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HIMSS10 Annual Conference & Exhibition: March 1-4, 2010  
HIMSS10 Interoperability Showcase: March 1-3, 2010

**Vendor Guidelines for Leadership Level - October 1, 2009 - Version 1A**

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**Preparing for the Showcase - Next Steps between today and March 1, 2010**

**Dear HIMSS10 Interoperability Showcase Leadership Level Participant:**

Thank you for joining us as a Leadership participant at the HIMSS10 Interoperability Showcase; we are excited to have your organization involved. This document contains important information including deadlines and deliverables for Showcase participants.

**Your organization is responsible to review this information and follow the guidelines.**

**NOTICE:** Failure to meet the requirements and deadlines contained in this document may result in exclusion from the HIMSS10 marketing collateral or participation in the activities on the Interoperability Showcase Exhibit floor.

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# HIMSS10 Marketing & Technical Communication Updates-

## *New Communication Tools & Updates*

**HIMSS10 Marketing & Technical Communication Updates:** To ensure consistent and easy one-stop communication and posting of new information / documents please check the HIMSS10 Interoperability Website regularly at: [www.interoperabilityshowcase.org/HIMSS10](http://www.interoperabilityshowcase.org/HIMSS10).

**HIMSS10 Interoperability Showcase Google Group List serves:** Each participating organization must identify a primary marketing contact and a primary technical contact for each system that is expected to participate in the Showcase. If the same technical person is applicable for all registered systems please note this, however, it is preferred that an individual familiar with each unique system be provided versus a general technical management resource. Unless otherwise specified, we assume the primary contacts will be the same people identified in your HIMSS10 Online Registration Survey which your company / organization should have completed after the original Showcase contract was signed.

- **NOTE:** If your organization has not yet completed the HIMSS10 Online Registration Survey, please do so immediately online at: [<http://surveys.himss.org/checkbox/Survey.aspx?s=1f26acc5542b4573be9433f518efacc0>].

**All participating organizations are responsible for staying apprised of the many Showcase details.** We have found that using the Google Group List serves is easier and cuts down on the number of emails. Please bookmark the Google Group List serves below for future reference. If your organization will be unable to utilize Google Groups, please inform Showcase staff immediately at: [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) or call +1-312-915-9213.

**The primary marketing contact(s) are requested to join the following Google Group List serves:**

- HIMSS10 Leadership Level Contacts-
  - List serve email: [himss10leadershiplevelcontacts@googlegroups.com](mailto:himss10leadershiplevelcontacts@googlegroups.com)
  - Website: <http://groups.google.com/group/himss10leadershiplevelcontacts>
- HIMSS10 Marketing Contacts-
  - List serve email: [himss10marketingcontacts@googlegroups.com](mailto:himss10marketingcontacts@googlegroups.com)
  - Website: <http://groups.google.com/group/himss10marketingcontacts>
- *Optional* List serve: HIMSS Interoperability Showcase News
  - List serve email: [HIMSSshowcasenews@googlegroups.com](mailto:HIMSSshowcasenews@googlegroups.com)
  - Website: <http://groups.google.com/group/HIMSSshowcasenews>

**The technical contact(s) are requested to join the following Google Group list serves:**

- HIMSS10 Leadership Level Contacts-
  - List serve email: [himss10leadershiplevelcontacts@googlegroups.com](mailto:himss10leadershiplevelcontacts@googlegroups.com)
  - Website: <http://groups.google.com/group/himss10leadershiplevelcontacts>
- HIMSS10 Technical Contacts-
  - List serve: [himss10technicalcontacts@googlegroups.com](mailto:himss10technicalcontacts@googlegroups.com)
  - Website: <http://groups.google.com/group/himss10technicalcontacts>
- IHE N.A. 2010 Connectathon-
  - List serve: [ihe-north-america-connectathon-2010@googlegroups.com](mailto:ihe-north-america-connectathon-2010@googlegroups.com)
  - Website: <http://groups.google.com/group/ihe-north-america-connectathon-2010>

If you have additional questions, please contact the Showcase Team at: [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org).

# HIMSS10 Marketing & Technical Communication Updates-

## *Sign-up for Showcase Google Group List serves*

### **Can I sign-up for both the Marketing and Technical Google Group List serves?**

Yes. Information shared on both the marketing and technical list serves are important and can be useful to all parties involved in the planning and participation at the HIMSS10 Interoperability Showcase. You may sign up for additional list serves outside of your current role in marketing or IT.

**Sign-up for the Google Group List serves:** Please visit the Interoperability Showcase Website at <http://www.interoperabilityshowcase.org/himss10/googleGroups.asp> to subscribe to the list serves noted below. Enter your email address into the corresponding boxes posted on this page. This will automatically subscribe you to the list serve.

- HIMSS10 Leadership Level Contacts
- HIMSS10 Marketing Contacts
- HIMSS10 Technical Contacts
- IHE 2010 N.A. Connectathon
- HIMSS Interoperability Showcase News

**Alternate Method to Sign-up:** Send an email to [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) with “Subscribe” in the subject line and list the Google Group List serves you would like to be added to for HIMSS10. The Showcase team will subscribe you to the list serves noted in your email.

**Create a Google Group Account:** Register for an account using your work email or create a Gmail account by visiting: <https://www.google.com/accounts/ManageAccount>

**Updates in Contact Information:** If you need to change, add or delete any of your identified Showcase points of contact, please send these updates to [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) with “Update Contact Information” in the subject line. This will ensure that the appropriate individuals are kept apprised of all Showcase information, dates, and deliverables.

If your organization is unable to join these Google Groups for some reason, please contact the Showcase Team at: [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org).

