

Welcome

HIMSS Corporate Relations

Logistics - Benefits – Engagement - Support

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Susan Burch, Sr. Manager Corporate Relations

Kevin Cleary, Director Corporate Relations

Chandra Guha, Sr. Manager Corporate Relations

Daniel Trampas, Sr. Associate Corporate Relations

Maggie Van Vossen, Sr. Manager Corporate Relations

HIMSS Corporate Membership

- *Support*
- *By the Numbers*
- *Membership Benefits/Services*
- *Engagement Strategies*
- *Achievements/Opportunities*

Your Corporate Relations Team

Strengthen relationships, Champion member value, Engage the healthcare community



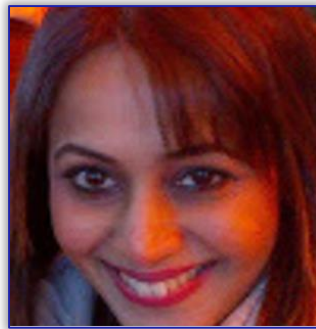
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#1 Priority = 80%+ Member Satisfaction

\$5.5M = FY21 Revenue Target

516 = HNA Corporate Members

87% = HNA Corporate Member Retention

120 to 150+ = HNA Corporate Members supported by each Sr Manager

Vision

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

Mission

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

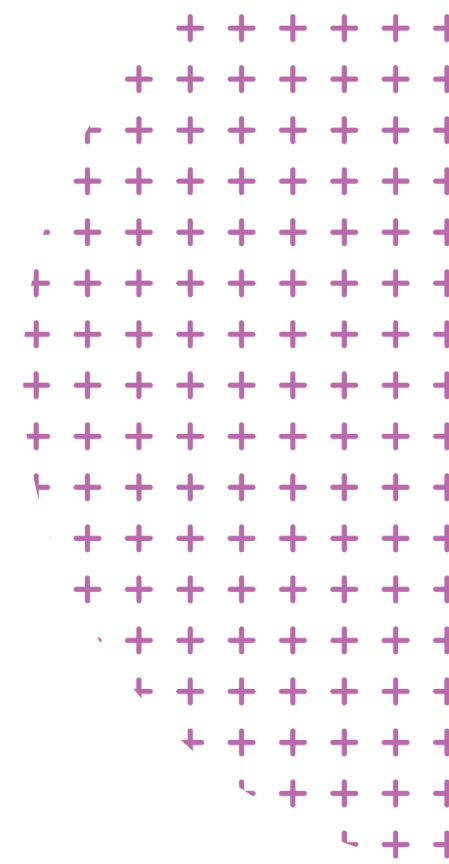
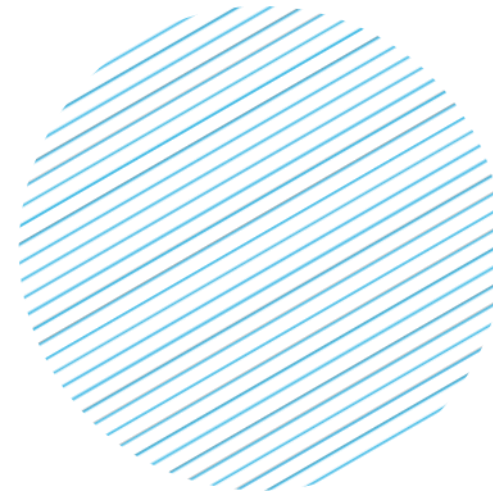
Who is HIMSS working with to bring about change?

Engaging the Ecosystem



Membership

- **Membership Types:**
 - Individual
 - Corporate
 - Organizational Affiliate (provider)
 - Non-Profit Partner
- **HIMSS engages its members worldwide through:**
 - Public Policy
 - Best practice sharing
 - Thought leadership
 - Workforce development
 - Education
 - Standards development
 - Event participation and attendance
 - Research
 - Digital and in-person educational and networking opportunities



We have the members, relationships and reach in place to rapidly bring change to the health ecosystem

Coming Together to Serve the Greater Good



Professional networking

HIMSS operates globally, linking thousands of global leaders, stakeholders and influences

100,000+

Individual members

20,000

Health 2.0 individual members

20,000

Annual volunteers



Thought leadership

HIMSS offers a unique depth and breath of expertise in health innovation, public policy, workforce development, research and analytics

729,400

Social media followers

75,000

Annual event attendees



Business relationships

HIMSS is connected to the leading health companies and government stakeholder to bring about change rapidly

