

# HIMSS<sup>®</sup>09 Preview

2009 | Annual Conference & Exhibition

FEBRUARY 2009

APRIL 4 - APRIL 8, 2009 • CHICAGO, ILLINOIS

## WELCOME TO THE HIMSS09 Preview Edition!



This special insert is the source for the latest details about the 2009 Annual HIMSS Conference & Exhibition, April 4-8 in Chicago—the industry's biggest event for education, innovation and knowledge sharing, held in the "City of Big Shoulders." Explore the weeklong roster of dynamic education offerings led by today's top industry newsmakers, 900-plus exhibitors demonstrating cutting-edge health IT products and innovative emerging solutions, and networking with more than 25,000 industry leaders and colleagues. The Preview also features tips on enjoying time in the Windy City, with Chicago's world-class, eclectic mix of restaurants, shops, museums, architecture, nightlife and more. For up-to-the-minute news and announcements about HIMSS09, a "can't miss event," visit [www.himssconference.org](http://www.himssconference.org). ■

## HIMSS09: Demonstrating the Promise of Health IT

Keynote speakers explore evolving healthcare system

With debate in Washington on how to fix the struggling economy and what role health IT can play in enabling healthcare reform, HIMSS is at the forefront of shaping healthcare delivery. The 2009 Annual HIMSS Conference & Exhibition, April 4-8 in Chicago, brings together health IT professionals, physicians, nurses, healthcare executives, pharmacists and vendors from around the world to advance IT in reforming today's healthcare system. With real-world best practices explored during the education programs, and innovative tools and solutions demonstrated on the exhibition floor, HIMSS09 is the place to learn how lives can be saved, outcomes of care improved and costs reduced through health IT. HIMSS09 is the catalyst for healthcare transformation.

This year's keynote platform features today's newsmakers in the evolving healthcare market, offering their visions of what lies ahead, examining the key role health IT plays in patient care, and exploring how the



Alan Greenspan



George C. Halvorson



Jerry Linenger



Dennis Quaid

current economic situation in the United States and around the globe is impacting healthcare.

On Sunday, April 5, actor **Dennis Quaid** presents "Dennis Quaid and the Quaid Foundation Story." Mr. Quaid, and his wife Kimberly, started their foundation to promote patient safety after their twins, Thomas and Zoe, received an overdose of the blood thinner Heparin while in the hospital recovering from an infection. The twins were born on Nov. 8, 2007 in Santa Monica, Calif. As an actor, Mr. Quaid has been honored by the New York Film Critics Circle and the Independent Spirits Awards as "Best Supporting Actor of the Year" and garnered nominations for a Golden Globe Award and Screen Actor's Guild Award for

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## Be at the Center of Healthcare Reform... Attend HIMSS09!

Healthcare Reform is high on President Barack Obama's agenda. Attend HIMSS09 to learn how the new administration's \$20-plus billion healthcare reform effort directly impacts you and the industry! Voice opinions and be a vital part of HIMSS' health IT recommendations for the Obama administration and the 111th Congress.

Be an agent of change in this exciting new era.

For more information, visit:  
[www.himss.org/advocacy](http://www.himss.org/advocacy)  
See you in Chicago!

## Exploring the Windy City

Each year, millions of visitors from around the globe head to Chicago to explore the city's world-class attractions, restaurants, shops, museums, architecture, nightlife and more. Chicago has many "can't miss" attractions to visit during your trip to Chicago for HIMSS09. For more details on things to see and do in Chicago, including special offers from restaurants, retailers and attractions, and a calendar of events, visit "Choose Chicago," ([www.choosechicago.com/himss](http://www.choosechicago.com/himss)), part of the HIMSS09 Web site.



Millennium Park, Chicago

### Millennium Park

Millennium Park, one of the city's newest cultural hot spots, features Cloud Gate, a spectacular elliptical sculpture by Anish Kapoor, and a digitally-animated water fountain created by Jaume Plensa.

### Navy Pier

A "must-see" for any visitor to Chicago, Navy Pier features more than 50 acres of parks, attractions, shops and restaurants along Chicago's lakefront, including the Ferris Wheel and Chicago Shakespeare Theater. Don't miss the HIMSS09 Tuesday Night Special Event at Navy Pier, which celebrates Chicago's vibrant music scene. Tickets are \$45 per person.