### **FAQs:**

How can I change my Google Group email delivery settings?

1. Go to the Google Group list serve home page as listed on Page 2 of this document.
2. Click on the link, “Edit My Membership,” found on the right hand side of the home page.
3. Choose one of the following settings for email delivery: Standard (Option 3- “email”), Abridged, or Digest form.
4. Click “Save these settings” when complete.

# HIMSS10 Interoperability Showcase Marketing Tool Kit-

## HIMSS10 Interoperability Showcase Marketing Tool Kit:

Make sure your HIMSS10 Showcase team is using the free marketing tools provided by HIMSS. To learn more about Showcase logos, press release copy, and more attend the HIMSS10 Interoperability Showcase Free Informational Marketing Webinars on October 30, 2009 and / or December 14, 2009. Advanced registration is required. Please use the links below to register prior to the event.

- October 30, 2009 from 10:00 – 11:00 am CT - [Register for the 10/30 Webinar Here!](#)
- and / or**
- December 14, 2009 from 1:00 – 2:00 pm CT- [Register for the 12/14 Webinar Here!](#)

**The Marketing Tool Kit and recording for these webinars will also be posted on-line after October 30, 2009.**

Please visit: [www.interoperabilityshowcase.org/himss10](http://www.interoperabilityshowcase.org/himss10).

## Showcase Scenario / Storyline & Acts / Casts Drafts:

The Showcase is comprised of a series of clinically accurate realistic examples that demonstrate connected interoperable care across the healthcare continuum. The scenario details evolve throughout the Showcase preparation phase that runs September 2009 – January 2010. Notification of scenario updates will also be sent to the HIMSS10 Technical Google List serve as noted on Page 2 of this document. Plan to visit and bookmark the Interoperability Showcase webpage to access current versions found at: [www.interoperabilityshowcase.org/HIMSS10](http://www.interoperabilityshowcase.org/HIMSS10).

## Participant Props:

Where appropriate, please plan to bring a few small props that are relevant to your Showcase roles. For example, for those portraying a clinician in one or more scenarios, please plan to wear a white lab coat and stethoscope. We will discuss this in more detail during the mandatory planning & technical calls (see schedule on Page 5-6) and during the two free Informational Marketing Webinars listed above.

## Participant Logos:

To ensure you receive the complete marketing benefits for the HIMSS10 Interoperability Showcase, all FINAL logos must be submitted to the HIMSS sales staff on Wednesday, October 28, 2009 by 11:59 pm CT.

- **Deadline:** October 28, 2009 by 11:59 pm CT
- Send your organization's logo in an EPS format to Andy Fliege at [Afliege@himss.org](mailto:Afliege@himss.org).

## NOTE:

- **We can only accept logos in an EPS format. Please plan in advance.**
- **Logos received by HIMSS after October 28, 2009 will not be included in marketing materials and may incur a late fee.**

# HIMSS10 Interoperability Showcase Planning & Technical Webinars-

## HIMSS10 “Getting to Know You” Calls:

Showcase staff will make contact with a marketing and technical representative from **each** organization participating in the Showcase. The purpose of this call is to provide assistance and enough time for Q&A with the overall objective of ensuring that everyone is prepared for all Showcase and Connectathon-related deliverables, due dates, testing requirements and processes.

**Duration:** October - November 2009

- New Showcase participants can expect calls to last 20 – 30 minutes.
- Calls with experienced Showcase veterans will be brief and have a duration contingent on their questions.

We encourage members of marketing and technical teams to attend. Additional information will be posted on the HIMSS10 Marketing and Technical Contacts Google Groups (details on Page 2).

## HIMSS10 New Showcase Planning Webinar Series:

In lieu of the Showcase kick-off (face-to-face) meeting conducted in the past during October, the Showcase staff will present a series of five (5) Showcase Planning Webinars to serve as “check-points” to ensure all participants are up-to-date with their obligations and preparations for the Showcase. **All sessions are mandatory, registration is required, and attendance will be taken.** Organizations that fail to participate may be excluded from Showcase scenario tours.

- **Dates:** October 2009 through February 2010 – One per month as detailed in the schedule on Page 6.
- **Scheduling:** To accommodate potential schedule conflicts, each mandatory Webinar will be held twice – one on a Thursday and the second on a Friday. All participants must attend one of the two scheduled sessions for each of the five (5) Webinars.
- **Register:** Please use the links listed on the detailed schedule found on Page 6 to register in advance.

## HIMSS10 Showcase Technical Review Webinars:

Similar to previous years, additional webinars with smaller niche groups participating in a specific role / scenario (e.g. infrastructure, patient care devices) will be scheduled as needed until March 1, 2010.

To help ensure system readiness prior to the Showcase event, **participation in these webinars is required in addition to the Planning webinars listed above. The Planning Webinars will cover general information relevant to all participants; the Technical Review Webinars are additional detailed calls for the smaller groups participating in the various scenarios.** As with the Showcase Planning webinars, attendance will be recorded and those failing to participate may be excluded from participating in that role / scenario in the Showcase. Additional information will be sent to the primary Technical contact(s) using the HIMSS10 Technical Contacts Google Group and the HIMSS Interoperability Showcase News (details listed on Page 2).

# HIMSS10 Interoperability Showcase Planning Webinars Schedule– Dates: October 2009 – February 2010

**New HIMSS10 Showcase Planning Webinars:** Please note attendance on these webinars is **mandatory**. All Leadership, Implementer, and Organizational Level participants must attend one of the two scheduled sessions for each of the five (5) Webinars. Advanced registration is required. Please review the calendar of HIMSS10 Interoperability Showcase Planning Webinars and click on the link to register for each webinar.