1130

Enterprise members

2400

Enterprise customers

470

Non-profit partners



Professional development

HIMSS empowers its members to continuously learn and advance their careers through online course offerings and certifications

100,000

Virtual learning subscribers

600,000

Annual hours of online learning

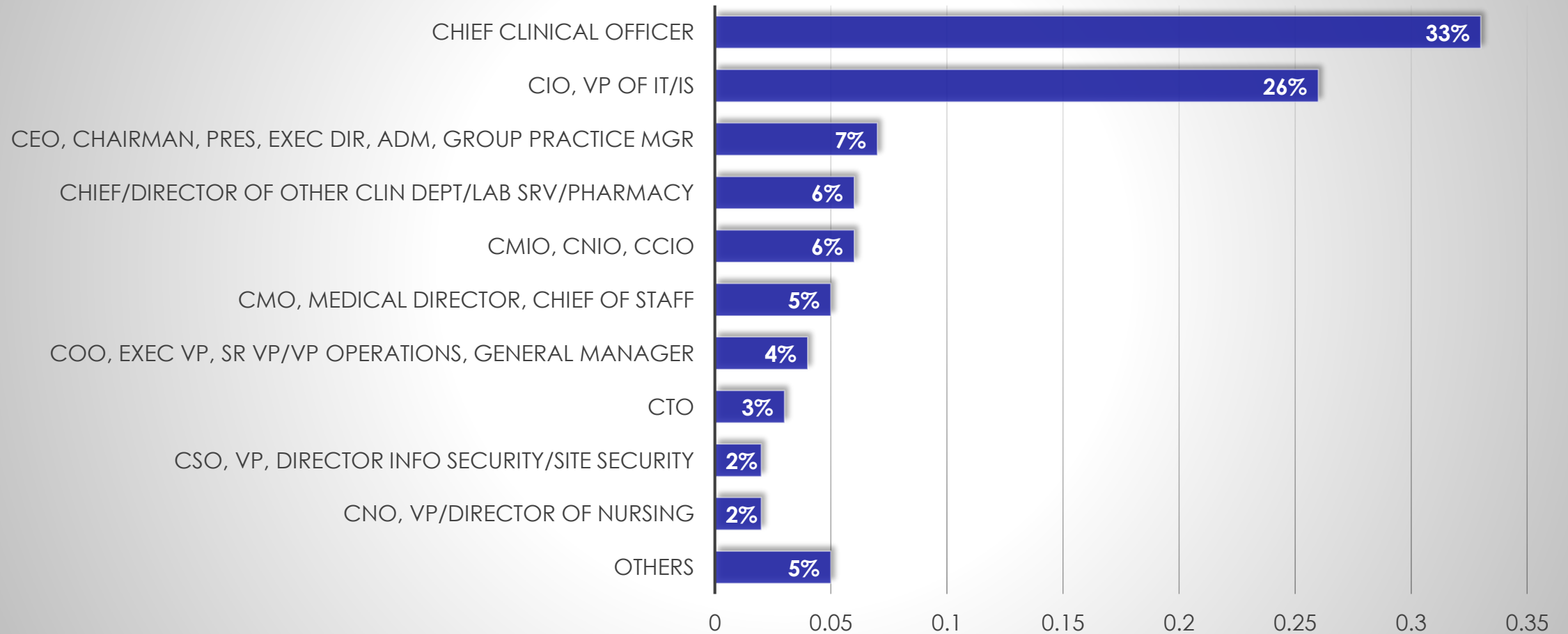
830,000,000

Patients in health systems that use HIMSS Analytics

Member Demographics

C-Suite Titles

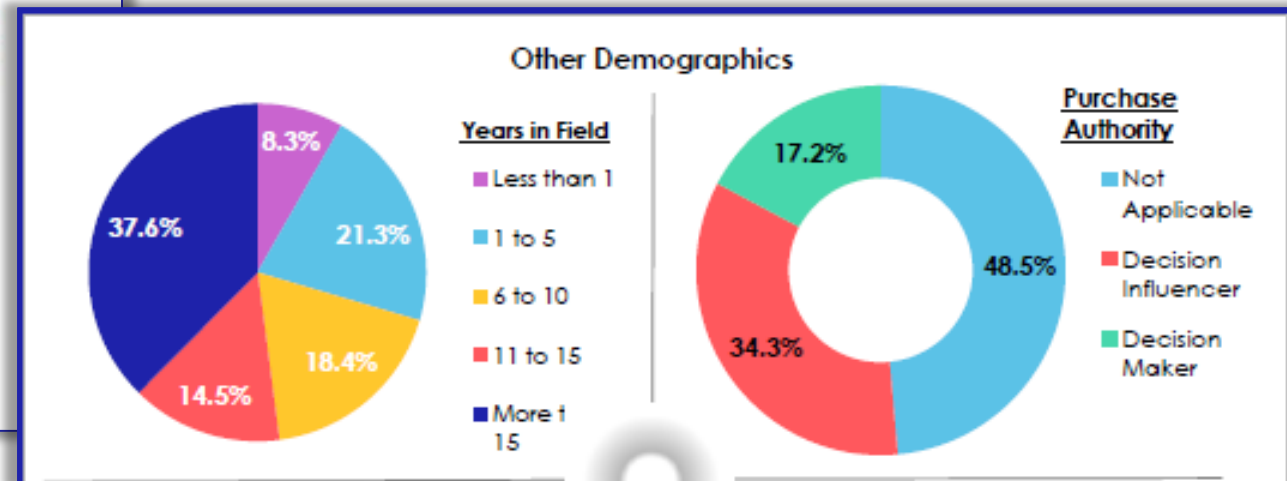
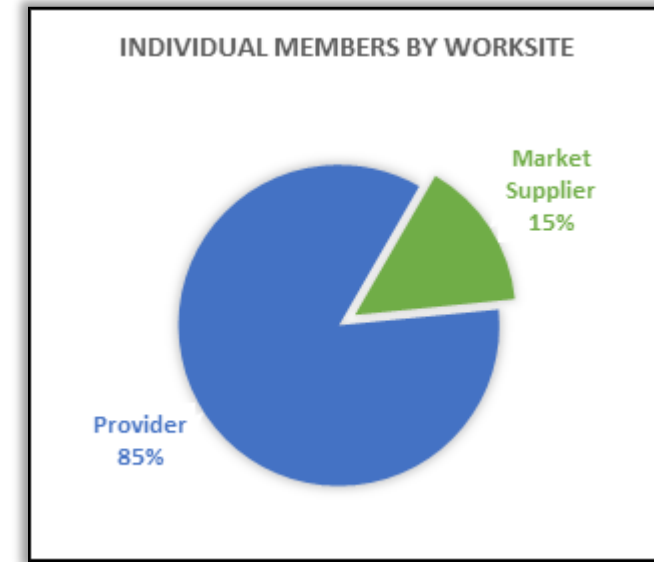
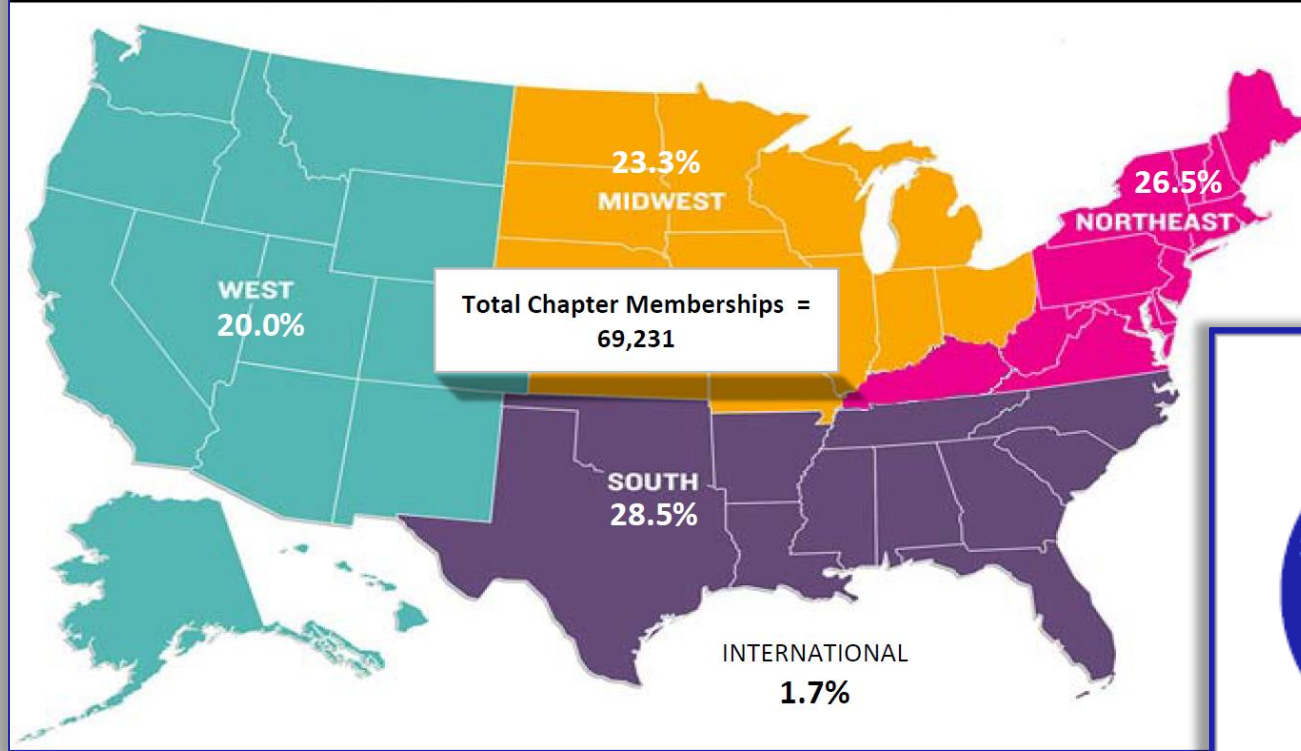
Minimum 100 members; others combined. Percentages based on C-Suite total. N ≈ 13,000



