



Marketing Insights & Breakout Dialogue

Lauren Hernandez

Senior Marketing Director

HIMSS **23**

17-21 April | Chicago

Welcome

Game Plan



Marketing Strategy & Audience Insights

12:30 – 12:55 | 25 minutes



Transition to Breakout Groups

12:55 – 1:00 | 5 minutes



Breakout Groups | Facilitated Dialogue

1:00 – 1:30 | 30 minutes

Breakout Group Leaders



Lynda Batchelor

*Vice President,
Marketing*



Sarah Heller

*Director,
Marketing*



Lauren Hernandez

*Senior Director,
Marketing*



Johanna Smith

*Senior Manager,
Marketing*

Marketing Strategy

Pre-Launch



**THEME &
BRANDING BUILD**

**CREATIVE &
DEV WORK**

**WEBSITE &
REG LAUNCH**

← AUDIENCE NURTURING →

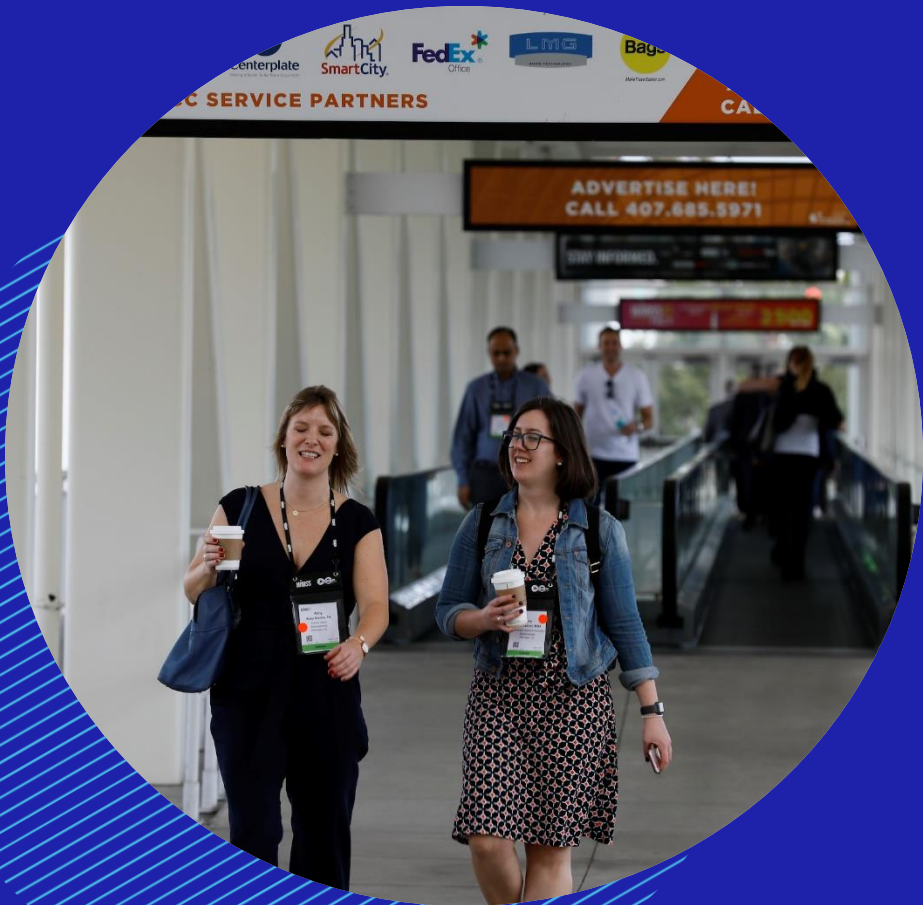
← EXECUTIVE ENGAGEMENT →

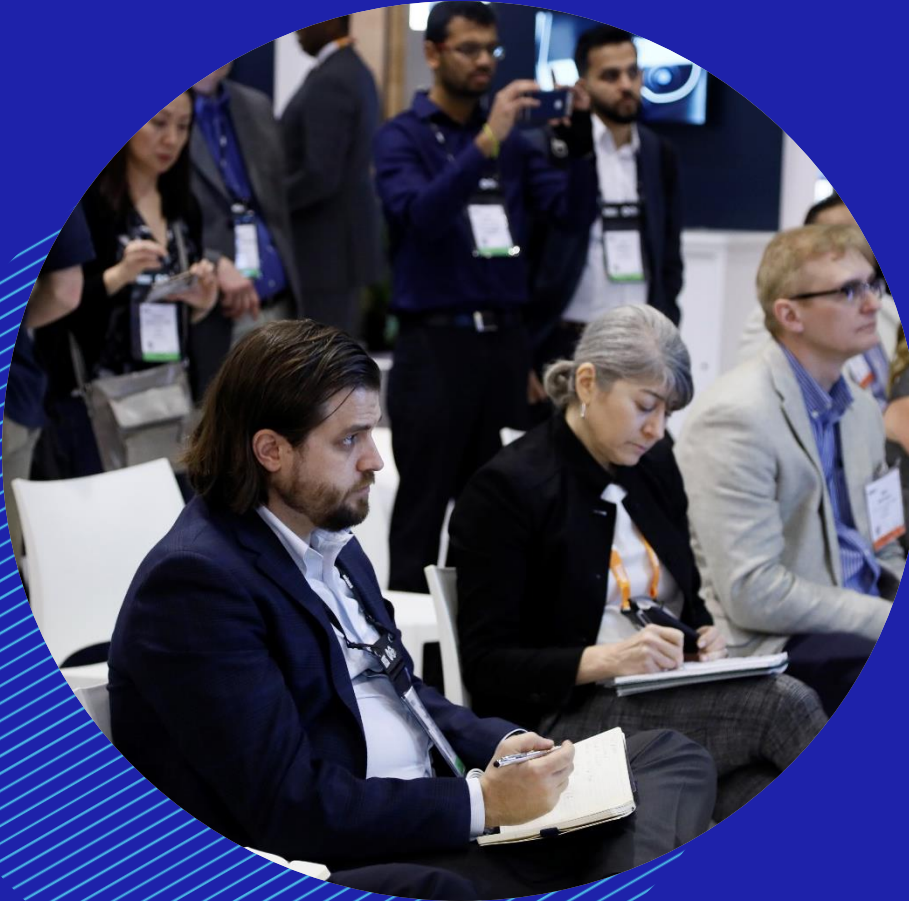
← EVENTS: CHAPTER TO FLAGSHIP →











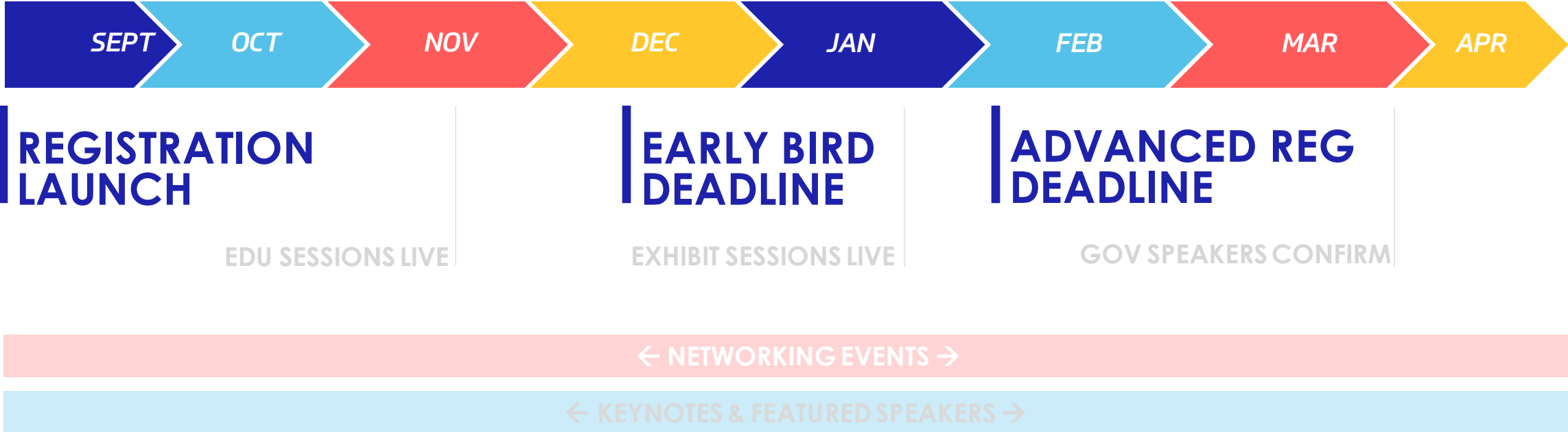




Event Timeline



Registration Milestones



Content Milestones



Database
2 mil

Reimagine health.

Explore the enablers to innovation-only at HIMSS22. Automated AI and Machine Learning — Data and Analytics — Digital Health — Hospital at Home — Future Sustainability of Healthcare — Virtual

Experience bold perspectives, cutting-edge products and solutions, and new opportunities to make essential connections with other changemakers just like you.