<b>Webinar #1: HIMSS 10 Interoperability Showcase Kick-off Webinar.</b> <u>Mandatory to attend one session on either Thursday or Friday.</u>	<b>Thursday, October 22, 2009</b> <a href="#">Register for 10/22 Webinar Here!</a> or	<b>Time: 9:00am - 10:30am CT</b>
	<b>Friday, October 23, 2009</b> <a href="#">Register for the 10/23 Webinar Here!</a>	<b>Time: 11:00am - 12:30pm CT</b>
<b>Webinar #2: HIMSS10 Interoperability Showcase Planning Webinar.</b> <u>Mandatory to attend one session on either Thursday or Friday.</u>	<b>Thursday, November 19, 2009</b> <a href="#">Register for 11/19 Webinar Here!</a> or	<b>Time: 9:00am - 10:30am CT</b>
	<b>Friday, November 20, 2009</b> <a href="#">Register for the 11/20 Webinar Here!</a>	<b>Time: 11:00am - 12:30pm CT</b>
<b>Webinar #3: HIMSS10 Interoperability Showcase Planning Webinar.</b> <u>Mandatory to attend one session on either Thursday or Friday.</u>	<b>Thursday, December 17, 2009</b> <a href="#">Register for the 12/17 Webinar Here!</a> or	<b>Time: 9:00am - 10:30am CT</b>
	<b>Friday December 18, 2009</b> <a href="#">Register for the 12/18 Webinar Here!</a>	<b>Time: 11:00am - 12:30pm CT</b>
<b>Webinar #4: HIMSS10 Interoperability Showcase Planning Webinar.</b> <u>Mandatory to attend one session on either Thursday or Friday.</u>	<b>Thursday, January 21, 2010</b> <a href="#">Register for the 1/21 Webinar Here!</a> or	<b>Time: 9:00am - 10:30am CT</b>
	<b>Friday, January 22, 2010</b> <a href="#">Register for the 1/22 Webinar Here!</a>	<b>Time: 11:00am - 12:30pm CT</b>
<b>Webinar #5: HIMSS10 Interoperability Showcase Planning Webinar.</b> <u>Mandatory to attend one session on either Thursday or Friday.</u>	<b>Thursday, February 4, 2010</b> <a href="#">Register for the 2/4 Webinar Here!</a> or	<b>Time: 9:00am - 10:30am CT</b>
	<b>Friday, February 5, 2010</b> <a href="#">Register for the 2/5 Webinar Here!</a>	<b>Time: 11:00am - 12:30pm CT</b>

## **HIMSS10 Leadership Benefits, Deliverables & Deadlines-** *Video capture of your HIMSS10 Interoperability Showcase Highlights*

### **Professional Production team to capture your HIMSS10 Showcase highlights:**

Leadership participants this year can capture the Showcase and key aspects of their real-time involvement. HIMSS has retained a professional production team to record footage of the Showcase environment and capture specific aspects [listed below] for each Leadership Level participant. The resulting footage will provide HIMSS, IHE and Leadership participants with quality footage that will show the excitement and share participants' interoperability stories with stakeholders and potential clients.

- **Showcase Theater presentation:** Footage of each Leadership Showcase Theater speaker will be captured
- **Showcase footage [B-Roll]:** Clips of Interoperability Showcase highlights
- **Stand-up interview with person of choice:** At a pre-scheduled time during the HIMSS10 Conference, the Showcase videographer team will capture a 1:1 interview with the person of your choice—this can be a member of your executive team, a client or even a prospect. The interview will consist of the Showcase interviewer asking the participant three questions. More information will be provided on the 1:1 calls we have with each participating organization as well as sent via email to the Leadership Level Contacts Google Group (details on Page 2).
  - **Deadline:** Stand-up interview time & date must be scheduled before February 5, 2010 by completing an on-line survey. Survey to be sent at a later date.
  - Participants failing to finalize their time slot by the deadline will be placed on a waiting list and are not guaranteed that their 1:1 stand-up interview will be captured.
  - **Deliverable:** The stand-up interview clip will be approximately 2.0-3.0 minutes, edited.

Each HIMSS10 Interoperability Showcase Highlights package will be available for download approximately 3-4 weeks following the HIMSS10 Annual Conference.

**Note:** The Production team is also taking orders for additional filming and production. Since they will already be on-site, this is a tremendous opportunity to retain the team to capture additional footage for an annual report, to provide additional footage for your website, podcasts and other uses. Contact Shelley Melanson at Pegasus Productions - [shelley@pegamail.com](mailto:shelley@pegamail.com) or +1-561-745-0525 for more information.

# HIMSS10 Leadership Level Benefits, Deliverables & Deadlines- *Showcase Theater Presentation*

**Showcase Theater Guidelines & Deadlines:** As a Leadership participant, one of your benefits is telling your interoperability story. Your organization has a reserved slot at the popular Interoperability Showcase Theater.

**Presentation Length:** Your presentation should be no longer than 15-17 minutes which will allow 5-7 minutes of Q&A from the audience. We have heard from Showcase visitors that most speakers do not allow enough time for feedback & questions, so we are making a point to ensure that there is enough quality time for Q&A as such interaction is a key feature of the Showcase. We also allow for approximately 2-5 minutes for the production team to check mics and other set-up related activities.

**Showcase Theater Presentations Videotaped this year:** All Leadership Showcase Theater presentations will be captured and replayed at a HIMSS Virtual Conference and Expo in 2010 with a link on the Interoperability Showcase website for one year. You may also utilize the video for your own internal marketing purposes. We assume most speakers will use Microsoft PowerPoint to create their presentations, but please let the Showcase team know in advance if some other format is being considered. Contact the Showcase team at [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org).

