

HIMSS10 Annual Conference & Exhibition: March 1-4, 2010
HIMSS 10 Interoperability Showcase: March 1-3, 2010
Atlanta, Georgia – World Congress Center

**Maximize *your* Presence at the
HIMSS Interoperability Showcase™
December 17, 2010**

www.interoperabilityshowcase@himss.org



Welcome

Presenters

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HIMSS10 Interoperability Showcase Planning Committee, Co-Chair

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Agenda Overview

- **Webinar purpose**
- **Chronological success**
 - Preparation leading up to
 - During
 - After
 - Brief video production prep
- **Q&A**



To work as a team to help each of you...

- **Maximize:** Make full use of this unique opportunity and investment
- **Prepare** each of you ready for a very busy and successful Showcase in March
- **Prepare** you to expect the dynamic
 - HIT environment is dynamic
 - Being prepared where we can to allow room for new happenings

Chronological Approach to Prepare

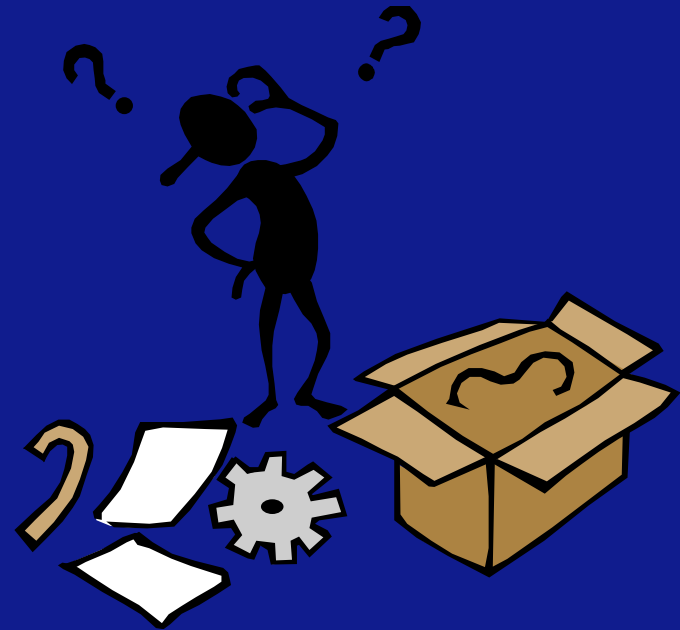
Start with embedding Showcase Focus & Large Theme

- ***It's real:*** Via IHE & HITSP, interoperability is real, it's here and you can implement, today, at your organization
- ***It's relevant:*** Scenarios help visitors make the connection to see its relevance to their particular clinical setting
- ***It takes leadership:*** Showcase participants are the leaders making it happen

Clinical & Business Solution Themes as well as Technical...

HIT and even IHE Marketing language

- Is sometimes too technical - which is important, but...
- Want *all* audiences “Non-techies,” potential buyers and end-users to understand and appreciate the clinical & business value & opportunities when adopting standards-based solutions



Talking Points for All

Remember this is about interoperability and that theme should tie-in to your presentation and demo.



Talking Key Points for your Demo & Presentations

Explain: in clear and simple language

- The *clinical* and *operational problems* addressed by use of IHE & HITSP

Define: Over 100 IHE Profiles & dozens HITSP:

- Which IHE Integration Profile(s)/HITSP Construct(s) are being implemented?

Who's doing it and why?

- Major health information systems involved in the project (e.g., HIS, in-patient or ambulatory EHR, PHRs)

Prepare - think – use some of these Benefit Examples

Use of IHE & HITSP results in...

- Reduction in the time and costs associated with integrating multiple systems
- Reduction in the number of lost or redone studies
- Improvements in the efficiency of medical staff
- Improvements in the efficient use of resources
- Improvement in the availability of medical information and turnaround time for diagnoses
- Reduction in medical errors
- Improvements in the quality of care

Prepare with an Invitation to Visit the Showcase

Let your customers and others in your organization know about your involvement in IHE, HITSP, HIMSS

Encourage them to visit and make this real

- **Leadership Level:**
 - Maximize your Distributed Demo & Showcase Theater Presentation
 - New for 2010 – capturing your story via video!
- **Leadership, Implementers & Organizational**
 - Success Story & White Paper

Maximize – donate Docents!

By the way, we are recruiting docents, so if you have others in their Organization familiar with IHE and/or HITSP, this is another great way to get involved & maximize!



Email us: interoperabilityshowcase@himss.org

Be Prepared for the Live Demonstration Experience

- **Be prepared** to smoothly demonstrate and talk about your part in the scenario
 - Use note cards w/bullet points – rehearse as you will be explaining to an audience many times each day
 - Not just technical – the story& and larger overriding themes
 - Be able to answer the question - “*Why is this way better?*”
- **Be on-time**
 - Initial starting rehearsal and run-through schedules will start on Saturday February 27 – refer to your *Guidance* document for details!
 - Plan to be at the Showcase
 - Sat & Sun: All day for set-up & testing
 - Mon, Tue & Wed – basically 8:00am – 6:00pm

Be Prepared for the Live Demonstration Experience

- ***Be ready & flexible:*** Expect schedule & scenario changes – *they will happen!*
 - Be fully comfortable with your scenario script(s) – know your part *and* understand [generally] what comes before and after in - case something gets a bit off track [and it will at least a time or two...]
 - Important Members of Congress or other VIPs *will come* in the middle of the busiest times or late and or unexpected—so we all must be flexible and good-natured

Be Prepared for the Live Demonstration Experience Continued...