HIMSS Membership

Chapter Membership By Region and Chapter - December 2020

Includes complimentary and chapter-only - Individuals can be in more than one chapter



HIMSS Corporate Membership Logistics



*Individual
Membership*

Professional Development

Utilize numerous programs
and digital resources



*Chapter
Membership*

Regional Networking

Extend your reach and
connect with peers



*Committees
Taskforces
Communities*

Make a Difference

Join the call to action and
contribute to collective efforts

Global Health Equity Network

One Size Does Not Fit All in Healthcare

- Collaborate and share insights with diverse communities
- Find resources through virtual and in-person education
- Attend events and find networking opportunities
- Advocate for an inclusive workforce for underserved groups

Our Communities:

- African American Community
- Latinx Community
- Women in Health IT Community

Learn more at www.himss.org/gHEN.



How can YOU support the GHEN?

1

Join the Network

[Login](#) to the HIMSS member center and add it under 'My Involvement'

2

Spread the word and socialize then

Highlight in communications and share on social media via #healthequity

3

Share your expertise and ideas

Recommend speakers, interviewees and topics, or author content

4

Champion Workforce Diversity

Provide internships for students & contribute job postings in JobMine

5

Support Global Health Equity Week, Maternal Tech Challenge and more

Participate in webinars and virtual events, serve as a judge, or submit or pilot a solution

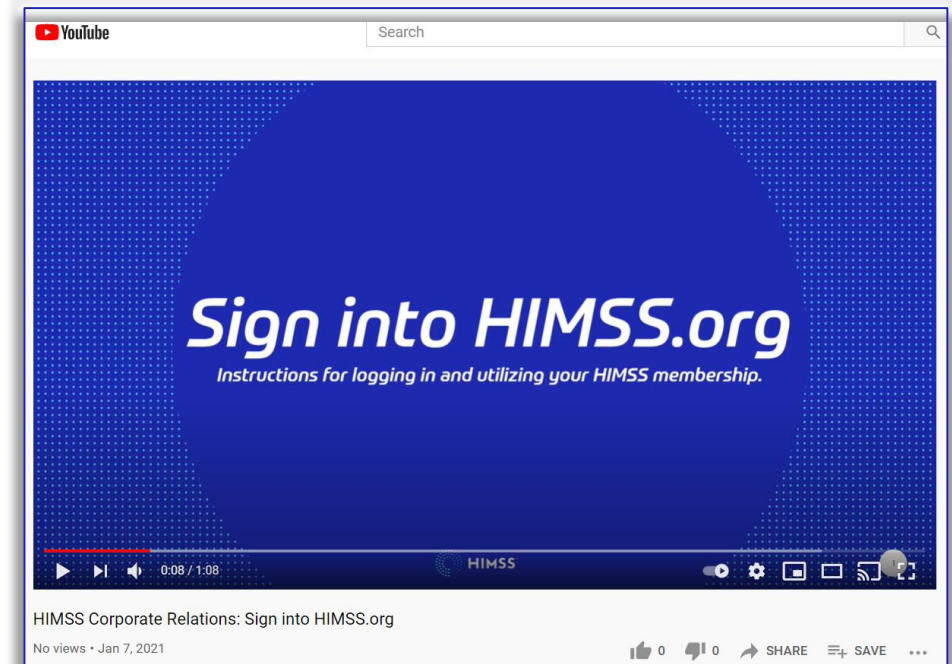
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Engage as a sponsor to support