**Content & Focus:** The purpose of the Showcase is to highlight the leading vendors that deliver standards-based interoperable healthcare products & services. The Showcase is not the place to sell products; that is the purpose of your booth on the HIMSS general exhibit floor. The Showcase highlights your company's activities that support product offerings of interoperability standards promoted by IHE and / or the national HIT initiative of the HHS Office of the National Coordinator (ONC), not specific product functionality information. Examples of presentations from past Showcases are available at: [http://www.interoperabilityshowcase.org/himss09/himss09\\_leadership.asp](http://www.interoperabilityshowcase.org/himss09/himss09_leadership.asp)

**Showcase Theater Schedule:** Your Showcase Theater time assignment will be sent in November 2009.

**Interoperability Showcase Theater Deadlines:** To ensure presentations focus on interoperability and not product sales, Showcase staff will review all participant presentations and indicate if there are questions or request to edit content. Presentations not approved by HIMSS Showcase staff following the deadlines below will not be allowed for presentation in the Showcase Theater. To see examples of past approved Showcase Theater presentations visit: [http://www.interoperabilityshowcase.org/himss09/himss09\\_leadership.asp](http://www.interoperabilityshowcase.org/himss09/himss09_leadership.asp).

## 1. Showcase Theater title:

- **Early due date for advance marketing:** We would like to obtain the Showcase Theater presentation titles by November 2, 2009. The reason we try to get this so early is to maximize advance marketing of the Showcase. We understand that not everyone will be able to provide this level of specificity by November 2, 2009 **so the final deadline to submit your title is December 9, 2009.**
- **Final Due Date:** December 9, 2009 by 11:59pmCT

## 2. Showcase Theater Draft: Deadline to be received by HIMSS is December 9, 2009 by 11:59 pm CT.

- Please send draft to [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) with the subject line "Showcase Theater Draft."

## 3. HIMSS Review: HIMSS staff to return your presentation with questions or requested changes within two weeks upon receipt of your presentation and no later than December 30, 2009 for those received on the draft deadline.

## 4. Showcase Theater FINAL: Deadline to be received by HIMSS staff is January 27, 2010 by 11:59 pm CT.

- Please send to [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) with the subject line "Showcase Theater Final."

## **HIMSS10 Leadership Level Benefits, Deliverables & Deadlines- *Showcase Success Story / White Paper***

**HIMSS10 Interoperability Showcase Leadership Level White Paper / Success Story:** As a Leadership participant, your company may provide one white paper / success story to Showcase visitors. These are not to be sales collateral, and must focus on a case study or information regarding your company's interoperability activities. White Paper / Success Stories that have not been approved by Showcase staff will not be permitted in the Showcase. View approved examples of past Showcase Success stories in the marketing tool kit, set to be posted online in early November 2009. See more details about the Marketing Tool Kit on Page 4 of this document.

1. **White Paper Success Story DRAFT: Deadline to be received by HIMSS is December 9, 2009 by 11:59 pm CT.**
  - Please send to [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) with the subject line "Success Story Draft."
2. **HIMSS Review:** HIMSS staff to return your white papers with any questions or requested changes within two weeks upon receipt of your presentation and no later than December 30, 2009 for those received on the draft deadline.
3. **White Paper Success Story FINAL: Deadline to be received by HIMSS is January 27, 2010 by 11:59 pm CT.**
  - Please send to [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) with the subject line "White Paper Success Story Final."

**Number of Handouts & Dimensions:** Success story may be no larger than 8.5 x 11 inches as they must fit into a 9 x 12 inch clear acrylic holder. There is no page count limit, but handouts must be bound in some manner (e.g., stapled, bound) so that each handout fits neatly into the holders.

## **HIMSS10 Leadership Level Benefits, Deliverables & Deadlines- *Distributed Demonstration (Distributed Demo)***

**Distributed Demonstration Details:** Another benefit available only to Leadership Level is participation in the Distributed Demo at HIMSS10. In brief, participating in the Distributed Demo gives your company a live two-way link between your Showcase station and your vendor booth on the HIMSS conference floor.

### **Showcase will Provide the Following Items:**

- Each Distributed Demo participant will receive one 100 Base T drop in the Showcase area.
- iNOC Consulting (HIMSS Conference networking contractor) will coordinate network configuration including address assignment, routing and connectivity between the Showcase and the main HIMSS10 conference Exhibitor booths.
  - If you have any questions regarding the network please contact Matt Barth at [mbarth@inoc.com](mailto:mbarth@inoc.com).

### **Showcase Participant must Provide:**

- Order your network drop to your own booth via the standard HIMSS Exhibition booth channels. The HIMSS10 Exhibitor website will open on September 21, 2009 and orders can be made online at: <http://vendor.himss.org/himss10/docs/ServiceManual/SEC12TelcomNetworkOrderForm.pdf>
- Provide Hubs for fan-out to your systems in your vendor station.
- Order a public TCP / IP address (not private address) in advance to connect your exhibit booth into the Showcase network via the standard HIMSS Exhibition booth channels found at: <http://vendor.himss.org/himss10/docs/ServiceManual/SEC12TelcomNetworkOrderForm.pdf>
- Utilize Public Network IP addresses assigned to you from the HIMSS Exhibition network group for your equipment logically installed “inside” the Showcase router.
- [http://ihewiki.wustl.edu/wiki/index.php/Main\\_Page](http://ihewiki.wustl.edu/wiki/index.php/Main_Page).