- ***Be prepared*** to use a hand-held microphone and/or headset (depending on setting)
- ***Consider*** use of small but appropriate props
 - Lab coat or stethoscope where possible



Be Prepared for the Live Demonstration Experience

Continued...

Keep area clean & non-distracting

- Video team will be capturing general ambience [B-Roll] [and not screen captures so don't worry about that] so keep presentation area neat & clean
 - try to avoid food & beverage taking up counter space

Speaking of video production...

- We'll next cover a few suggestions related to the video production benefit for Leadership & others that are taking advantage and purchasing, but
- Specific detailed logistics planning will be held
 - January 6, 2010 from 12:00 - 1:00pmCT
 - WebEx invitations will be sent & posted
 - To learn more about video options, contact interoperabilityshowcase@himss.org

Prepare your Showcase & Exhibit Booth Teams

Leadership: Prepare *entire* HIMSS team-exhibit booth & Showcase to maximize Distributed Demo

All participants: Develop a few creative schemes to move interested persons between exhibit booth & Showcase floor



Example: Have your exhibit booth staff prepped to answer at least basic Showcase, IHE or HITSP questions.

We have actually heard exhibit booth people reply...

“Uh, we are not really sure what IHE is, but we know it’s important...”!

Leadership Level Distributed Demo participants

- Have a clearly marked **dedicated computer station in your** exhibit booth & people that know what to do!
- We've seen exhibit booth staff fumble to the point of embarrassment – have them ready **w/basic talking** points – just enough to get visitors – prospects over to the Showcase
- Have materials **about the Showcase and your participation available** to visitors at your exhibit booth
- **New for 2010!** Showcase handouts will clearly list the following
 - Your Showcase station – kiosk location
 - Your exhibit booth location [if you have one]
 - Your URL
- **Improved for 2010! Postcard-Passport**
 - Visitors will be encouraged in more places and more times to get three stickers to enter drawing
 - Two large visible drop-boxes – one at Info Booth & another at new “Help Desk”

For All Participants – maximize IHE Integration Statements!

- Update your **IHE Integration Statements!**
- A quick look found the following
 - Many very dated, incomplete or & missing
- Showcase staff & volunteers will be doing much more to direct interested visitors to participant websites and IHE Integration Statements in the IHE Product Registry.
- **Update & leverage - go to**
<http://product-registry.ihe.net/PR/home.seam>

<http://product-registry.ihe.net/PR/home.seam>

IHE Product Registry - Windows Internet Explorer

http://product-registry.ihe.net/PR/home.seam

File Edit View Favorites Tools Help

iGive.com iSearchiGive Shop To Help Your Cause Best Friends Animal Society: \$7,955.59 Chirps(0) Coupons

IHE Product Registry

IHE Product Registry

Sign-in



Home



Introduction



Search
Integration
Statements



TF

IHE Product Registry



Welcome to IHE Product Registry - Integrating the Healthcare Enterprise

What is IHE Product Registry? IHE Product Registry is a way to register and search products supporting IHE Profiles with published IHE Integration Statements.

IHE Integration Statements are documents prepared and published by vendors to describe the conformance of their products with the IHE Technical Framework. They identify the specific IHE capabilities a given product supports in terms of IHE actors and integration profiles.

[Read more...](#)

Quick Start Guide

I want to search an Integration Statement within IHE Product Registry

Click to [start a search](#)

I am a vendor and I want to manage my company's integration statements

[I don't have an account...](#) [Create an account](#)

Done

Internet

100%

Maximizing your Showcase Theater Presentation

For Leadership and Organizations

- Have an opening slide for theater presentation
- Dress for Television
 - No busy patterns
 - Dark blues, grays and jewel colors shoot well



Maximizing your Showcase Theater Presentation Continued...

For Leadership and Organizations

- You'll be required to meet w/crew a few minutes before presentation –
 - When you arrive in theater a videographer will be set up waiting for you. He will go over where you need the stand, test the audio settings and let you know when he is ready to roll tape.
- Know where to stand, look at your audience not the camera (shooting will be from the waist up)
- Have your notes and script ready – be rehearsed

Maximizing your Showcase Theater Presentation Continued...

For Leadership and Organizations

- Plan your speaker's schedule thoughtfully - don't have that person scheduled to the last moment in another location and then have to sprint through the Conference Center to speak
 - Showcase Theater schedules will be very tight
 - A “winded” speaker is not effective
- Total time for PPT presentation is fifteen minutes w/5 minutes for Q&A (Q&A will not be taped)
- Have info about your scheduled presentation on your company website

Maximize your Theater Presentation Content

For Leadership and Organizations

Why & How: Help the audience understand why you – your company – organization is here and how it ties in with interoperability

Clearly describe benefits as they pertain to the IHE profiles that are being used to enable the exchange the information

- What it means to the patient
- What it means to the physician
- What it means to your practice or health care institution

Maximize your Leadership “Stand-up” Interview

For Leadership

- **Schedule** “Stand-up” interview time & date must be scheduled before February 5, 2010 by submitting and completing an on-line survey
- **Prepare** 3 questions and rehearse the answers
 - Answers should be no longer than 1 minute
 - We’ll provide examples and discuss in more detail at the January 6 webinar
- Keep your answers to the point – clear and simple - don’t try to get too much in or stray off topic
- Prepare questions that can be used as part of other presentations, videos, or website
- As noted - Dress for Television
 - No busy patterns; Dark blues, grays and jewel colors shoot well

Wrap-up & Q&A

- Thank you!
- Questions?



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