HIMSS Interoperability Showcase™

HIMSS22 Global Conference
Orlando, Florida
March 14-18, 2022

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Today we will cover…

- HIMSS Interoperability Showcase™ @ HIMSS22

- Participation Opportunities

- Timelines & Next Steps

- Question & Answer

HIMSS Interoperability Showcase™

Interoperability Showcase Project Team

- **Natasha Amershi, MS; Coordinator of Informatics at HIMSS**

- **Christina Caraballo, MBA; Director of Informatics at HIMSS**

- **Phil DePalo, ScD; Lead Technical Project Manager at Consultology**

- **Megan Shanahan: Program Manager of Informatics at HIMSS**

HIMSS Interoperability Showcase™

This premier specialty exhibition displays the exchange, access and use of data through interoperability profiles and health standards in real time with live products being implemented in the marketplace—backed by the strength of HIMSS's global expertise, convening and thought leadership.

- The Showcase includes demonstration areas, educational theaters, a product marketplace, on-demand content and numerous networking opportunities.

- Attendees receive a clear picture of existing real-time interoperability opportunities.

- Through clinical storytelling, the Showcase brings connected care experiences to life via our demonstrations focused on a variety of relevant and pressing topics.

- Stakeholders include government agencies, Ministries of Health, market suppliers, non-profit organizations, payers, providers, academia, health information exchange organizations, standards development and profiling organizations, consulting firms, etc.

We invite you to be a part of the destination—and the conversation—
with thought leaders, implementers and end users.

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Participate & Engage

Demonstration

- **Collaboratively showcase existing work and interoperable technical achievements.**
    - Connected level
    - Premier level

Thought Leadership & Exhibition

- **Emphasize implementation projects occurring today and in the future. These a-la-carte opportunities highlight your individual interoperability efforts.**
    - Spotlight Theater
    - Marketplace

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Key Areas: Demonstration & Exhibition

- Demonstration
  - **Demonstrate your solution collaboratively with others within a clinical and technical context. Visitors engage directly 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.**

- Marketplace
  - **Independently show how your organization makes an impact within the industry with a low-level of effort for participation organization.**

Key Areas: Thought Leadership

- Showcase Education Theater
  - **Present in a 60-minute sessions on emerging interoperability topics. Interoperability trailblazers provide their thought leadership and insights on challenges, best practices and opportunities for the future.**
- Spotlight Theater
  - **Share your thought leadership and interoperability implementation efforts taking place today or in the future via 20-minute sessions.**

Demonstrate

Collaboratively showcasing existing work and interoperable technical achievements.

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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 HIMSS21 demonstration examples here.

Minimum Participation Requirements

- All participants must use an interoperability standard to exchange information (such as an HL7 Profile, IHE Profile*, DICOM, DIRECT, etc.). No proprietary exchanges will be allowed in the demonstrations.

  - ***If you are demonstrating an IHE profile you must have successfully passed an IHE Connectathon (separate fee required) within the last 24 months of the HIMSS Global Conference Interoperability Showcase. Details on registration are available on www.iheusa.org.**

- Participation in a weekly virtual meeting to plan your demonstration starting in November 2021.

- Attendance at set up for two (2) days prior to HIMSS22 (9:00 am-5:00 pm) and during all exhibition hours.

- All HIMSS22 Showcase participants are strongly encouraged to attend an *IHE North American Virtual Connectathon & Conference* to connect and collaborate with other testing partners around demonstration topics. HIMSS22 Interoperability Showcase participants are entitled to discounts to this event. See iheusa.org for more information about discount information.

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Demonstration Development

The HIMSS Interoperability Showcase solicits and gathers demonstration topics 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 topic are available on a first come first serve basis.

- Not sure where you belong? Our staff can assist you to find the most appropriate placement for you in one of our demonstrations.

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HIMSS22 Demonstration Topic Candidates

- Pregnancy and Surgical Complications
- Post Traumatic Injury Care
- Cancer Treatment and Research
- Continuity of Care
- Acute Asthma Attacks
- Fitness and Weight Management
- Cardiac Disease
- Chronic Diabetic Care

- Behavioral Health and Pain Management
- Vaccine Coordination
- Pandemic Response
- Telehealth Patient Care Coordination
- Dementia in the Aging Patient
- Associating Devices with Patients for Effective Alarm Management

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How Do You Select Which Demonstration Topic to Participate in?