# HIMSS10 Interoperability Showcase Testing Requirements-

## *Virtual Connectathon Testing (VCT) & IHE 2010 N.A. Connectathon Testing*

### **Required Testing Prior to the IHE 2010 N.A. Connectathon- Virtual Connectathon Testing (VCT):**

Participants in the IHE 2010 N.A. Connectathon and Showcase that will be testing the IHE Profiles PIX-PDQ and / or XDS-B are required to conduct virtual tests **prior to the Connectathon**. Pre-Connectathon testing will allow for better connectivity and set-up on-site at the Connectathon. Please prepare your technical staff to attend eight (8) hours of mandatory virtual testing between December 1-18, 2009.

- **IHE Profiles:** PIX-PDQ and / or XDS-B
- **Dates:** December 1-18, 2009.
- **Duration:** Eight hours of tests over a two week period of time. Exact dates/times have not been announced but will be between December 1-18, 2009.
- **Purpose:** Testing prior to actual Connectathon event on January 11-15, 2010.
- **Questions?** The Showcase Technical Lead from your company should already be involved and aware of this activity. If not, contact Connectathon Technical Project Manager, Steve Moore at [moores@mir.wustl.edu](mailto:moores@mir.wustl.edu).

**Need more information?** Further testing preparation requirements and dates regarding VCT will be distributed on the IHE 2010 N.A. Connectathon Google Group List serve (<http://groups.google.com/group/ihe-north-america-connectathon-2010>) in the future and will be posted at:

### **Required testing at IHE 2010 N.A. Connectathon to participate in the HIMSS10 Interoperability Showcase:**

Participants demonstrating in the HIMSS10 Showcase that support IHE profiles and HITSP constructs (which are grounded in IHE profiles) are expected to successfully test these profiles at the IHE 2010 N.A. Connectathon in Chicago, IL January 11-15, 2010. Exact details and availability of testing tools for the HITSP constructs is currently under development, so please watch for updates regarding this along with technical guidance for IHE testing at:

[http://www.ihe.net/north\\_america/connectathon2010.cfm](http://www.ihe.net/north_america/connectathon2010.cfm).

- **Dates:** January 11-15, 2010
- **Registration Link:** <http://ihe-kudu.wustl.edu/na2010/>

**Testing HITSP, Non-IHE Based Transactions:** Participants supporting showcase scenario steps that are based on HITSP constructs that are not based on IHE profiles are also required to conduct testing of these transactions prior to the Showcase event. The leveraging of the IHE Connectathon event as a venue to minimally provide a face-to-face testing opportunity for these scenarios (similar to what was offered in 2009) is currently being evaluated. Guidance in this regard and further details pertaining to opportunities for testing HITSP, non-IHE based transactions are currently being explored and will be communicated in the future to the HIMSS10 Technical Contacts Google Group List serve.

**New Directions:** The diversity of the Showcase continues to expand and each year in the New Directions area of the Showcase we highlight a small number of promising future initiatives that are standards-based, but may not necessarily be IHE or HITSP-based. These are typically U.S. federal or agency-based initiatives that meet specific criteria and are standards-based reflecting the nature of our expanding complex healthcare environment. Participation in the Showcase New Direction area is by invitation only.

**Questions:** The Showcase Technical Lead from your company should already be involved and aware of this activity. If not, contact Connectathon Technical Project Manager, Steve Moore at [moores@mir.wustl.edu](mailto:moores@mir.wustl.edu).

## **HIMSS10 Interoperability Showcase Testing Requirements-** *Virtual Showcase Testing (VST)- Testing Prior to On-Site Showcase Demonstration*

**Virtual Showcase Testing (VST):** Showcase participants in the Connected Demonstrations are required to participate in pre-Showcase Virtual testing to prepare for better connectivity and set-up on-site at the Showcase. Please prepare your technical staff to begin testing **during the week immediately following the IHE 2010 N.A. Connectathon**. The testing sessions will commence on Tuesday, January 19, 2010 and will continue until February 26, 2010. The testing sessions will be organized around specific Showcase roles / scenarios. All organizations that have registered and expect to participate in the specific role / scenario being tested are required to attend these meetings. Attendance will be taken and organizations that fail to participate may be excluded from those Showcase roles / scenarios.

- **Dates:** Tuesday, January 19, 2010 – Friday, February 26, 2010
- **Frequency:** Weekly testing with 3-4 sessions per week
  - The number of sessions that your organization will be required to attend will be based on the number of scenarios that you are participating in at the Showcase.
- **Duration:** Testing sessions are typically run as an “Open WebEx” events which stay active for half or full day time periods. Participants join and drop off in concert with their target “partners” in a particular scenario.
- **Purpose:** Testing prior to the actual Showcase Demonstration on Monday, March 1- Wednesday, March 3, 2010.
- **Questions?** The Showcase Technical Lead from your company should already be familiar and aware of this activity. If not, have them contact Showcase Technical Project Manager, John Donnelly at +1-908-693-7162 or [jtdonnelly@intepro.biz](mailto:jtdonnelly@intepro.biz).
- **Need more information?** Further testing preparation requirements and dates regarding VST session testing will be distributed on the HIMSS10 Technical Contacts Google Group List serve in the future (see Page 2 for instructions on how to become a member on this list serve).

**CRITICAL PREPARATION ITEM:** Please contact your organization’s IT department as soon as possible to commence the process of permitting access to and from your system from an external system. WAN connectivity information for all Showcase system participants will be made available as soon as possible to accommodate firewall access controls. For additional questions contact John Donnelly at +1-908-693-7162 or [jtdonnelly@interpro.biz](mailto:jtdonnelly@interpro.biz).