Explore the guide



NEWS
ARTICLES

Chapter
Comms

Display
Ads

PAID
SEARCH

Content Campaign

Education Program: Accelerate Health

Innovation Series Sessions

Creating an environment where innovation is fostered, developed, encouraged, and celebrated can be both an art and a science. Hear how organizations have focused on applied innovation by creating environments that support process-oriented innovation that help realize the promise of transformation.

Did you know? These speakers come from Stanford Healthcare, Children's National Hospital, John Muir Health and Optum Advisory Services.

<p>INNOVATION, ENTREPRENEURSHIP, VENTURE INVESTMENT</p> <p>Innovating Patient Centered Solutions in the Live Practice Environment</p> <p>Thursday, March 17 at 10:00 AM - 10:30 PM Orange County Convention Center, W327A Details ></p>	<p>INNOVATION, ENTREPRENEURSHIP, VENTURE INVESTMENT</p> <p>Creating an Effective and Efficient Innovation Process</p> <p>Thursday, March 17 at 1:00 PM - 3:00 PM Orange County Convention Center, W327A Details ></p>	<p>INNOVATION, ENTREPRENEURSHIP, VENTURE INVESTMENT</p> <p>EHR Optimization for Improved Clinical and Financial Outcomes</p> <p>Thursday, March 17 at 3:00 PM - 3:30 PM Orange County Convention Center, W327A Details ></p>
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Life Changing Innovation Sessions

Attend sessions focused on real use cases presented by patients and providers. Life Changing Innovation sessions cover topics from data analytics to pandemic response to investment. Set aside your expectations and join us for inspiring storytelling on stage.

Did you know? There are 14 total Life Changing Innovation sessions, each 30-minutes in length. Our speakers come from the Canada, England, Norway, Pakistan and the U.S.

<p>PRECISION HEALTH AND MEDICINE</p> <p>Focus Care Teams and Patient Experience on What Matters Most</p> <p>Wednesday, March 16 at 1:00 PM - 1:30 PM Orange County Convention Center, W414C Details ></p>	<p>INNOVATION, ENTREPRENEURSHIP, VENTURE INVESTMENT</p> <p>Innovating Patient Centered Solutions in the Live Practice Environment</p> <p>Thursday, March 17 at 1:00 AM - 1:30 PM Orange County Convention Center, W327A Details ></p>	<p>HEALTH INFORMATION EXCHANGE/INTEROPERABILITY</p> <p>Federal Data Standards: A Look at CMS' and ONC's Key Work</p> <p>Thursday, March 17 at 3:30 PM - 5:30 PM Orange County Convention Center, W5 Details ></p>
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HIMSS22 Digital Program Segments

A world of health with us—online in HIMSS22 Digital from March 14-17. With more than 50 hours of compelling and inspirational content, the event programming broken into segments filled with keynotes, interviews and panel discussions.

Digital content is presented by 100+ speakers and can be viewed until April 30, 2022. Register for a full pass (includes...)



The mass-scale digitization of medicine and AI is reshaping the economy and revolutionizing the practice of medicine. A typical patient creates 100 million gigabytes of health data in a lifetime.

AD BABUR

FACEBOOK

LINKEDIN

TWITTER

Audience Insights

Who are our attendees?

