

# HIMSS ASIAPAC11 INTEROPERABILITY SHOWCASE™

**Call for HIMSS AsiaPac11 Interoperability Showcase™ participation**

Where you can demonstrate your organization's leadership in interoperability

## Interoperability Showcase™

20-23 September 2011

Melbourne Convention  
and Exhibition Centre  
Australia



*changing the  
way healthcare*

# CONNECTS

**HimSS**<sup>®</sup>  
AsiaPac11  
Conference &  
Leadership Summit

# DON'T MISS YOUR OPPORTUNITY TO PARTICIPATE IN THE INTEROPERABILITY SHOWCASE™ AT HIMSS ASIAPAC11 IN MELBOURNE, AUSTRALIA

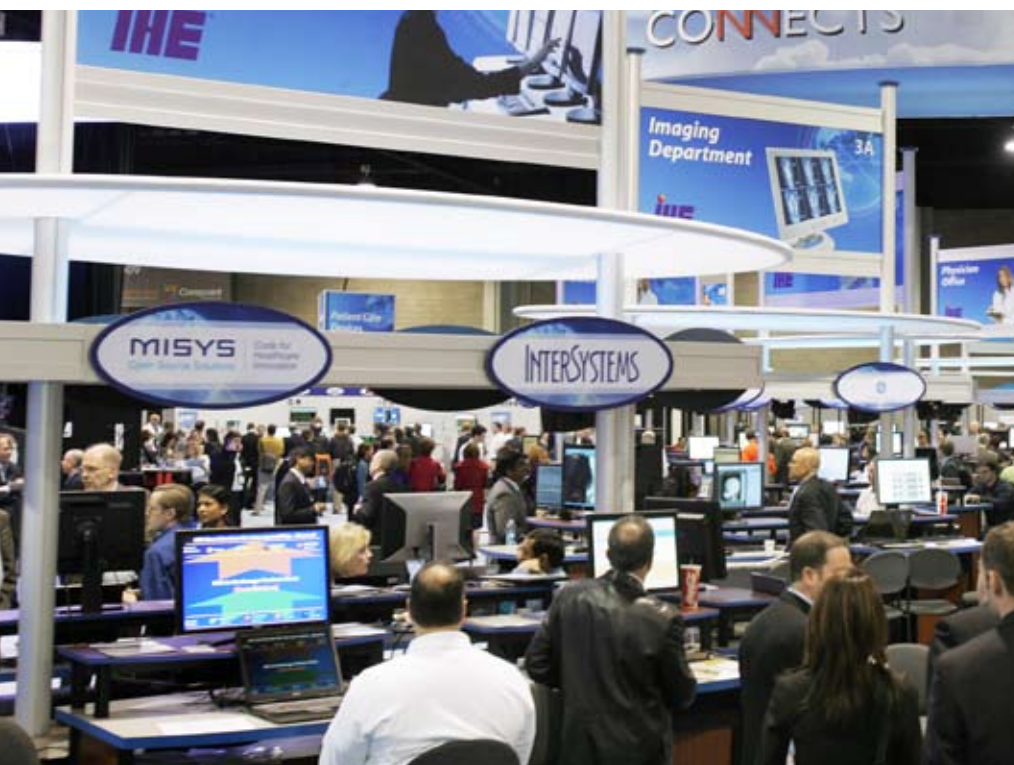


The transformation of healthcare by information technology is a vision shared worldwide and the vision is becoming reality. HIMSS, a global sponsor of Integrating the Healthcare Enterprise [IHE], demonstrates the power of IHE and other standards based Interoperability Solutions at HIMSS Interoperability Showcases™ held at conferences worldwide.

HIMSS Interoperability Showcases™ are unique events that demonstrate the power and availability of standards-based health IT solutions by producing clinical use cases that allow the attendee to create a patient record and watch it move from system to system across a continuum of care. Working in close collaboration with select partners such as Integrating the Healthcare Enterprise International™ (IHE) and the National E-Health Transition Authority (NEHTA) the HIMSS Interoperability Showcase helps health IT vendors showcase their success at using standards-based Interoperability solutions to improve patient care.

The 2011 Interoperability Showcases™ will provide an important opportunity for participants to come together with purchasers of clinical technologies to show that interoperable clinical solutions are not far off in the future – the power of standards-based interoperable solutions is available today. HIMSS is developing a world-wide following of clinicians, technicians, and key decision makers that come to see and experience technologies in person in a HIMSS Showcase use case tour.