# HIMSS10 Interoperability Showcase Participant Logistics-

## *On-site Station Set-up / Move-out Schedule Summary*

**QUICK LOOK SUMMARY:** Please review the quick look summary of the on-site Interoperability Showcase set-up and move-out schedule. Note all Showcase participant stations are required to be complete by Sunday, February 27, 2010 by 5:00pm ET. More details and information is listed below this table.

Early / Optional Showcase Participant Set-up	Friday, February 26, 2010	8:00am – 5:00pm ET
Mandatory Showcase Participant Set-up & Attendance Required	Saturday, February 27, 2010	8:00am ET
All Participant stations must be complete	Sunday, February 28, 2010	5:00pm ET
On-Site Showcase Testing	Saturday, February 27, 2010 – Monday, March 1, 2010	Starts effectively 11:00am 12 noon ET and on-going until Monday, March 1, 2010 (see Pages 16-17)
Showcase Participant Schedule / Hours	Monday, March 1, 2010	8:00am – 6:00pm ET (see Page 19)
	Tuesday, March 2, 2010	8:00am – 6:00pm ET
	Wednesday, March 3, 2010	8:00am – 5:30pm ET Showcase closes
Showcase Participant Move-out hours	Wednesday, March 3, 2010	5:30pm – 9:30pm ET

**Location:** HIMSS10 Interoperability Showcase Booth #233, Hall C - Georgia World Congress Center

# HIMSS10 Interoperability Showcase Participant Logistics-

## *On-site Station Set-up / Move-out Schedule Detailed*

### HIMSS 10 Interoperability Showcase Set-up- Detailed Information

Participant System set-up includes:

- Installing and powering up the system and all components such as monitor, keyboard, mouse, etc.
- Requesting holes to be drilled in the pod tabletop for required computer cabling (drilling services will be provided by Freeman Exhibition staff on site) and all other individual application system validation.

### Interoperability Showcase Participant Set-up Detailed Hourly Schedule:

#### Friday, February 26, 2010

- **8:00am ET** Exhibit Hall opens for early / optional Showcase participant set-up

#### Saturday, February 27, 2010

- **8:00am ET** **Mandatory:** All Leadership, Implementer and Organizational participants involved in the Connected Demonstration must be present at 8:00am ET.
- **11:00am ET** **Deadline:** All Infrastructure software applications must be configured & operational at this time so On-site Showcase Testing may commence as scheduled (see Pages 16-17)
- **12:00noon ET** **Deadline:** All Non- Infrastructure software applications must be configured & operational at this time so On-site Showcase Testing may commence as scheduled (see Page 16-17)

#### Sunday, February 28, 2010

- **5:00pm ET** ALL Showcase participants must complete on-site set-up

Please refer to the HIMSS10 Interoperability Showcase Participant Schedule for dates and times once the HIMSS10 Interoperability Showcase opens. See Page 19 for more information.

#### Wednesday, March 3, 2010

- **5:30pm ET** HIMSS10 Exhibition Hall & the Interoperability Showcase are closed. Move-out and break down of the Showcase Participant stations begin at this time.
- **9:30pm ET** ALL Showcase participants must be moved out of the Showcase Exhibit both by this time. Exhibition Hall is closed.

# HIMSS10 Interoperability Showcase Participant Logistics-

## *On-site Detailed Station Instructions, Supplies & Shipping Information*

### HIMSS10 Interoperability Showcase Participant Stations- Detailed Information

As a HIMSS10 Interoperability Showcase participant, you will receive the following items as a part of the Showcase Leadership registration fee. Additional supplies and materials are necessary; please read the following information to prepare your station properly.

#### Showcase station materials provided by HIMSS:

- One station and two chairs
- Electricity and internet access
- Company signage

#### Showcase Participants must supply the following items:

- **Monitors:** Bring your own monitors or rent monitors at the conference
  - Rental order form available at: <http://vendor.himss.org/himss10/docs/ServiceManual/SEC12AVW.pdf>
  - We recommend **monitors no less than 21 inches and monitors over 24 inches are not permitted**. The HIMSS exhibit floor allows larger monitors, but in the Showcase, to ensure everyone has enough space and that the tours are fair to all, we will not permit any monitors larger than 24 inches.
- **Mouse, keyboard and cables components:** To ensure that there is enough room at the stations, laptops must be placed on a shelf below the counter and the keyboard, mouse and monitor will be at desk level.
- **Extension cords:** Bring extras extension cords and clearly mark so that you can take them home with you.

**Storage:** There is a small ventilated 2'x 2' [approx.] storage area per station under the station desk top to accommodate computers. This space does not lock, but has sliding doors for easy access. **NOTE:** This space is not intended for personal storage or large items. Vendors requiring a larger space for their computers, servers etc. than can be accommodated by this storage area must inform Showcase staff at [interoperabilityshowcase@himss.org](mailto:interoperabilityshowcase@himss.org) to ensure that any need for additional space is considered as a part of the pod system assignment. Note that extra charges may be incurred for custom changes.

**Remove all Valuables:** Overnight security in the Interoperability Showcase is provided during move-in and overnight throughout the week. Atlanta is a major city with the inherent security risks of any major metropolitan area. Do not leave valuable items unattended in your station. HIMSS is not responsible for lost or stolen items.

**HIMSS10 Interoperability Showcase Shipping Instructions:** Shipping information and details can be found online at the HIMSS10 Exhibitor website and Exhibitor Service Manual at: <http://vendor.himss.org/himss10/exhServiceManual.ASPX> and click on Section 13- Shipping Information.