1. DIVERSE
2. AMBITIOUS
3. FORWARD THINKING
4. PROCRASTINATORS*
5. ...WHO WORK HARD AND PLAY HARD.

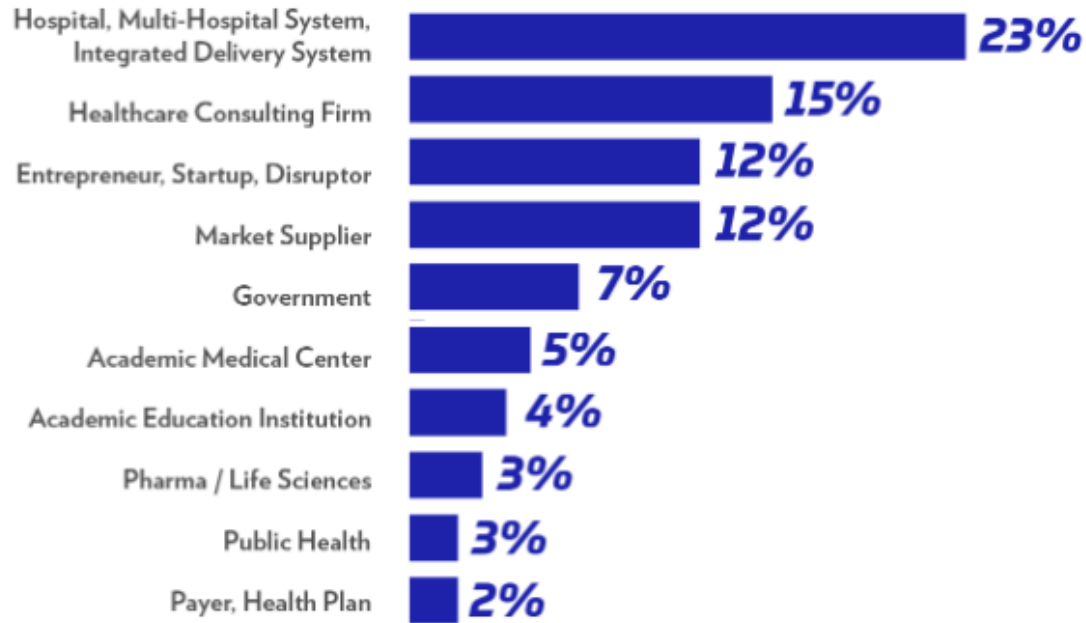


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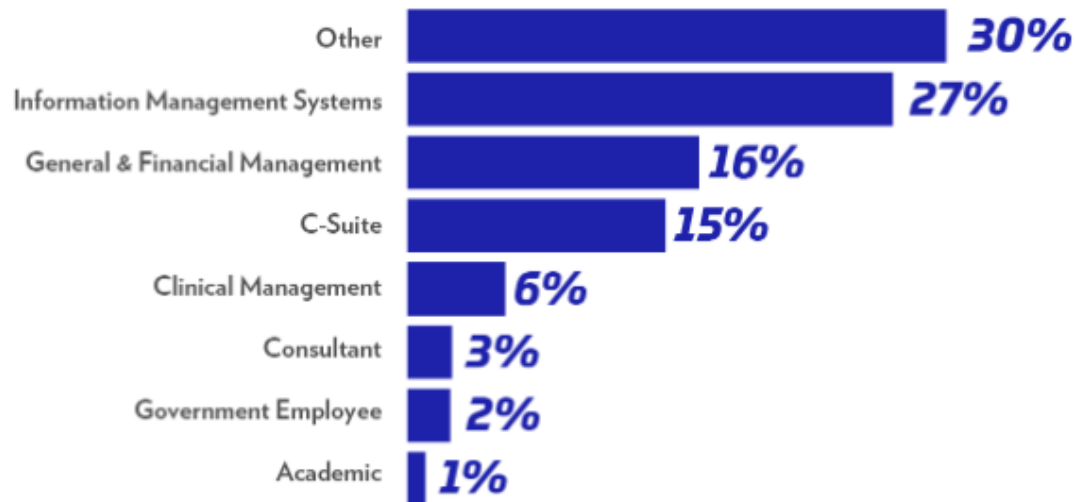


Professional Registration by Worksite



Differing levels of onsite experience: 40-45% are first time attendees!

Professional Registration by Title



- “Other” can mean
- **President**
 - **Owner**
 - **Founder**
 - **Principal**
 - **Managing Partner**
 - **VP of...**