THINGS TO SEE & DO continued on page 7

## VIEWS FROM THE TOP EDUCATION SESSIONS

# Highlight New Ideas, Innovations and Research

*HIMSS09 education sessions bring together nationally recognized speakers to discuss some of the industry's most pressing healthcare and IT concerns. This year's slate of speakers for the ever-popular Views from the Top sessions features renowned industry experts sharing new ideas, innovations and research.*

On Sunday, April 5, **Blackford Middleton**, MD, MPH, MSc, FACP, FACMI, FHIMSS, Partners HealthCare System Inc.; **Dean Sittig**, PhD, University of Texas, Memorial Hermann Center for Healthcare Quality and Safety; and **Frank Sonnenberg**, MD, professor of medicine, Robert Wood Johnson Medical School, University of Medicine and Dentistry of New Jersey, discuss research underway at the AHRQ Clinical Decision Support Consortium. "We want attendees to take away a renewed interest and better understanding of a potential strategy for

developing widely shareable clinical decision support content along with the myriad issues that surround this topic," Dr. Middleton and Dr. Sittig said.

On Monday, April 6, eFuturist **Douglas Goldstein** explores how video games, virtual worlds, EHRs, personal genomics and nanotechnology are revolutionizing healthcare at an accelerating pace. Attendees will discover an approach to continuous innovation that leverages Lean/Six Sigma, human ingenuity and technology to improve efficiency, reduce errors and improve quality.

**Charlie Cook**, publisher of *The Cook Political Report* and political analyst for the National Journal Group, focuses on the incoming Obama administration, examining its healthcare agenda and providing perceptive commentaries on policymaking in Washington on Tuesday, April 7. "Big



Blackford Middleton



Kevin Mitnick



Simmi Singh



Dean Sittig

changes in healthcare are coming, the question is what those changes will be," Mr. Cook said. "I won't be able to tell attendees what will happen, nobody knows that, but I will help them understand the political environment and forces in Washington that will shape the outcome."

Also on Tuesday, April 7, the world's most famous former hacker **Kevin Mitnick**, founder of Mitnick Security Consulting LLC, shares what businesses can do to develop a creative and engaging security program that heightens awareness, motivates employees to change their attitudes, influences them

VIEWS FROM THE TOP continued on page 7

# HIMSS09 Preview

## HIMSS09 Interoperability Showcase Experience Interoperability in Real Time

Attendees can experience state-of-the-art health information exchange firsthand, in real-time at the HIMSS09 Interoperability Showcase. Through a series of interactive demonstrations and theatres, attendees actively learn how health information is seamlessly passed among providers from different care settings using cutting-edge technology and standards, and discover the value interoperable systems bring to patient care.

Highlighting Integrating the Healthcare Enterprise's (IHE's) common framework and Healthcare Information Technology Standards Panel (HITSP) Interoperability Specifications for delivering interoperability across local, regional and national health information exchanges, the showcase is the place to see interoperability in action and witness how it drives improvements in the quality, safety and efficiency of care.

At this year's Interoperability Showcase, more than 50 vendors demonstrating connectivity between 70-plus clinical information systems take part in secured health information exchange and illustrate the benefits of securely linking vital health information across multiple care settings. Clinical scenarios focus on clinician and patient access, and information sharing across the full continuum of care.

For the first time, Continua Alliance is joining the HIMSS09 Interoperability Showcase to demonstrate its vision and innovative use of standards to develop and support a personal health ecosystem. Continua's mission to develop an ecosystem of interoperable personal health record systems and data collection devices, including weight scales, blood pressure monitors and oximeters, empowers people and consumers to better manage their health.

Another exciting 2009 special feature



HIMSS08 Interoperability Showcase.

includes several high-profile U.S. federal and state agency initiatives showcasing the progress they have made towards cross-system health information exchange. This includes the Department of Defense/Military Health System demonstrating how the personal health record can serve as an electronic record integration point across healthcare sites.

Visit [www.himssconference.org/showcase](http://www.himssconference.org/showcase) to learn more about the HIMSS09 Interoperability Showcase. ■

## Important Notes

### HIMSS09 Registration Details

Registration for HIMSS09 is open at [www.himssconference.org/registration](http://www.himssconference.org/registration) and remains open throughout conference. Standard registration rates apply through March 9; after that date, attendees registering pay late-registration/on-site rates. HIMSS09 registration includes entrance to keynote presentations, education sessions and the exhibit hall, Sunday, April 5, through Wednesday, April 8; the opening reception; CD-ROM conference proceedings; and a registration tote bag and kit (while supplies last).

