



HIMSS Interoperability Showcase™

HIMSS23 Webinar – 9.28.22

HIMSS23 Global Conference & Exhibition
McCormick Place, Chicago, Illinois
April 17 – 21, 2023



Today we will cover...

- Introducing the HIMSS Interoperability Showcase™ @ HIMSS23, April 17 – 21, 2023, McCormick Place Convention Center, Chicago, IL
- Participation Opportunities and Benefits:
 - ✓ Demonstration
 - ✓ Exhibition
 - ✓ Thought Leadership
- Timeline, Deadlines, Resources & Next Steps
- Questions & Answers

Interoperability Showcase Project Team

- Christina Caraballo, MBA, VP of Informatics
- Jim Collins, Director of Sales
- Phil DePalo, ScD, Consultology, Lead Technical Project Manager
- Jody Toser, CAHIMS, Sr. Program Manager, Interoperability Showcase





Introducing the HIMSS Interoperability Showcase™

What is the HIMSS Interoperability Showcase™?

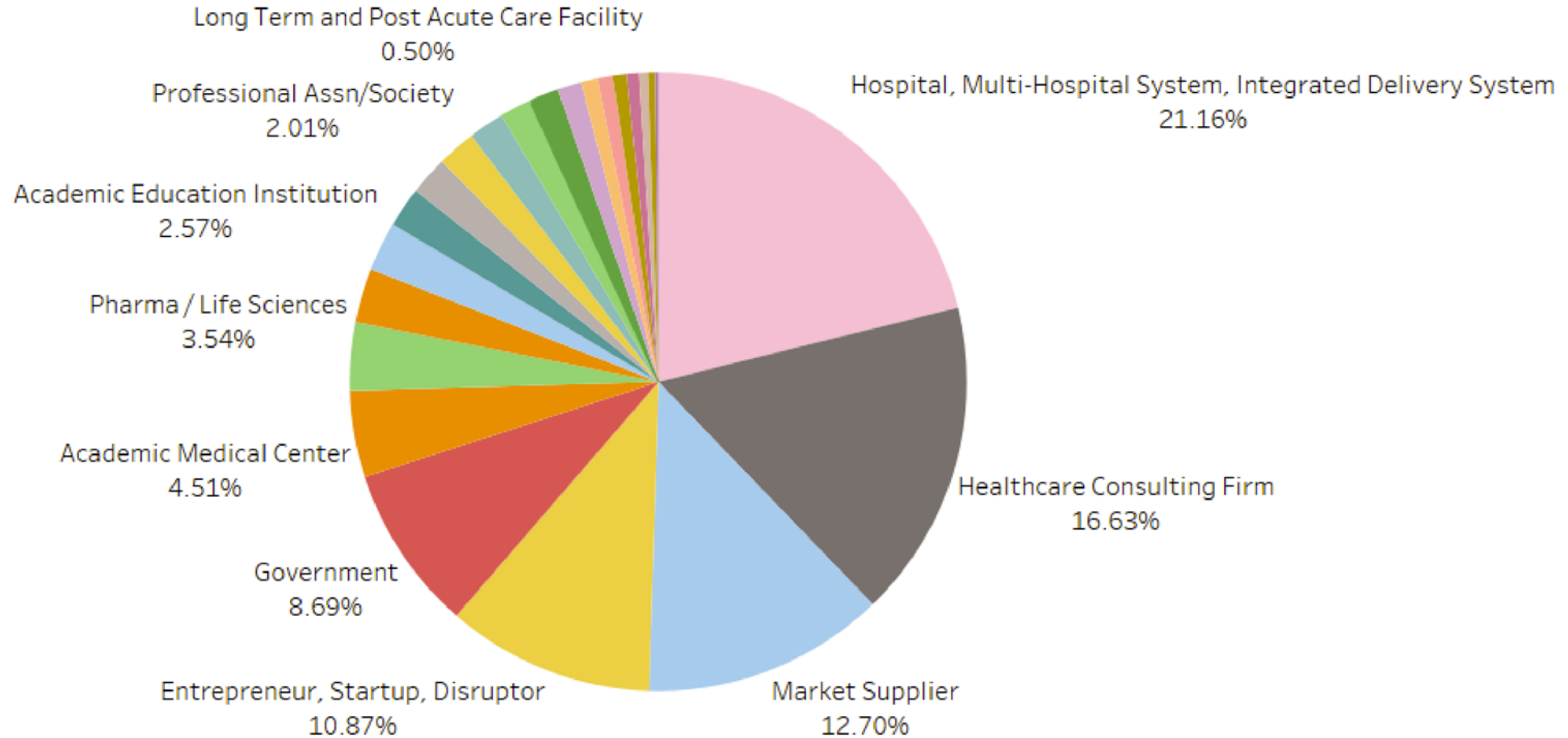
A premier **Specialty Exhibition** displaying the exchange, access and use of data through **interoperability profiles and health standards in real time** with live products being implemented in the marketplace. And so much more!