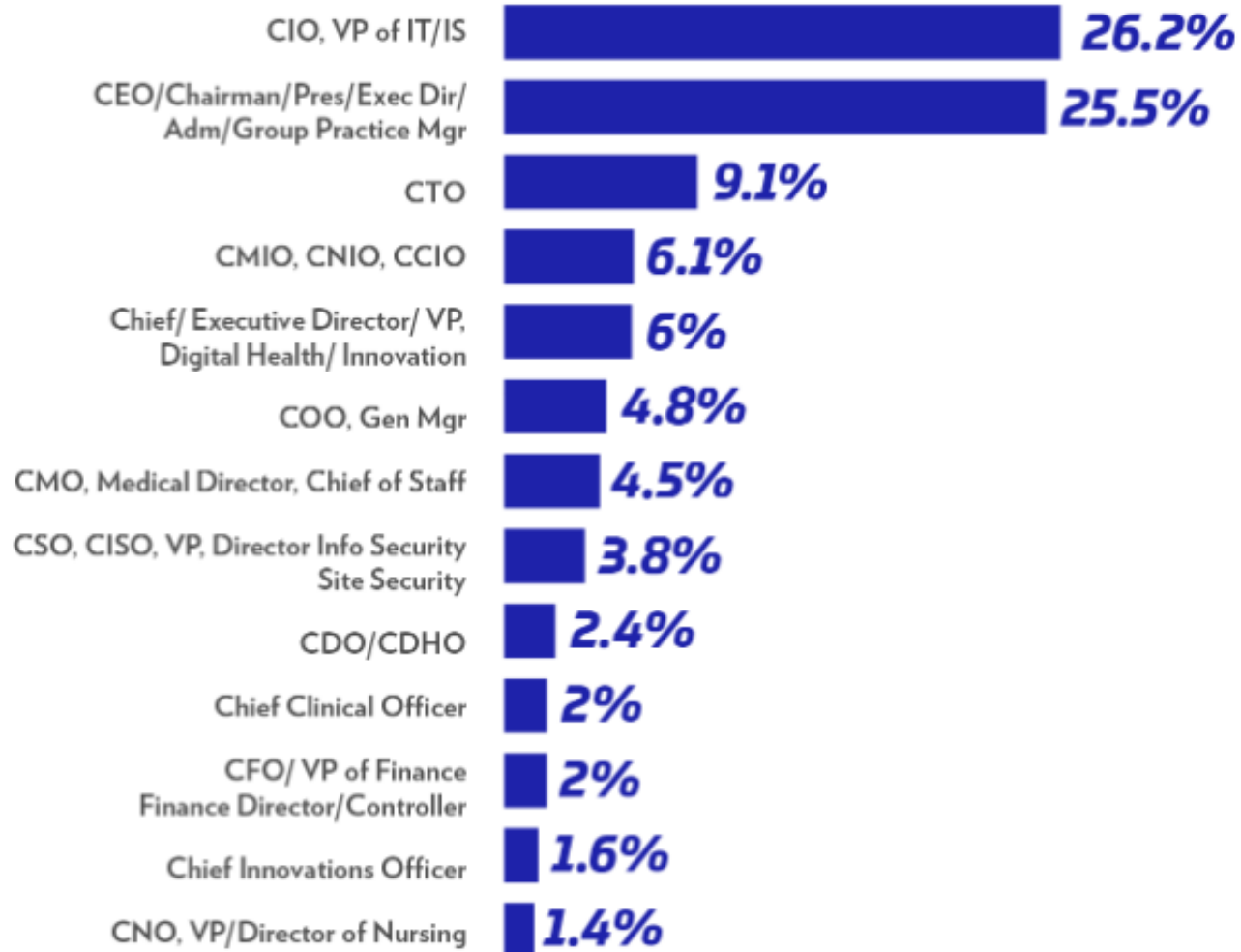
Improvements for '23: Increased segmentation and transparency for informed decision making & (internally) registration processes with less friction for eased conversion.

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Professional Registration by C-Suite Breakdown



13k Graduate+ Degrees | 4k Clinical

1. MBA
2. Other
3. MS
4. MD
5. PhD

Age Breakdown

18-24	1.74%
25-34	15.04%
35-44	28.10%
45-54	32.84%
55-64	18.54%
65+	3.73%

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Top 10 Areas of Interest

2022 Registration Data

1

Healthcare Apps
and Technology

2

Data and Analytics

3

Digital Health
Transformation:
Leadership

4

Telehealth,
Connected Health,
Virtual Health

5

Innovation: Future
Tech, Disruption, M&A

6

Digital Health
Transformation:
Provider Models,
Security, Infrastructure

7

Data and
Information

8

Health Information
Exchange or
Interoperability

9

Applied AI and
Machine Learning

10

User Experience,
Usability, User-
Centered Design

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Registration Trends

HIMSS22 Reference
5 weeks to 4 weeks out =
46% WoW Growth

4 weeks to 3 weeks out =
35% WoW Growth

3 weeks to 2 weeks out =
29% WoW Growth



60%+ of total registrations occur in the last 5 weeks

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5. ...WHO WORK HARD AND PLAY HARD.



Work hard. Play hard.



Breakout Groups

Topics to Discuss



PLANNING: Timeline and Resources



INITIATIVES: Theme/Messaging Influence



EXPERIENCE: Current and Future

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*1. Your HIMSS23
marketing timeline*

*2. Toolkits &
HIMSS Resources:
Current usage &
future needs*



3. Organizational initiatives/focus to tie to HIMSS theme & messaging

Past themes:

Reimagine Health

Be the Change

Champions of Health Unite

Where the World Connects for Health

Where the Brightest Minds for Health and IT Meet



*4. HIMSS event
experience:
Descriptors of
current & your
ideal future*



