

Promoting Interoperability in the Healthcare Community: Demonstration and Education Plans for HIMSS 2007

IHE Vendors Workshop 2006

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Looking Back to 2006 Annual HIMSS Conference and Exhibition

- San Diego Convention Center, San Diego, CA
- February 12 – 16, 2006
- >750 exhibitors
- >25,000 attendees
- 8,000 square feet of exhibit space dedicated to Interoperability Showcase

FAST FACTS – HIMSS 2006

Interoperability Showcase

- More than 3,000 attendees visited the Showcase
- 37 vendors demonstrated 48 health information technology (IT) systems in a RHIO format
- 700 attendees created and tracked their own electronic health record (EHR)
- 63 educational sessions presented
- 5 international delegations visited the Showcase
- Three HIMSS 2006 keynote speakers toured the Showcase
- 16 clinical scenarios - EHR and personal health record (PHR) systems, and multiple care delivery settings

General Impressions

“I was impressed with the progress I saw in the Interoperability Showcase over the past year. I am encouraged by the vendor industry’s demonstration of the real potential for interoperability. This type of collaboration is required for us to realize the potential for information technology in healthcare.”

- Dr. David Brailer, Former National Coordinator of Health Information Technology

2007 Annual HIMSS Conference and Exhibition

- Morial Convention Center, New Orleans, LA
- February 26 – March 1, 2007
- >800 exhibitors expected
- >26,500 attendees expected
- 8,000 square feet of exhibit space dedicated to Interoperability Showcase on the main exhibit floor - Anchor positioning

Interoperability Showcase 2007

- **Expansion of the Showcase for 2007 is expected to include:**
 - Health information exchange with patient care devices
 - Personal health record solutions
 - Financial and administrative systems for billing and claims attachments
 - Expanded distributed demonstration in a RHIO format
 - Focused tours – international, VIP, media, CIOs, congressional members, NHIN, RHIO participants

Focus areas for 2007

- Infrastructure
- EHR/EMR
- PHR
- Cardiology
- Radiology
- Laboratory
- Eye Care
- Healthcare Information Systems
- Patient Care Devices
- Financial and administrative systems for billing and claims attachments

Interoperability Showcase 2007

● **HIMSS RHIO - Technical demonstration**

- Featuring the IHE framework enabling standards-based health information exchange within and across local, regional, and national networks

● **Clinical scenarios**

- Focusing on clinician and patient access and information sharing across the continuum of care

● **Connectivity with**

- Participating vendors booths
- Show-wide attendee access at 'Surf the Web' kiosks

● **Focused tours – International, VIP, Congressional**

● **Theater – Education sessions**

- Ongoing educational sessions focused on IHE, RHIO's and IHE case studies/implementations

IHE Interoperability Showcase

Virtual Tour

- **10-12 minute Web-based multi-media, interactive virtual tour enhancing the perceived value, impact and scope of IHE**
 - Capability to run independently, or for the user to navigate
 - Also in DVD-ROM format
- **Will include:**
 - Video clips from the Showcase, other IHE demonstrations and Connectathons
 - Educational presentations
 - Brief interviews
 - Case studies
 - Glossary and other resources

Important dates

- **September 15th**
 - Showcase application deadline
- **October 19 - 20th**
 - Participant workshop, Chicago OHare, IL
- **January 15 - 19, 2007**
 - IHE Connectathon and Conference, Chicago, IL
- **February 26 - March 1, 2007**
 - 2007 Annual HIMSS Conference and Exhibition
 - Morial Convention Center
 - New Orleans, Louisiana

Rules for participation

- Complete and submit Interoperability Showcase and Connectathon applications with fees to HIMSS & RSNA by September 15, 2006
- Participate in October 19-20th workshop in direction from the IHE Technical Project Management and Showcase teams as necessary in the testing and exhibition process fully demonstrate interoperability with designated partners at Connectathon *
- designated partners at Connectathon *

Rules for participation

- Co-branded partner arrangements between complimentary vendors must make sure end-to-end interoperability is achieved
 - One Demonstration applicant
 - One Connectathon applicant
 - Tested and perform as one entity
- Send adequate technical representation to Connectathon and Interoperability Showcase at HIMSS 2007

Exhibition & Promotional Effort

- **All participants listed in promotional materials available to conference attendees**
 - Logo on marketing materials, exhibit floor graphics, resource guide, and pocket guide
 - Signage throughout Convention Center
 - Interoperability Showcase, HIMSS Annual Conference and IHE Web sites
 - Ability for attendees to create personal health record at Surf the Web kiosks & via the Internet
 - Publication of Connectathon scorecard
 - Pre & Post conference promotional activities
 - Healthcare IT News articles

Fees/Benefits of participation

- **Supporter Level - \$3,000**
- **Demonstrate your support of interoperability**
- **Benefits include:**
 - Display of your logo on the conference resource guide, pocket guide and Web site
 - Recognition in the materials distributed in the Interoperability Showcase directing attendees back to your exhibit

Fees/Benefits of Participation

- **Implementer Level - \$8,000**
- **Demonstrate your company's ability to prove the importance of interoperability**
- **Includes Supporter Level benefits plus..**
 - Two complimentary exhibitor registrations
 - Distributed Demonstration from your booth to the Interoperability Showcase
 - Access to the network
 - Promotional materials
 - Showcase signage/literature guiding attendees to your booth

Fees/Benefits of Participation

- **Leadership Level - \$17,000**
- **Demonstrate your leadership role in interoperability**
- **Supporter and implementer level benefits plus..**
 - Speaking opportunity in the Showcase Theater
 - One complimentary full conference registration
 - Two complimentary exhibitor registrations
 - Featured workstation for VIP/Focused tours
 - Participation in the Interoperability Showcase Planning Committee

Fees/Benefits of Participation

- **Distributed Demonstration included in basic fee structure**
- **Benefits:**
 - Access to HIMSS RHIO network from your booth
 - Receive promotional materials for your booth
 - Showcase literature will guide attendees to your booth
 - Showcase signage will ID your demo system products and company

Other Opportunities

- **The World of Health IT Conference & Exhibition**
 - 10 - 13 October 2006
 - Geneva Palexpo
 - Geneva, Switzerland

- **HIMSS AsiaPac 07 Conference & Exhibition**
 - 15 - 18 May 2007
 - Singapore, Asia

More information....

- IHE Web sites: www.ihe.net
- HIMSS IHE site: www.himss.org/IHE
 - www.interoperabilityshowcase.org
- Technical Frameworks, Supplements
- Non-Technical Brochures :
 - Calls for Participation
 - IHE Fact Sheet and FAQ
 - IHE Integration Profiles: Guidelines for Buyers
 - IHE Connect-a-thon Results
 - Vendor Products Integration Statements