Your selection can be based on the following:

- The topic (e.g. immunization management)

- Other participants

- A type of exchange you would like to demonstrate

- Type of demonstration: in-person or virtual

We are here to help. If you have questions about topics or where you may be a good fit,

please reach out to Showcase@himss.org.

Or you can design you own demonstration as a Premier participant!

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Premier (Limited Availability)

- Organizations who have multiple products or a single product that exchanges information across multiple settings

  - **Option 1: If your technologies have a variety of uses and are deployed in many health environments/scenarios you can participate in multiple topics under one level of participation.**
  - **Option 2: Organizations that want to lead a demonstration topic with a limited number of partners in a single demonstration. You will determine if this demonstration will allow hybrid participation or if it will be in the cloud.**

- Opportunity to participate in a 60-minute educational session at the Showcase Education Theater

- Enhanced market visibility & presence

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Timeline

- **September 2021:** Demonstration topics posted online & sign-up for **_all_** participants begins.

  - **Don't see a specific role mentioned in a topic? Reach out to <u>Showcase@himss.org</u> and we can help identify which demonstration you can make the biggest impact.**

- **November 2021:** Scheduling of Demonstration Project Calls

- **November-March 2022:** Demonstration meetings ongoing

  - **All participants begin weekly meetings (60 min; virtual) to develop their individual demonstrations with staff; these weekly calls will continue until HIMSS22.**

  - **Join your demonstration before this time to make the most of your benefits. Topics are expanded by those who participate in them and often change based on the roster of organizations included.**

  - **A Project Manager is assigned to each demonstration to help streamline, guide and meet deadlines during weekly meetings.**
    - Storyline viability
    - Technical transactions
    - Determine onsite space design & graphics

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Timeline (Cont'd)

- **March 13-17 2022**

  - **Attendance is required at set-up, including:**

    - 2-days prior to HIMSS22

    - During all exhibit hours (Tuesday-Thursday from 9:00 am-6:00 pm & additional events)

  - **Between demonstrations, educational sessions and networking opportunities, an event begins approximately every 15-minutes within the Showcase.**

    - Demonstrations are split into two groups and half start at 15 and the other start at 45 past every hour

    - Education sessions begin at the half hour

    - Networking events start at the top of every hour

HIMSS22 Sponsorship Opportunities

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Sponsorship Overview

- Demonstration & Exhibition Opportunities
  - **Premier: $59,000/$65,000 (non-member)- *Limited Availability***
    - 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 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: $6,700/$7,500 (non-member); $4,950 add on/$5,500 add on (non-member)**

- Thought Leadership Opportunities
  - **Spotlight Theater:$3,900/$4,200 (non-member)**
    - 20-minute thought leadership presentation
    - Located in a high traffic area within the Interoperability Showcase

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Spotlight Theater – New!

- 20-minute thought leadership session within the Interoperability Showcase.

- New opportunity to highlight interoperability implementation efforts taking place today or in the future.

- Limited staffing necessary during a specific time during HIMSS22.

Marketplace

- Independently show how your organization makes an impact within the industry.

- This active area within the Interoperability Showcase facilitates business discussions, sharing of product demonstrations and solution offerings, and lead generation.

- Low level of effort for participating organization.

- Great opportunity to highlight a project or service, allowing broader exposure across the interoperability health ecosystem.

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Next Steps…

- Determine your approach to participate – whether it is a demonstration or within our thought leadership opportunities – or both!

- Review the minimum requirements for that level of participation to ensure you are able to meet them. Reach out to Showcase@himss.org if you have any questions.

- For all questions and to learn more about how to participate, don't hesitate to reach out to your HIMSS Sales Associate, or email salesinfo@himss.org.

- All set? Complete your contract for the appropriate level and return to salesinfo@himss.org

We cannot wait to partner with you to fuel global interoperability advancement.

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Unlike Any Other Area You Will Participate In…

The interoperability showcase gives us a good opportunity to work with the best vendors of health care area in the world. – meehealth

GREAT VALUE! The IO showcase has helped Phiips businesses to test/validate integration with EMR and other vendors which normally is hard to do without a common customer involved. – Royal Philips

The HIMSS event offers the chance to collaborate with many different individuals from various facets of the industry along with seeing new technology that is being introduced into the Interoperability space.
– Zoll Data Management

Questions?

Interoperability Showcase: showcase@himss.org

HIMSS Sales Team: salesinfo@himss.org

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Thank you!