- **Where?** The flagship Showcase happens during the **HIMSS Global Conference and Exhibition**; other showcases are hosted at other HIMSS and partner events (e.g., HIMSS European Health Conference & Exhibition and NACCHO 360)
- **How?** Through **clinical storytelling**, the Showcase brings connected care experiences to life via **demonstrations** focused on a variety of **relevant and pressing topics**.
- **Why?** Showcase demonstration participation is an **exclusive benefit** and a **public recognition** and **reward** for achieving testing success in **standards validation** of IHE Profile -- or attesting to other recognized standards.
- **What else?** Showcases also feature networking, exhibit and thought leadership opportunities.

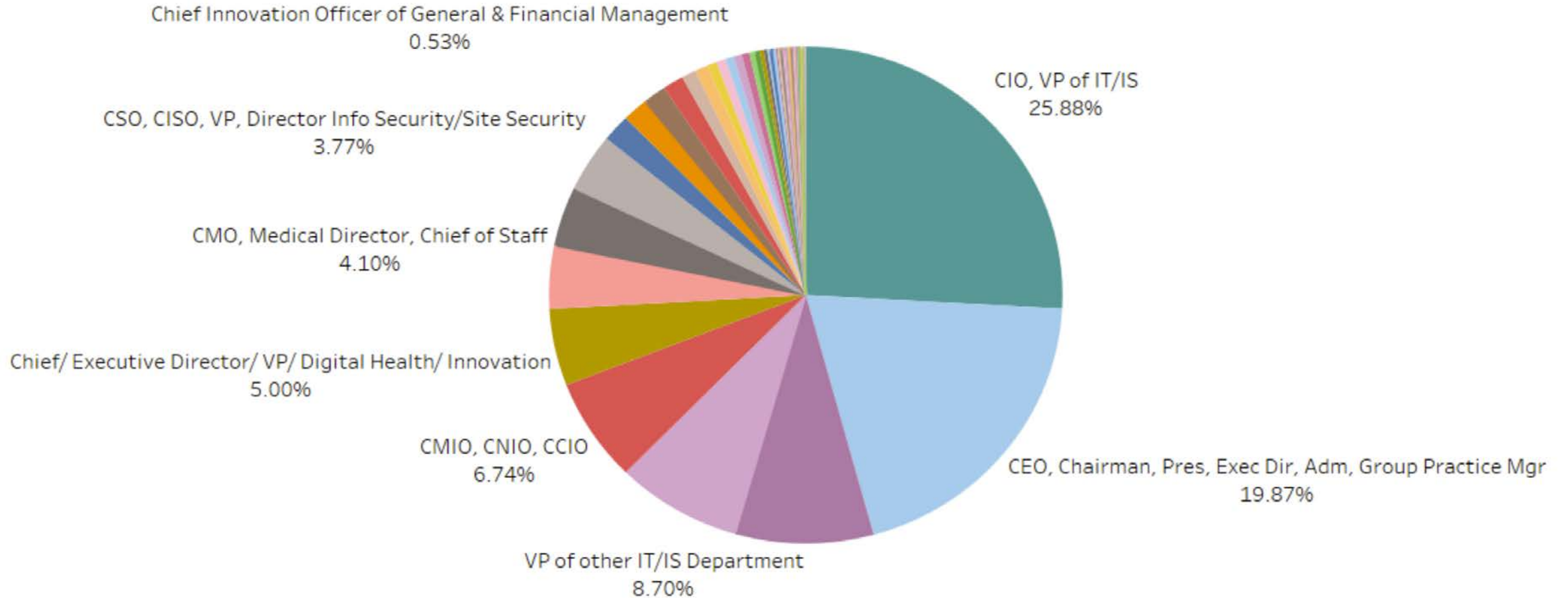
Who participates in an Interop Showcase?