## HIMSS10 Interoperability Showcase Testing Requirements- The Dress Rehearsal- On-site Interoperability Showcase Testing Summary

**QUICK LOOK SUMMARY-** Please review the quick look summary of the on-site Interoperability Showcase testing dates and times. Note all technicians are required to be on-site for the dates and times listed below. More details and information is listed below this table.

<b>On-site Showcase Testing Duration</b>	Saturday, February 27, 2010 to Monday, March 1, 2010	
<b>Software Set-up and Configuration</b>	Saturday, February 27, 2010	8:00am ET
<b>Software applications must be configured and operational by the following times:</b>		
<b>Infrastructure Systems</b>	Saturday, February 27, 2010	11:00am ET
<b>Non-Infrastructure Systems</b>	Saturday, February 27, 2010	12:00noon ET
<b>Initial Interoperability Test Runs</b>	Saturday, February 27, 2010	12:00noon – 6:30pm ET
<b>Extended hours- Interoperability Test Runs (as needed)</b>	Saturday, February 27, 2010	6:30pm – late evening hours
<b>Test Runs with Docent Rehearsals</b>	Sunday, February 28, 2010	8:00am – 4:00pm ET
<b>Final Validation and Showcase Testing / Preparation</b>	Monday, March 1, 2010	8:00am – 12:30noon ET
<b>Special Tours- More detail later</b>	Monday, March 1, 2010	9:00am – 12:30pm ET

**Questions?** The Showcase Technical Lead from your company should already be familiar and aware of this activity. If not, have them contact Showcase Technical Project Manager, John Donnelly at +1-908-693-7162 or [jtdonnelly@intepro.biz](mailto:jtdonnelly@intepro.biz)

**Need more information?** Further testing preparation requirements and information will be distributed on the HIMSS10 Technical Contacts Google Group List serve in the future (see Page 2 for instructions on how to become a member on this list serve).

# HIMSS10 Interoperability Showcase Testing Requirements- *The Dress Rehearsal- On-site Interoperability Showcase Testing Detailed*

## On-site Interoperability Showcase Testing- Detailed Information

On-site Interoperability Showcase testing will commence on Saturday, February 27, 2010 and may continue until late evening hours on Sunday, February 28, 2010 until all systems are connected and operational. Connected Demonstration participants are not permitted to leave the Showcase Exhibit floor until all interoperability partner systems are connected and a live demo has been completed. ACT managers will walk each demonstration script through scenario steps to verify and smooth the demonstration flow.

### Interoperability Showcase Participant Requirements:

- If your system is not running properly, you **must** stay for the entire timeframe.
- Technicians are **required to stay on the Showcase Exhibit floor at all times** to avoid lost time “searching” for partners.
- Please note that during testing there may be periods of downtime- Plan accordingly.
- All are welcome to pitch-in to make systems operational if your testing is completed or while waiting for partners to be ready. Remember this is a team effort

### Interoperability Showcase Participant Detailed Hourly Schedule:

**Complete Duration:** Saturday, February 27, 2010 at 12:00noon ET – Sunday, February 28, 2010 late evening (as needed)

#### Saturday, February 27, 2010

- **8:00am ET** Software set-up and configuration can begin
- **11:00am ET** All Infrastructure systems must be configured and operational
- **12:00noon ET** All non-infrastructure systems must be configured and operational

**NOTE:** If you and your partner systems are ready before 12:00noon ET, you may begin early.

- **12:00noon – 6:30pm ET**
  - Initial interoperability test runs. All systems **must** be operational & staffed during this period.
  - First test run-through with ACT managers is Saturday, February 27, 2010 at 12:00-3:00pm.
  - Mid-afternoon a status check will be run and subsequent test sequences run again until 6:30pm.
  - ACT managers will walk each demonstration script through scenario steps to verify and smooth the demonstration flow.
- **6:30 pm – late evening (as needed)**
  - Repair work to systems until the Connected Demonstration is operational.
  - **If your system is not running properly, you must stay for the entire timeframe.**

#### Sunday, February 28, 2010

- **8:00 am - 11:00 am ET** Validation with ACT managers to resolve final issues
- **11:00 am - 4:00 pm ET** Test runs with docent rehearsal
  - Docents (Showcase tour guides) will use printed materials to walk through scenarios and validate that all systems are ready and identify any docent documentation adjustments.

#### Monday, March 1, 2010

- **8:00am - 9:00am ET**
  - Showcase participants on-site and systems started
  - Final validation that all systems are operational

**Please refer to the HIMSS10 Interoperability Showcase Participant Schedule for dates and times once the Showcase opens. See Page 19 for more information.**

# HIMSS10 Interoperability Showcase Opens; Participant Schedule-

## *Interoperability Showcase Participant Schedule Summary*

### **HIMSS10 Showcase Participant Schedule- Summary**

**Mandatory Staff Attendance at Showcase Booth:** Many participants also have a booth on the HIMSS Exhibit floor in addition to their Interoperability Showcase station or kiosk. Therefore, to ensure full coverage for both the HIMSS exhibit floor and Showcase kiosk, please use the schedule below to coordinate staff resources. Note that the Interoperability Showcase hours do not run the same schedule as the HIMSS10 general exhibit booth floor.

**Please do not plan to use the same resource(s) to cover exhibit floor and Showcase– Staff cannot be in two places at once.** The dates and times below require staff to be on-site at your Showcase station at all times. If your Showcase station is not staffed, your company will miss being included on tours. Not only is this a negative event for your organization, it also negatively impacts your interoperability partners because a missing participant can impact one or more connected scenarios. If your station is not staffed, changes will be made to eliminate your system from future tours during the remainder of the showcase.