On-site, self-service registration kiosks are also available for attendees to register for conference and optional events, as well as to print their badges and tickets. Attendees and exhibitors, who did not receive their registration packets in the mail, can also print their badges and tickets at self-services kiosks with a valid photo ID. Badges and tickets may only be printed once on-site.

Changes to previously registered attendees cannot be made at the self-service kiosks on-site. A full-service, staffed registration area is available on-site for these changes. Prior to conference, attendees can



McCormick Place, Chicago

return to the registration Web site to add additional events to their registration.

### Air Travel & Car Rental Services

Air travel and car rental reservations may be made online through HIMSS Travel Services at [www.himssmtgtvl.com](http://www.himssmtgtvl.com) or by calling 888-249-8859, Monday through Friday, 8:30 am to 5:30 pm CST. Attendees can search air fares and book flights on any scheduled carrier or book car rentals with any company; however, exclusive discounts are available through HIMSS Travel Services. Discounts of up to 15 percent are available from the following airlines: Northwest Airlines, American Airlines and Continental Airlines. Car rental discounts

are available with Avis, Enterprise and Hertz. Visit [www.himssconference.org/travel](http://www.himssconference.org/travel) for more information.

### Make Hotel Reservations Early

HIMSS has contracted with numerous hotels to provide discounted room rates for attendees and exhibitors. To make a reservation or check availability, contact Ambassadors, HIMSS' official housing company, at [www.himssconference.org/travel](http://www.himssconference.org/travel) or by phone at 877-517-3038, Monday through Friday, 9 am to 8 pm EST. Reservations are made with no upfront, out-of-pocket costs, only a credit card to guarantee.

### Shuttle services

Complimentary shuttle service to and from the convention center is available for all HIMSS hotels from Saturday, April 4, to Wednesday, April 8. Complimentary airport transportation from the convention center to airports is provided on Wednesday, April 8, from 10 am to 3 pm CST.

Get full registration, hotel and travel information at [www.himssconference.org](http://www.himssconference.org). ■

## FAQS FOR FIRST-TIME ATTENDEES

### 1. How is the HIMSS09 educational program organized?

HIMSS09 education is organized by 17 different education tracks so attendees can easily identify their must-attend education sessions. Education sessions by track are listed in the HIMSS09 Conference Brochure's Schedule at a Glance on pages 16-19. Access it online at [www.himssconference.org](http://www.himssconference.org). HIMSS09 education is also organized by type of session, i.e., General, Views from the Top, Roundtables, Synergy Sessions and E-Sessions. Check out education sessions by type at [www.himssconference.org/education](http://www.himssconference.org/education).

### 2. What is the best way to plan my HIMSS09 agenda?

Use MyHIMSS09 at [www.himssconference.org](http://www.himssconference.org) to explore and add to your calendar a list of education sessions, potential products and services, and networking events that match your unique

interests. Read more about MyHIMSS09 in the Pre-Conference Planning Tools and Helpful On-Site Resources article on page 6 of the HIMSS09 Preview issue.

### 3. How do I meet like-minded professionals at HIMSS09?

Attend the slew of HIMSS09 Networking Events highlighted on page 3 of the HIMSS09 Preview issue and [www.himssconference.org/networking](http://www.himssconference.org/networking). Also, view the exhibitor-hosted events tab at [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition) to find hundreds of opportunities to network with company sales executives and other clients. Use HIMSS Connect, the Society's social networking tool offered exclusively to HIMSS Members and Annual HIMSS Conference & Exhibition attendees.

### 4. What are the best ways to navigate the convention center on-site?

Attend one of the first-time attendee orientations

held on Saturday, April 4, and Sunday, April 5. In addition, use the On-Site Navigational System Kiosks located in over 30 areas of the convention center for attendees' convenience in locating: exhibiting companies by name, product or service; education and pavilion product sessions; convention center amenities; networking events, Chicago highlights and more. Convention center floor and exhibition maps are also included in the HIMSS09 Pocket Guides on-site.

### 5. If I miss a session, is there a way to obtain the presentation?

Yes, while at HIMSS09, attendees can access and print education session presentations online. In addition, all paid attendees receive a Proceedings CD-ROM that includes all HIMSS09 education sessions. Downloadable multimedia session recordings are also available for purchase on-site and after conference.

For more HIMSS09 FAQs, visit [www.himssconference.org/faq](http://www.himssconference.org/faq). ■

## HIMSS CO-SPONSORS

HIMSS09 is supported by the efforts and expertise of many other professional and trade associations that serve as conference co-sponsors. HIMSS is deeply appreciative of the valued input of these many organizations.