- ❖ Government agencies
- ❖ Market suppliers
- ❖ Non-profit organizations
- ❖ Payers, providers, academia
- ❖ Health information exchange organizations
- ❖ Ministries of Health
- ❖ Standards development and profiling organizations
- ❖ Consulting firms

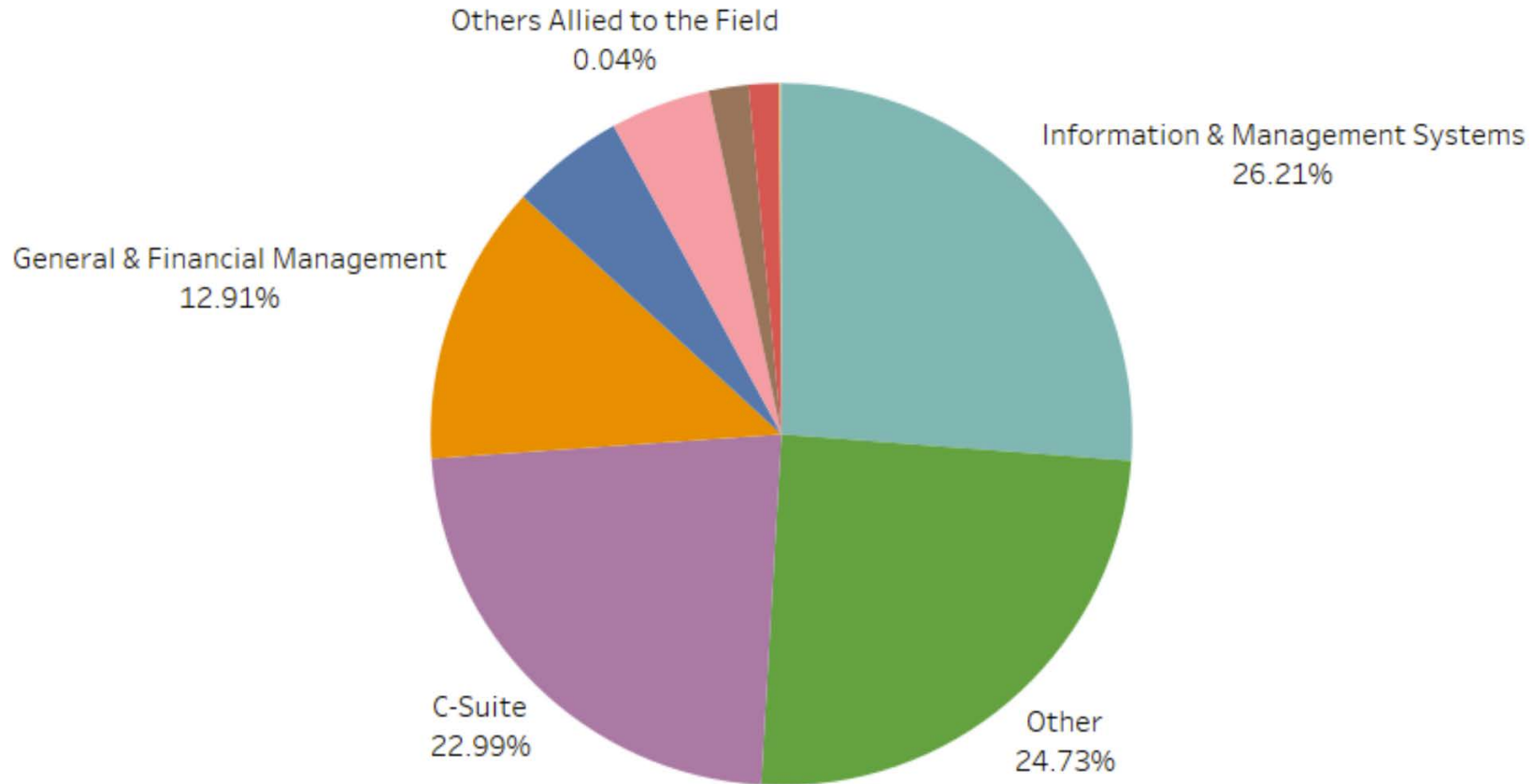
Attendee Worksite Breakdown

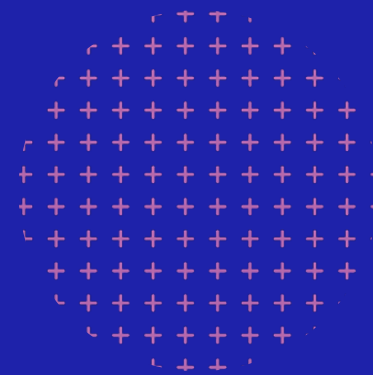