Fund scholarships, tech challenges and more

HIMSS Corporate Membership Logistics

- Primary and secondary contacts manage complimentary individual memberships (add/remove/view individual members):
 - Sign on to [HIMSS.org](https://www.himss.org)
 - Select “My Account” (under your name at the top)
 - Select “My Groups”
 - Select “Manage Group List”
 - View/add/remove members
 - 40 – Diamond tier
- 20% discount on additional individual memberships



HIMSS Corporate Membership Logistics

Manage Your Subscriptions

HIMSS Corporate Connection e-News

New resources in 2021:

- Business
- Care
- Data & Information
- Organizational Governance
- Policy
- Technology
- Workforce

HIMSS21 Corporate Member Benefit

Complimentary and Discounted Registration Codes


HIMSS21 takes place August 9-13, 2021 and we remind you to take advantage of your corporate membership. Complimentary and discount registrations are available for your staff and clients depending on your membership level. Contact your Corporate Relations Representative for more information, and to receive your discount codes. We look forward to seeing you at HIMSS21.



Cybersecurity Landscape Thursday, June 24 | 1:00 pm ET

Join Lee Kim, HIMSS director of thought advisory, as she presents the latest findings of the 2020 HIMSS Cybersecurity Survey. Learn about the latest phishing threats facing healthcare systems and explore the connection between patient safety and cybersecurity.

[Register Today](#)



Manage your HIMSS Subscriptions

EMAIL ADDRESS

Email Address:

[Submit](#)

HIMSS Benefits/Services

HIMSS Corporate Member Benefits
Provide Valuable Resources to Your Team

	DIAMOND \$30,450	EMERALD \$15,650	PLATINUM \$9,350	GOLD \$4,100	Add'l cost
Complimentary HIMSS Individual Memberships	40 <i>Individual Memberships</i>	30 <i>Individual Memberships</i>	20 <i>Individual Memberships</i>	10 <i>Individual Memberships</i>	
Discount of 20% on additional Individual Memberships	✓	✓	✓	✓	✓
Individual Member registration discount for regional HIMSS programs	✓	✓	✓	✓	✓
Up to 45 complimentary continuing education (CE) units annually for use in fulfilling requirements for CAHIMS or CPHIMS; receive additional units at a 50% discount	✓	-	-	-	✓
Engage with 50+ global HIMSS Chapters and Communities	✓	✓	✓	✓	
Connect via committees, task forces, workgroups and professional communities	✓	✓	✓	✓	
Complimentary subscriptions to HIMSS eNews publications	✓	✓	✓	✓	
Opportunities for professional advancement and discounts for online classes at the Project Management Institute	✓	✓	✓	✓	✓
Exclusive access to membership briefing webinar	✓	-	-	-	
Discounted job postings and resume access on HIMSS JobMine	40%	30%	20%	10%	✓
RESEARCH BENEFITS					
Online focus groups with selected members	✓	✓	-	-	
HIMSS Global Health Conference & Exhibition focus group, based on availability	✓	-	-	-	



Thought Leadership Content

Showcase your white paper/case study



CAHIMS & CPHIMS Certifications

Achieve a milestone in your career development



Webinars, HIMSS Media, HIMSS JobMine

Additional engagement opportunities (preferred pricing)