## ABOUT HIMSS

The Healthcare Information and Management Systems Society (HIMSS) is the healthcare industry's membership organization exclusively focused on providing global leadership for the optimal use of healthcare IT and management systems for the betterment of healthcare. Founded in 1961 with offices in Chicago, Washington, D.C., Brussels, Singapore, and other locations across the United States and the globe, HIMSS represents more than 20,000 individual members and over 350 corporate members who collectively represent organizations employing millions of people. HIMSS frames and leads healthcare public policy and industry practices through its advocacy, educational and professional development initiatives designed to promote information and management systems' contributions to ensuring quality patient care.

For more information, contact HIMSS:

230 E. Ohio St., Suite 500

Chicago, IL 60611-3270

Phone: 312-664-4467 • Fax: 312-664-6143

[www.himss.org](http://www.himss.org)

# HIMSS09 Preview

## Networking at HIMSS09



To connect with the right people for knowledge sharing, make valuable career connections and relax in between education programs and visits to the exhibit floor, HIMSS09 offers exciting networking opportunities. Meet new friends, catch up with old friends across the country and around the globe and enjoy the sights and sounds of Chicago at HIMSS09.

HIMSS09 networking begins Saturday night, April 4, as the Society honors members for their significant contributions to HIMSS, their organizations and the profession at the **Awards and Recognition Banquet**. Award presentations include the CHIME-HIMSS John E. Gall Jr. CIO of the Year Award, the Nursing Informatics Leadership Award and the Davies Awards of Excellence. This gala event, to be held at the Fairmont Chicago

Hotel, is always one of the first annual conference events to sell out, so reserve tickets now.

During the **Opening Reception** on Sunday, April 5, at McCormick Place, attendees can take a culinary tour of Chicago's famed neighborhoods, including Little Italy, Greektown, Pilsen and Wrigleyville, while networking and enjoying live music. The Opening Reception is free to all registered conference attendees.

Grab running shoes and join fellow conference attendees during the **5K Fun Run/1 Mile Walk** on Monday, April 6. Enjoy Chicago's scenery and architecture while participating in this fun and friendly competition. The 5K Fun Run/1 Mile Walk is sponsored by IntraNexus.

Also on Monday, the **Communities Open House** is the place to see true value in HIMSS membership on display. Volunteers and leaders from HIMSS communities—HIMSS Chapters, Special Interest Groups, Fellows, Committees, Task Forces, Users Groups and



André-Philippe Gagnon

more—will mingle and offer their first hand perspectives on being an integral part of HIMSS. Light afternoon refreshments will be served and fabulous HIMSS prizes will be awarded.

On Tuesday, April 7, Navy Pier, Chicago's historic lakefront attraction, is the site of the **Tuesday Night Special Event**, a Musical Salute-Live on Stage. The event celebrates Chicago's vibrant music scene, with two of today's most exciting acts: legendary Las Vegas showman André-Philippe Gagnon, the Man of a Thousand Voices, and 1964, whom *Rolling Stone* magazine hails as the "number one Beatles show on Earth." Tickets are \$45 per person.

## Learn and Connect by Profession at New Synergy Sessions

The new Synergy Sessions educational programs are designed to expand the learning offerings for senior executives, nurses, physicians, management engineer-process improvement professionals and federal health sector professionals during annual conference. These five, multi-session programs are offered at no additional charge to conference attendees on Sunday morning, April 5, prior to the opening keynote address. Check out session highlights from each program below.

During the **senior executive program**, Linda Reed, RN, MBA, vice president and CIO, Atlantic Health, and Linda Kosnik, RN, MSN, APN, chief nursing officer and vice president, clinical services, Vistaar Healthcare Solutions Inc., highlight strategies that leverage leadership and technology to transform culture, and drive outcomes and foster interdepartmental collaboration in the program's third Synergy Session.

The **Nursing Synergy Sessions** include panel discussions led by chief nursing officers from leading technology vendors and health systems sharing current product innovations, emerging technologies and case studies of how they optimized system capabilities related to nursing workflow. This two-session program begins with an overview of the American Academy of Nursing Workforce Commission's goal to develop models for technology-enhanced practice environments that improves nursing efficiency and effectiveness.

One of the three **Physician Synergy Sessions** features a presentation led

by Lyle Berkowitz, MD, medical director, clinical information systems, Northwestern Memorial Physicians Group. He discusses ways physicians can improve difficult-to-use EMR systems, as well as increase and improve innovation within their organizations.