Attendee C-Suite Breakdown



Attendee Professional Title Breakdown





HIMSS23 Venue and Space

HIMSS23 Global Conference & Exhibition

April 17 - 21, 2023

McCormick Place, Chicago, Illinois USA



McCormick Place

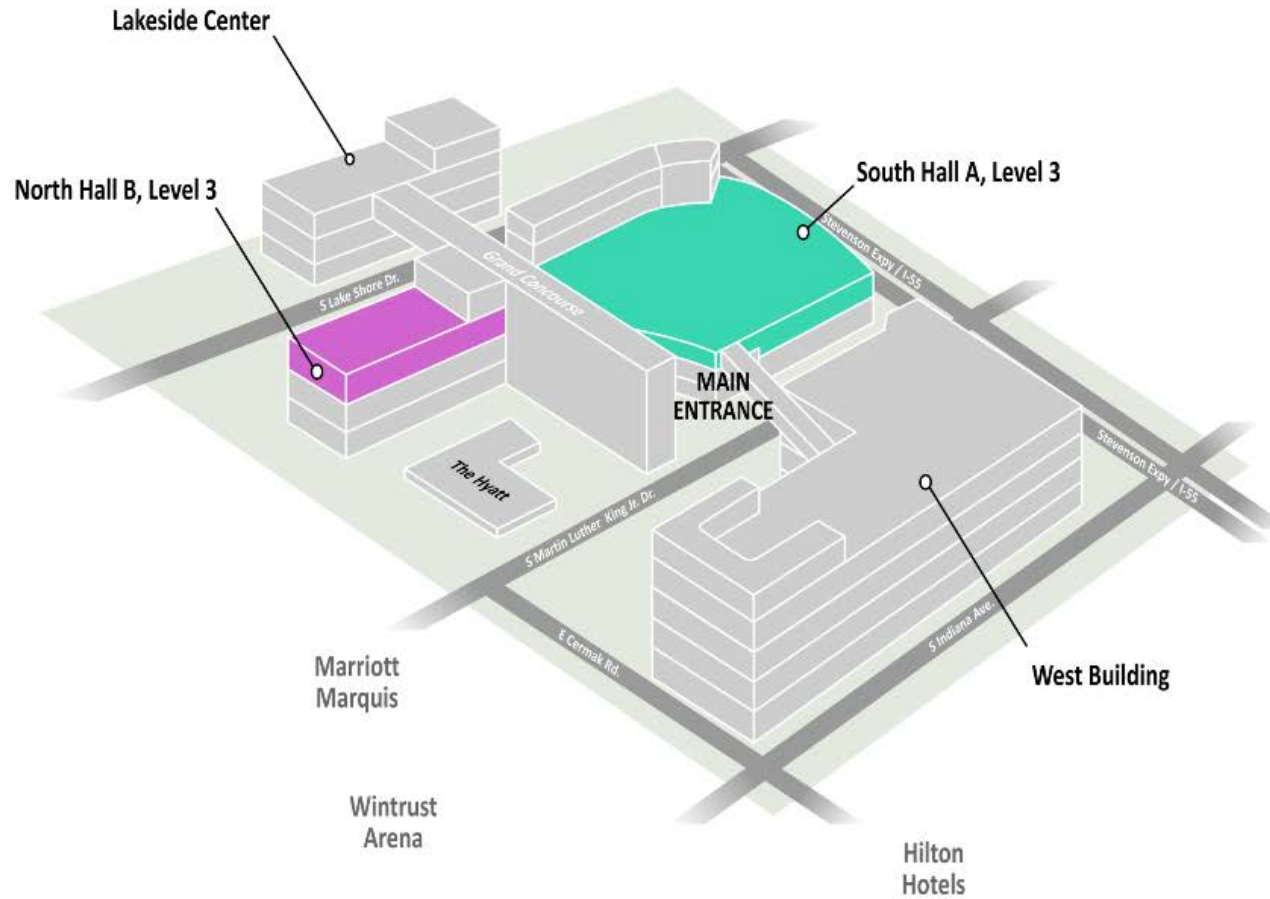
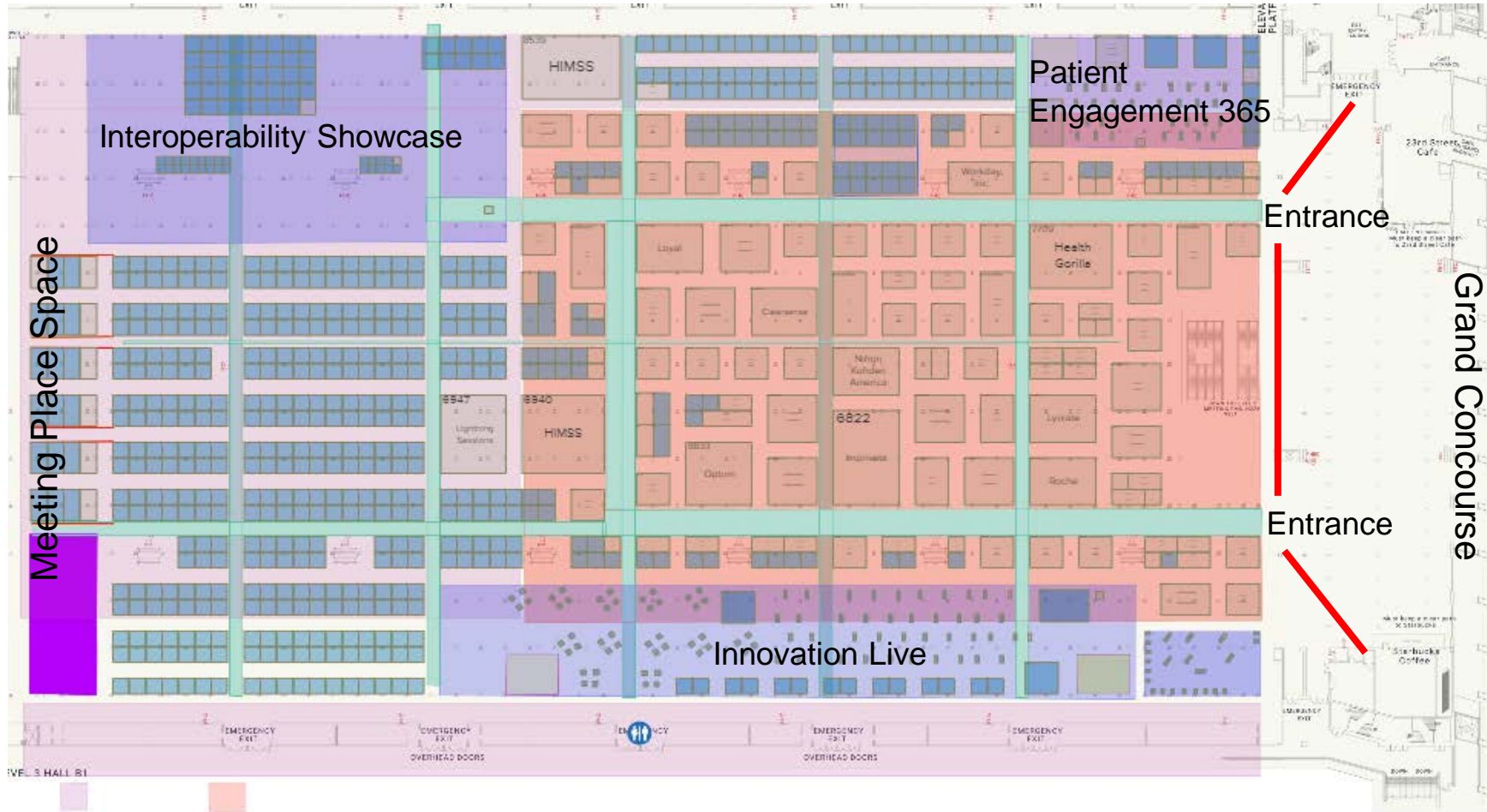
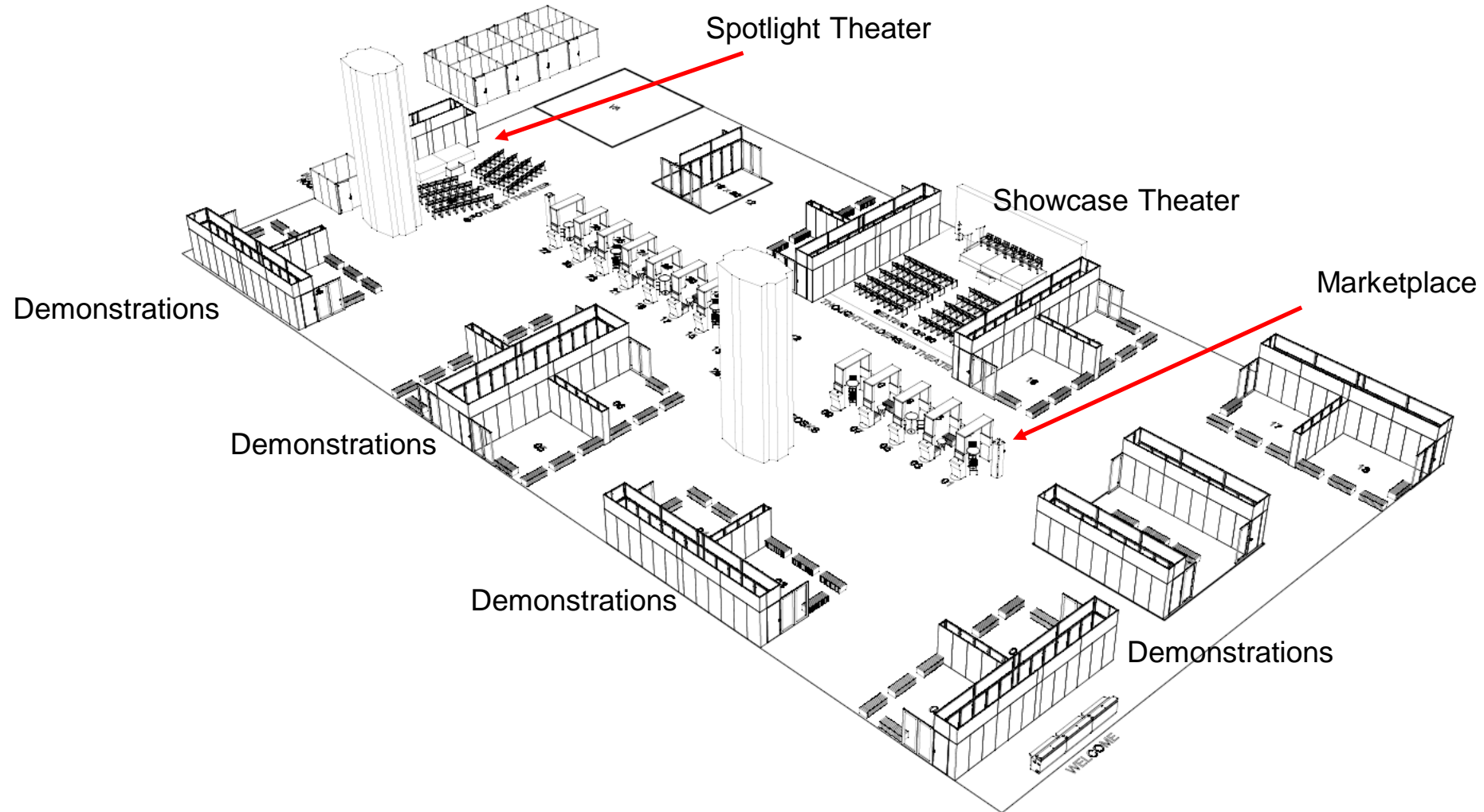