**Note for Special Tour Scheduling:** There will be many special tours for media, keynotes and others arranged outside of the regular HIMSS exhibit hours including during the lunch breaks on March 2-3, 2010 from 1:00-2:30 pm ET, plus before and after regular HIMSS Exhibit hours. We will keep all participants notified of changes in the Showcase tour schedule via the HIMSS10 Technical Contacts Google Group.

# HIMSS10 Interoperability Showcase Opens; Participant Schedule-

## *Interoperability Showcase Participant Schedule Detailed*

### **HIMSS10 Showcase Participant Hours:**

Monday, March 1, 2010	8:00am – 6:00pm ET	
Tuesday, March 2, 2010	8:00am – 6:00pm ET	
Wednesday, March 3, 2010	8:00am – 5:30pm ET	Showcase closes at 5:30pm ET

**Mandatory Attendance:** The dates and times below require staff to be on-site at your Showcase station at all times. If your Showcase station is not staffed, your company will miss being included on tours. Not only is this a negative event for your organization, it also negatively impacts your interoperability partners because a missing participant can impact one or more connected scenarios. If your station is not staffed, changes will be made to eliminate your system from future tours during the remainder of the showcase.

### **Monday, March 1, 2010**

- **8:00am - 9:00am ET**  
Showcase participants on-site and systems started, final validation that all systems are operational
- **9:00am – 12:30noon ET**  
Interoperability Showcase Special tours TBD, Interoperability test runs and docent rehearsals
- **12:30noon – 5:30pm ET**  
HIMSS10 General Exhibit Floor & Interoperability Showcase are open
- **5:30pm – 6:00pm ET**  
Interoperability Showcase Participant Wrap-up meeting; Location: Showcase Theater A

### **Tuesday, March 2, 2010**

- **8:00am - 9:00am ET**  
Participants on-site and systems started up, final validation that all systems are operational
- **9:00am – 10:00am ET**  
Interoperability Showcase Special Tours TBD, Interoperability test runs and docent rehearsals
- **10:00am – 1:00pm ET**  
HIMSS10 General Exhibit Floor & Interoperability Showcase are open
- **1:00pm – 2:30pm ET**  
Interoperability Showcase Special Tours TBD
- **2:30pm – 5:30pm ET**  
HIMSS10 General Exhibit Floor & Interoperability Showcase are open
- **5:30pm – 6:00pm ET**  
Interoperability Showcase Participant Wrap-up meeting; Location: Showcase Theater A

### **Wednesday, March 3, 2010**

- **8:00am - 9:00am ET**  
Participants on-site and systems started up, final validation that all systems are operational
- **9:00am – 10:00am ET**  
Interoperability Showcase Special Tours TBD, Interoperability test runs and docent rehearsals
- **10:00am – 1:00pm ET**  
HIMSS10 General Exhibit Floor & Interoperability Showcase are open
- **1:00pm – 2:30pm ET**  
Interoperability Showcase Special Tours TBD
- **2:30pm – 5:30pm ET**  
HIMSS10 General Exhibit Floor & Interoperability Showcase are open
- **5:30pm ET**  
HIMSS10 General Exhibit Floor & Interoperability Showcase are closed; Showcase Participant Move-out and teardown may begin at this time

# HIMSS10 Interoperability Showcase Participant Logistics-

## *Showcase Participant Badge Registration and Hotel Information*

### **The HIMSS10 Interoperability Showcase Leadership Package Includes:**

Three Full Conference badges and Two Exhibitor badges

**NOTE:** Badges are assigned to the marketing contact from your company. If you are exhibiting at the HIMSS10 main conference Exhibition Floor, additional badges for Showcase Leadership Level participants will be added to your current badge allotment and information will be sent to the main marketing contact upon completion of your HIMSS10 Exhibit space contract. If you are not exhibiting on the main Exhibition Floor, the main marketing contact for the Showcase will receive the information to register your staff in November 2009.

- **Badge Registration:** Badge registration is completed through an online registration system. A login name and password for badge registration will be sent to the marketing point of contact on your contract in November 2009 at the latest.
- **On-site HIMSS10 Badge Pick-up:** Full Conference and Exhibitor Badges are to be picked up on-site at any self-registration kiosk if you have been pre-registered using the online badge registration system listed above.
- **Purchasing Badges:** Extra Exhibitor or Full Conference badges may be purchased when you complete your online badge registration

**Registration or Badge Questions?** Visit the Vendor Website at: <http://vendor.himss.org/HIMSS10/>  
Exhibitor website will open in November 2009.

**HIMSS10 Hotel Reservations:** Housing fills quickly so be ready when HIMSS10 Conference hotel reservations open on September 21, 2009. All details available at: <http://www.himssconference.org/travel/default.aspx>

### **HIMSS10 Annual Conference & Exhibition is on new schedule than in previous years.**

HIMSS10 Annual Conference & Exhibition: March 1-4, 2010

HIMSS10 Interoperability Showcase: March 1-3, 2010

Please book your hotel rooms accordingly.

Review General HIMSS10 Annual Conference & Exhibition Hours by visiting the HIMSS10 Vendor Exhibitor Service Manual at: <http://vendor.himss.org/himss10/docs/ServiceManual/SEC01ExhibitionSchedule.pdf>

**Preparing your Team:** Please visit the HIMSS10 Interoperability Showcase webpage at [www.interoperabilityshowcase.org/HIMSS10](http://www.interoperabilityshowcase.org/HIMSS10) for more information and ideas to prepare your team for the Showcase., In addition, sign up for the HIMSS10 Showcase Leadership Level, Marketing Contacts and Technical Contacts, and the HIMSS Interoperability Showcase News Google Group List serves. Instructions are located under HIMSS10 Marketing & Technical Communication Updates on Page 2 of this document.