HIMSS Annual Global Conference

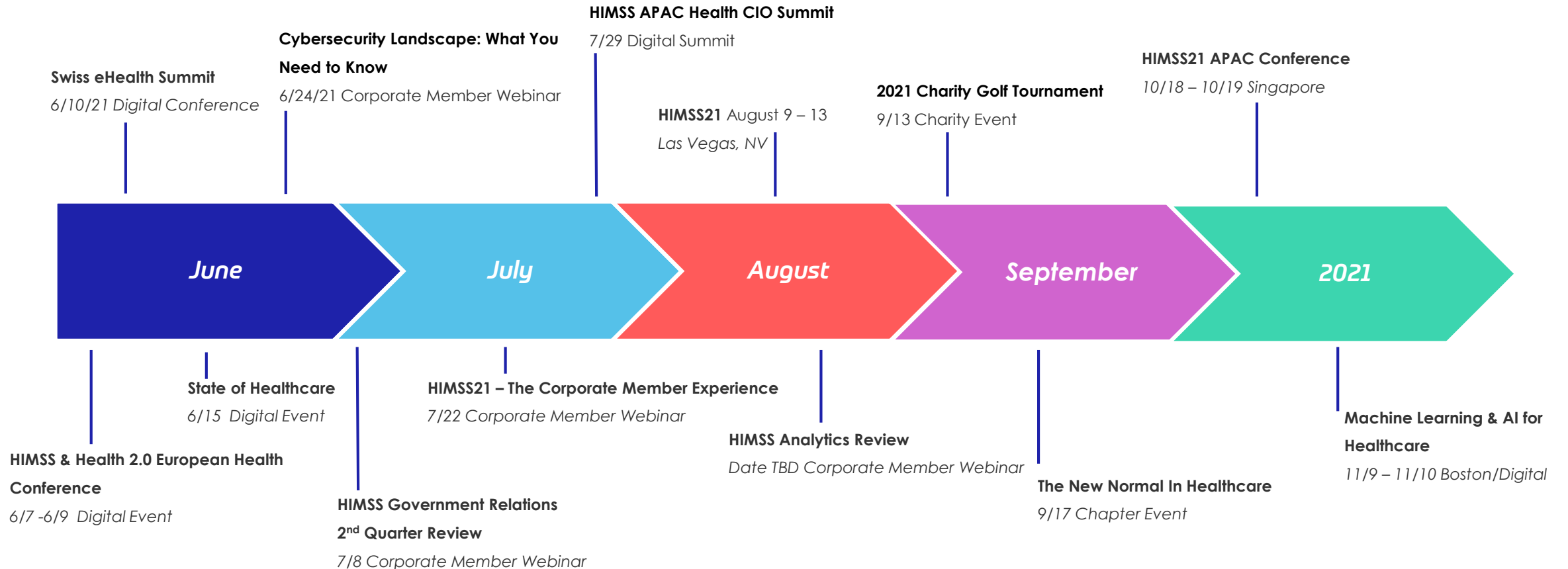
Call for proposals, conference badges, discounts

HIMSS Corporate Member Engagement

Make It Count

- Utilize your complimentary individual memberships
- Participate in your Chapter activities
- Join a HIMSS community
- Participate in monthly educational/informational webinars
- Engage Your Team – Regular check-in on HIMSS activity
- Subscribe to HIMSS Corporate Connection
- Share Thought Leadership content
- Connect with your HIMSS Media representative
- Attend the HIMSS Global Conference & Exhibition

Corporate Member Engagement



<https://www.himss.org/events>

Communications & Engagement

1

Bi-weekly Corporate Connection e-News

Twice a month – Corporate Member specific data and calls to action

2

Monthly Engagement Email

Highlight any/all Corporate Member specific time sensitive activities and deadlines

3

Bi-annual Benefits Review

Twice a year review Corporate Member Benefits Summary Report with primary/secondary contacts

4

Monthly Platinum/Gold Membership Review

Provide membership overview and recommend engagement strategies

5

Monthly Corporate Member Exclusive Webinars

Review of HIMSS benefits/services as well as healthcare industry relevant topics

6

HIMSS Corporate Member Resource Center

1 stop shop: striving to make access to Corporate Member relevant benefits/services easier

Priorities* & Initiatives^

1

Corporate Member Engagement*

Providing consistent opportunities to network/engage (outside of Global Conference)

2

Corporate Member Satisfaction*

Collecting feedback whenever possible (annual satisfaction survey)

3

Corporate Member Retention*

Engagement = Satisfaction = Retention

4

Corporate Relations Revenue*

Striving to rebuild credibility/trust after a tumultuous past 12+ months (pandemic/HIMSS20)

5

Refining Purpose = True Partner Vs Member^

Continually exploring options to showcase the collective expertise of CMs

6

Expand Membership Value^

Consistently expanding benefits/services that are of value to Corporate Members

Corporate Relations Achievements



Corporate Member Resource Center



Monthly engagement options



Adapting to shifting focus of HIMSS (thought leadership)

Corporate Relations Opportunities



Deliver more exposure options to our Corporate Members



More collaboration with other HIMSS BUs