Exhibit and Meeting Space



Showcase Floor Layout





Connected Demonstrations

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 HIMSS22 demonstration examples here.](#)

Demonstration Topic Development

The HIMSS Interoperability Showcase Team solicits and gathers demonstration topics via survey 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 topics are available on a **first come first serve basis**.
- Not sure where you belong? Our Lead Technical Project Manager can assist you to **find the most appropriate placement** for you in one of our demonstrations.

HIMSS23 Demonstration Topics

- Artificial Intelligence in Healthcare
- Behavioral Health and Addiction Support
- Cancer Care: Treating the Whole Person
- Care Coordination Across Settings
- Health & Fitness: Preventing Illness
- Home Care for Elderly Patients
- Global Care Continuity
- Lung Transplant Journey
- Maternal and Newborn Health
- Impacting the Opioid Epidemic
- Price Transparency and Prior Authorizations
- Stroke Treatment and Rehabilitation
- Working with Chronic Conditions

Minimum Demonstration Participation Requirements

- All participants must use an interoperability standard to exchange information (such as an HL7 Profile, IHE Profile, DICOM, DIRECT, etc.) and must undergo some proof of validation of associated standards to be approved by the Technical Project Manager.
- Proof of validation can be attestation, visual, or conformance/validation testing (such as participation and validation at an IHE Connectathon, a FHIR Connectathon, etc.). This process may be completed during the HIMSS Interoperability Showcase Workshop at the North American CAT23 in February. No proprietary exchanges will be allowed in the demonstrations.
- All HIMSS23 Showcase participants are required to participate in a HIMSS Interoperability Showcase Workshop during one of the IHE North American Connectathons to connect and collaborate with other testing partners around demonstration topics. Visit iheusa.org for more information.
 - **This event will be in-person for Connectathon testing participants and virtual for all others.**
- Mandatory participation by technical staff in a **weekly** virtual meeting to plan your demonstration starting in December 2022.
- Mandatory attendance by demonstration staff at onsite set up for **one (1) day prior** to HIMSS23 (8:00 am-5:00 pm) AND during all exhibition hours.

