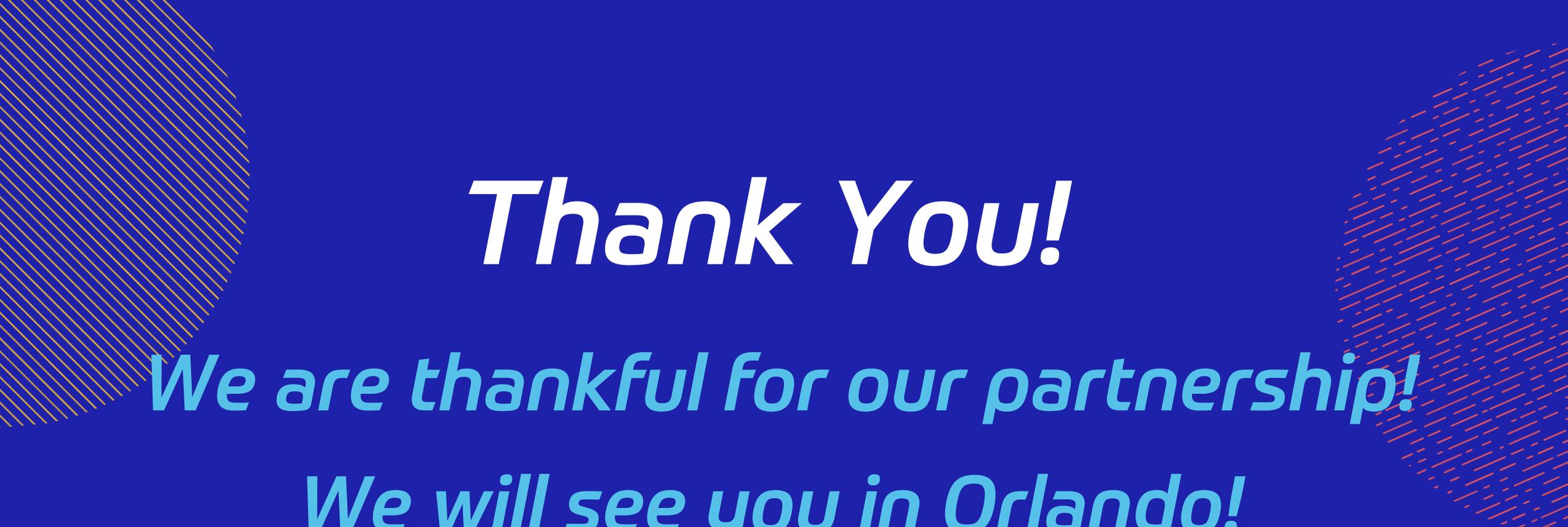
Daniel Trampas

Daniel.trampas@himss.org
312-915-9221



Maggie Van Vossen

Maggie.vanvossen@himss.org
312-915-9245



Thank You!

We are thankful for our partnership!

We will see you in Orlando!

Day 2 Survey: <https://www.getfeedback.com/r/fXs3lhbb>