The 2011 Interoperability Showcase™ will feature details of each company's participation, including IHE Actors and Integration profiles successfully tested at the IHE Australia Connectathon and other IHE Connectathons around the world. There will be a dedicated demonstration area with individual kiosk for each participant, a showcase theater, and speaking opportunities for Leadership level participants. In addition to presentation time in the Showcase Theater, Leadership participants will become part of the Industry Leaders Panel which will be part of the conference's educational track on Interoperability.



## INTEROPERABILITY SHOWCASE™ BENEFITS

### Put These Benefits to Work!

**Position** your organization as a leading proponent of interoperability

**Participate** in cross-vendor integration and testing

**Demonstrate & Share** how your products decrease costs with simplified interface installation

## EXTENSIVE MARKETING OUTREACH

- Promote the Interoperability Showcase™ to HIMSS Asia Pac11 attendees
- Use the HIMSS Interoperability Showcase™ Marketing Toolkit 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 or email campaigns to promote your participation with the HIMSS Interoperability Showcase™ Marketing Tool Kit
- Produce and prominently place signage with your logo at the Showcase
- Develop multimedia presentations that educate attendees on the significance of your contributions to interoperability
- Represent your company/organization as a participant via the HIMSS AsiaPac11 and Interoperability Showcase websites
- Enjoy increased interest from industry, national and local press before, during and after the event
- Schedule tours of VIPs, press, international delegates and government agency representatives

# PARTICIPATION OPTIONS CHOOSE A LEVEL THAT SUITS YOUR NEEDS.

# INNOVATION AT WORK THAT'S WHAT THE INTEROPERABILITY SHOWCASE™ IS ABOUT.

## Leadership Level

11,200 AUD\*

- Interoperability Industry Leader Panel participation
- Speaking opportunity in the Showcase Theater (presentations must be submitted for a review by HIMSS Interoperability Showcase™ Management)
- Logo on marketing materials, exhibit floor graphics, conference on site guide, and website
- Participation in an Interoperability Showcase Use Case Tour\*
- Distribution of one success story or white paper from the Showcase floor
- Inclusion on Interoperability Showcase print collateral and marketing materials
- One complimentary full conference badge
- Two complimentary exhibitor badges

## Implementer Level

5,600 AUD\*

- Logo on marketing materials, exhibit floor graphics, conference on site guide, and website
- Participation in an Interoperability Showcase Use Case Tour\*
- Inclusion on Interoperability Showcase print collateral and marketing materials
- Two complimentary exhibitor badges

## Supporter Level

2,800 AUD\*

- Logo on marketing materials, exhibit floor graphics, conference on site guide, and website
- Inclusion on Interoperability Showcase print collateral and marketing materials

\*All prices are subject to 10% GST.

Touted as the nation's premier forum highlighting the Integrating the Healthcare Enterprise's (IHE) common framework, the HIMSS Interoperability Showcase™ brings vendors and decision-makers together in a "seeing is believing" interactive environment where attendees can 'become the patient' in a clinical use case scenario and watch their health data move from system to system.

The HIMSS Interoperability Showcase™ features cutting-edge technology and standards taking on real-world scenarios that simulate how information is seamlessly shared along the entire healthcare provider network – from enterprise-wide to the region.

By participating in the Interoperability Showcases™, your company takes center stage. This is an unparalleled opportunity to demonstrate your technology to thousands of healthcare IT professionals from across the region.

## FOR MORE INFORMATION, PLEASE CONTACT US

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If your company has implemented IHE or is considering it, don't miss this opportunity to reach thousands of Australian health care executives and clinicians at the 2011 Interoperability Showcase™!

To participate in the AsiaPac11 HIMSS Interoperability Showcase™ please contact Sandy Vance at svance@himss.org or Steven Yeo at syeo@himss.org or +65 98485259 today!

**COMPLETE YOUR APPLICATION  
TODAY!  
WWW.HIMSSASIAPAC.ORG/11**

*\*\*Participation in an Interoperability Showcase™ Use Case Tour is contingent upon successful participation in both internet and on site Showcase testing. Companies may be removed from an Interoperability Showcase Use Case™ Tour in the event that they are unable to complete the transactions necessary in their role. All attempts will be made by HIMSS Interoperability Showcase Management to ensure participant success.*