Timeline

- **September 6, 2022:** Demonstration topics posted online & sign-up for **all** participants begins.
- **1st week of December:** Weekly demonstration meetings commence with participant technical representatives and HIMSS Lead and demo-specific Technical Project Managers. Meetings continue until conference.
- **January 15, 2023:** Deadline to commit with signed contract for inclusion in the printed show guide.
- **April 17, 2023:** Mandatory full-day (8:00 am – 5:00 pm) setup and rehearsal time onsite in Chicago.
- **April 18 – 20:** Mandatory demonstration participation during exhibit floor hours scheduled at alternating :15 and :45-minute slots each hour.

NEW Benefits from IHE: Connecting the Showcase to the IHE Connectathon

Demonstration sponsors can be featured in bi-monthly IHE *Path to Production Digital Series* webinar events and select from one of these two options:

1. Host up to three (3) 30–60-minute sessions at any of the six (6) Path to Production Digital Series webinar events, whether live or on-demand, for the 2023-2024 series (beginning January 2023) and be included in collateral and website promotions.
2. Attend at no-charge the 2023 IHE North American Connectathon IHE Experience Conference and Education Sessions co-located during the Connectathon week (restrictions apply, refer to Showcase Contract)

Plus, Demonstration sponsors have additional benefits based on level:

- **Premier sponsors** will have the option to participate in one (1) interoperability panel discussion during the IHE Experience conference.
- **Connected sponsors** will have the option to provide a use-case specific on-demand video for educational sessions related to their participation in the Interoperability Showcase.



Sponsorship Overview

Sponsorship Types and Levels

- Demonstration & Exhibition Opportunities*
 - Premier: \$59,000/\$65,000 (non-member)-Limited to 10 at this level!
 - Participate with **up to 7 technologies** in multiple demonstrations **OR collaborate** with HIMSS to create a **single demonstration** with your technology partners.
 - Present a **(1) hour education session** in the Showcase Thought Leadership Theater anchored around the interoperability topic of your choice and many other benefits!
 - Connected:\$10,650/\$11,850 (non-member)
 - **Participate in a demonstration** showcasing the technology (e.g., platforms, systems, APIs, etc.) of choice.
 - Marketplace kiosk + Spotlight Theater session: \$9,900/\$10,700 (non-member)
 - 20-minute thought leadership **presentation**
 - Turnkey marketplace **kiosks** located in a high traffic area within the Interoperability Showcase
- Thought Leadership Opportunity
 - **Spotlight Theater session only: \$4,400/\$4,100 (non-member)**
 - 20-minute thought leadership presentation

*Non-profit, Accelerator and Collaborator options available. Please inquire.

Additional Engagement Opportunities

- Social Breaks (inquire about packages and fees)
 - Sponsor a social coffee break during showcase hours
 - Sponsor networking events
- Additional technologies in Connected Demonstrations (\$5,100/\$5,650 non-member)
 - Participate in additional demonstrations or with a different technology within originally selected demonstration





Next Steps, Contacts & Resources

Next Steps

- **Share** this presentation with colleagues and business partners for strategy and approach planning.
- **Engage** in conversation with HIMSS Sales about opportunities, budget and goals.
- **Consult** with the Lead Technical Project Manager about demonstration options and best-placement.
- **Commit** ASAP for first-choice placement.
- **Prepare** for demo story creation and technical planning process with fellow participants to begin 1st week of December 2022.
- **Collaborate** with HIMSS logistics, programming and marketing teams for thought leadership and promotions leading up to the event [starting immediately upon signed contract].

Contacts, Information and Resources

- Interoperability Showcase Team: showcase@himss.org
- Sales Team: salesinfo@himss.org
- HIMSS23 information: <https://www.himss.org/global-conference>
- Interop Showcase opportunities: <https://envision.freeman.com/show/himss-2023/exhibit-options/interoperability-showcase/interoperability-showcase-overview>
- HIMSS Interop Showcase webpage (includes past demonstration videos and FAQs): <https://www.himss.org/what-we-do-initiatives/himss-interoperability-showcase>



Questions & Answers

Thank you!