

HIMSS[®]

KUALA LUMPUR
24-27 FEB 2009

AsiaPac09

HEALTHCARE IT
Conference & Exhibition

www.himssasiapac.org

architects
of
change

Call for IHE Interoperability Showcase Participation at HIMSS AsiaPac09

Demonstrate your organization's leadership in interoperability

The realization for information technology to transform the healthcare industry is inevitable, and a vision we all share. Not only do we want to have the best science, infrastructure and professionals, but also the best value, safety and productivity. Now is the time to deliver healthcare that results in interconnected and personalized care, based on safer and smarter architecture. Now is the time to transform this vision into a reality.

The Interoperability Showcase features cutting-edge technology and standards that create an interactive environment where attendees experience interoperability of health IT systems. Attendees will be able to create their electronic health record and access it across multiple healthcare settings within the Showcase. Clinical scenarios will be enabled by the standards based on the Integrating the Healthcare Enterprise (IHE) framework.

By participating in the Showcase, you will experience:

- Multiple vendors demonstrating health information technology (IT) systems
- Educational sessions in the Showcase theatre
- Delegations, tours and media events
- Clinical scenarios demonstrating interoperability across multiple products, systems and enterprises

Connect with key audiences - the very people who have a vested interest in interoperability. The Showcase is the ideal venue for you to gain the visibility and exposure your products and organization deserve. Clearly you cannot afford to miss this unique opportunity.



The HIMSS AsiaPac09 Interoperability Showcase, will:

- Position your organization as a leading proponent of interoperability
- Provide an opportunity to participate in cross-vendor integration and testing
- Position products for decreased cost and complexity of interface installation and management
- Share outcomes from national projects, research, and initiatives

**Be part of history in the making:
Join the IHE HIMSS AsiaPac09 Interoperability Showcase.**

Telling Your Story From Real World Scenarios

Clinical scenarios demonstrate the power of interoperability...and the credibility of your technology.

The following is an example of a scenario being developed for the HIMSS AsiaPac09 Interoperability Showcase.

Interoperability at Work *From the ER to Follow-up*

As a proactive health care consumer, you have created a personal health record (PHR) and have published it for physician access. And then – your PHR goes to work. You are seriously injured and taken unconscious to a rural emergency room.

The ER physician looks up your record and sees your PHR. Your PHR speaks for you when you can't. You have existing health issues including diabetes. You are diagnosed with fractures requiring the skills of an orthopedic specialist at the Trauma center downtown. The ER physician creates a discharge summary and sends it to the HIE's infrastructure. Your images are also sent to the RHIO/HIE for sharing.

At the Trauma Center, the orthopedic specialist sees the ER discharge summary including your accident history and images captured during that visit. The orthopedic specialist doesn't spend wasted hours tracking down your records or performing repeat x-rays and examinations. He can send you to the OR right away. After a successful surgery, you have developed a severe allergic rash resulting from the perioperative antibiotics. You are instructed to follow up with your primary care physician (PCP).

On your follow up visit, your PCP is able to view the documents and images from your hospitalizations. He notes the new medications and medical problems added during your hospital stays. In addition, your PCP notes the allergic reaction and updates the EMR, avoiding medical errors such as miscommunication about medication doses.



REGISTER TODAY!
Hurry, Deadline closes 30 October 2008!

The following participant levels for the HIMSS AsiaPac09 Interoperability Showcase are available:

LEADERSHIP LEVEL

US\$ 20,000 (Exclusive)
US\$ 15,000 (Limited to 2)

Benefits include Implementer-level benefits plus:

- One complimentary full conference registration
- Two complimentary guest passes
- Speaking opportunity in HIMSS AsiaPac09 Interoperability Showcase Theater
- Logo to appear under “Leadership” category at the Showcase
- Participation in the Interoperability Showcase Planning Committee

IMPLEMENTER LEVEL

US\$ 10,000

Benefits include:

- Participation in the Interoperability Demonstration
- Two complimentary exhibition passes
- Commitment to meet IHE requirements and test products at Connectathon
- Logo to appear under “Implementer” category at the Showcase
- Logo on conference resource guide and website

SUPPORTER LEVEL

US\$ 2,000

Benefits include:

- Logo on conference resource guide and website
- Maximize your visibility on the exhibit floor through IHE materials directing attendees to your booth

New to the Interoperability Showcase?

Visit:

www.interoperabilityshowcase.org

For participation in the Interoperability Showcase, contact:

Steven Yeo

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Joyce Sensmeier

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Deadline for registration closes
30 October 2008

REGISTER TODAY!

PUTTING OUR COMMITMENTS TO WORK

HIMSS' Commitment to You:

- Promote the Interoperability Showcase to current and potential HIMSS AsiaPac09 attendees
- Work with your public relations and marketing staff to ensure maximum exposure as a Showcase participant
- Encourage interest from healthcare IT stakeholders, public policy decision-makers and the industry
- Create attractive and compelling marketing materials to promote your participation
- Produce and prominently place signage with your logo at the Showcase
- Develop multimedia presentations that educate attendees on the significance of your participation
- Represent your company/organization as a participant via the HIMSS AsiaPac09, IHE and Interoperability Showcase Web sites
- Increase interest from industry, national and local press before, during and after the event

Participants Commitment to HIMSS

- Complete Interoperability Showcase contract by 30 October, 2008
- Successfully demonstrate interoperability with designated partners in a number of test configurations
- Submit success logs for each actor being tested
- Ship equipment to the HIMSS AsiaPac09 Conference & Exhibition in Kuala Lumpur
- Confine conversations in the Interoperability Showcase to interoperability
- Use appropriate behavior in the Interoperability Showcase and respect all other participating vendors and their products

Participant Marketing Staff Commitment to HIMSS

- Complete HIMSS AsiaPac09 Interoperability Showcase contract by **30 October, 2008**
- Provide current company logo in EPS format to HIMSS Asia Pacific by **28 November, 2008**
- For Leadership Level participant, allocate an area in your exhibit for Distributed Demonstration workstation and signage to connect with Interoperability Showcase

Innovation at Work!
Visibility. Credibility. Profitability.
www.InteroperabilityShowcase.org