

Thought Leadership And Content Creation Overview

Vision

To realize the full health potential of every human, everywhere.

Mission

Reform the global health ecosystem through the power of information and technology.

Meet The Team



Kelly Liput
Information
Specialist,
Informatics
Administration



Mike Kroll
Senior Thought
Advisor, Informatics
Administration



Rob Havasy
Senior Connected
Health Director,
Informatics
Administration



James Weaver
Senior Digital Content
Specialist, Enterprise
Marketing

Corporate Membership

HIMSS Corporate Membership is available to healthcare technology vendors and consulting firms. Corporate members are able to collaborate and share knowledge with industry stakeholders who are committed to transforming global health and wellness through information and technology.

Benefits include:

- Gain access to team resources, including discounts, HIMSS Global & Regional Health Conference benefits, cutting-edge education and more
- Connect with customers, peers and industry leaders
- Strengthen your brand credibility
- Enhance your thought leadership
- Influence public policy impacting the national health information and technology agenda
- Dedicated Corporate Relations representative for improved experience

What Is Thought Leadership?

Thought Leadership is a service to the HIMSS enterprise and its members. This sub-group team is an information and knowledge aggregation point, collecting input from internal and external sources. We analyze knowledge to form insights that guide and inform. As a result, initiatives, events, and content remain aligned, reinforce HIMSS's role as a thought leader, and uniformly support our vision of better health for all.

While we are also working in the background to develop and improve strategic functionality for One HIMSS, in its broadest sense we are here to listen, observe, and guide. We continuously listen to HIMSS staff, our members, and the healthcare ecosystem for ideas, trends, and challenges. Listening, learning, analyzing, and synthesizing these inputs helps us to learn more about how to help you create forward thinking content aligned with the HIMSS mission.

Why Submit Content?

The Resource Center is intended to showcase original content, from both internal and external subject-matter experts, about relevant and timely topics in the healthcare industry. All content should relate back to HIMSS objectives and the editorial calendar for the current year.

HIMSS is always looking for original content that expands our readers' knowledge and understanding of health information and technology. Our readers include executives, IT professionals, clinical providers, public policy professionals, students and investors. Content should be suitable for audiences ranging from those learning about health information and technology, to subject matter experts.

If published, you have the potential to reach upwards of 697,000 readers. Resource Center content receives about 500 views each, on average, with most readers staying more than three minutes.

Editorial Direction

What topics are important to our audiences?

Topics should be consistent with HIMSS' principles and non-political. Claims should be supported by evidence when appropriate.

Two main categories:

- Durable topics (consistent interest for years)
 - Standards/Interoperability/Data Exchange
 - Patient Experience
 - Revenue Cycle
- Current Events
 - Workforce/Burnout
 - Current Legislation/Regulatory Activity
- Types of submissions
 - Success stories
 - Calls to action

How to Submit Content

FIRST: Visit the [Writing Guidelines page](https://www.himss.org/himss-writing-guidelines) <https://www.himss.org/himss-writing-guidelines>.

What to Submit

- ✓ White Papers
- ✓ Resource Articles
- ✓ Reports
- ✓ Case Studies
- ✓ **ALL ORIGINAL CONTENT**

What NOT to Submit

- **Content already published somewhere else**
- Promotional material
- Vendor specific material (no branding or logos)



**600 word minimum
please!**

Submission Process



Submitting Content

Complete the Wrike submission form. Make sure to include your HIMSS contact.



Content Review

The Content Concept Team will go over the submission. If the content does not qualify for publication, the team will let you know, and answer any questions about resubmission. If it is something that is interesting and relevant for the HIMSS' audience, we will ask that you submit a full draft. That draft will then be edited by the production team.



Publish

Approved content is published in the Resource center on HIMSS.org. The submitter is free to share with their audiences.

Submit Your Content Concept via Wrike



Submitting Content

- Complete the [Wrike submission form](#) with unique content ideas
- Remember to include your HIMSS contact
- Bookmark this [one-pager](#) which includes all the information you need to know for getting content on the HIMSS Resource Center.

Content Concept Review

After the Wrike form is submitted Content Concept Team reviews the submission.

- If requested, help will be provided to modify the submission.
- Author will be contacted if their post qualifies or does not qualify.



Content Concept Review

Content **DOES** Qualify

- Tips to submit qualifying content:
 - Timely content, i.e. relating to current events in healthcare, information and technology, is more likely to be approved.
 - Ex: Global Health Equity Week, HIMSS Global Conference, Davies Awards.
 - Content provides new findings
 - **Content is original and not-published elsewhere**
- Examples of Successful Content:
 - [APAC Digital Excellence Series](#)
 - [Information Block Rule EHI Update](#)

Content **DOES NOT** Qualify

- Reasons content might not qualify:
 - Extensive typos/spelling errors
 - Information is vague/dated
 - Information is clearly subjective
 - Sales Pitch/Product Pitch
 - **Content is already published somewhere else.**

Content Concept Review

Next Steps:

- The Content Concept Team will alert either the submitter or the HIMSS contact to inform them that the submission was declined or accepted.
 - **If declined**, the submitter will be notified and presented with feedback to consider for a future submission.
 - **If accepted**, the submitter will be requested for a full draft to start the publication process.

Publishing Process

- All deadlines must be **AT LEAST TWO WEEKS** from the date that content is approved and provided.
 - If there is a desired deadline earlier than two weeks from submission, inform the content team. They will meet the accelerated timeline if they are able.
- Content goes through the HIMSS publication process, which means:
 - It is copyedited for AP Style, HIMSS branding and voice. HIMSS does not need author approval to make changes.
 - The HIMSS contact will be asked to provide a SME review of the edited content prior to publication.
- Approved content get published on HIMSS.org.
- Author is provided a link to final publication.
- Author is encouraged to share the content with their audiences.

*Content is
Published*

Post Publication

What happens to my content once posted?

- We notify our partners who run social media and email newsletters when content goes live so that they can share it via their owned channels, if the content is an appropriate fit.
 - These asks are done through Wrike tasks in the publishing project, which you can always view and comment in if needed.
 - If content is related to other community initiatives, posts or articles, we may repost links to items that are relevant. Community eNews may repost article in their distribution (i.e. Nursing Informatics eNews reshapes articles important to their audience)

Questions?

Please direct any questions/concerns to Kelly Liput @kliput@himss.org

Thank you for your contribution!