The Synergy Sessions for **management engineer-process improvement professionals** explore three important facets of their role to help control operating costs and maximize the effectiveness of available resources. The second of three sessions, led by Cindy McKinney, MBA, FHIMSS, director of healthcare, IBM Healthlink Solutions, and Henry Tenavitz, chief intellectual property officer, Versus Technology Inc., focuses on core performance indicators for quality of care and methodologies to successfully manage them.

During the **federal health sector program**, Charles Magruder, MD, MPH, senior service fellow, Centers for Disease Control and Prevention; John Brady, Office of Science, New York State Department of Health; David Dobbs, program manager, Science Applications International Corp.; and Shaun Grannis, MD, MS, FAAFP, medical informatics research scientist, Regenstrief Institute, examine the benefits and progress of sharing health information electronically between public health and HIEs in the program's second Synergy Session.

View the complete Synergy Sessions educational program and agenda at [www.himssconference.org/synergy](http://www.himssconference.org/synergy). ■

### Networking throughout HIMSS09

During HIMSS09, attendees can meet peers with similar interests, exchange information and explore solutions during HIMSS' SIG Meetings. **SIG Meetings** focus on special interest topics, such as clinical systems, e-health, EHRs, healthcare security, Federal EHR, project management and pediatrics health IT. Also throughout the week, **Chapter Receptions**, hosted by the 46 HIMSS Chapters, offer participants an opportunity to see old colleagues, meet new associates and network with others from his or her own backyard. And during **Exhibitor-Hosted Events**, which range from big extravaganzas to small, intimate dinners, attendees network with company sales executives and other clients. **Navy Pier, Chicago**



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Visit [www.himssconference.org](http://www.himssconference.org) for a complete list of these weeklong networking opportunities. ■

## New Product Launches Debut Latest Technological Advancements

As the health IT industry grows as an increasingly critical component of healthcare, exhibitors are continually conducting research and development to bring the most up-to-date product and services to conference attendees. The HIMSS09 Exhibition brings attendees the first look into the future of the healthcare industry with the latest advancements and solutions. This year's top new product categories include electronic medical records, interoperability/integration tools, health information management, health information exchange and portal solutions.

Attendees can explore what will debut at HIMSS09 through the Exhibitor Products and Services Directory (soon-to-be relaunched as HIMSS Online Buyers' Guide) at [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition), which highlights companies' new solutions and services, and more. Search the directory often as it is updated daily with new product or service announcements. Additionally, attendees can view which companies will be demonstrating their new products and services during this year's Pavilion Product Sessions at [www.himssconference.org/pavilion](http://www.himssconference.org/pavilion). ■

## HIMSS09 Exhibition Demonstrates Cutting-Edge Healthcare Technologies

As one of the world's largest health IT shows, the HIMSS09 Exhibition presents new ways for attendees to improve their businesses and get a jump on future trends in the health IT market through live demonstrations, case-study presentations and exclusive showcases. This year's exhibition brings together nearly 900 companies featuring thousands of health IT products and services, and scores of the latest technological advancements under one roof.

Among the different healthcare solutions to be featured at HIMSS09, the top product categories include: electronic medical records, health information management, integration tools/interoperability, clinical documentation and consulting. This year, approximately 200



Exhibit Floor, HIMSS08

first-time exhibitors will bring fresh ideas and new products and solutions to HIMSS09 attendees.

In addition to individual exhibits, attendees can visit the Interoperability Showcase, Department of Defense/Military Health System Demonstration Area and Pavilion Product Sessions including two New Solutions Theatres to learn about cutting-edge industry initiatives and experience the industry's hottest new products, solutions and services.

While exploring the exhibition, there is also ample opportunity to learn more about the nation's leading educational institutions that offer programs aimed at health IT on University Row.

Attendees are encouraged to use the Exhibitor Products and Services Directory (soon-to-be relaunched as HIMSS Online Buyers' Guide) at [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition) prior to conference to help plan their time and meetings while on-site. The directory is searchable by company name, keywords and product/service category; search results include both company and solutions overviews, contact information, booth number and more.

Visit [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition) for details on the HIMSS09 Exhibition. ■

### EXHIBIT HALL ONLY PASS

Short on time? Purchase an Exhibit Hall Only Pass that includes:

- Admittance to the exhibit hall on Tuesday and Wednesday during exhibit hours
- Access to the two keynote sessions and all education sessions on Wednesday
- Tote bag materials, while supplies last.

To register, visit [www.himssconference.org/registration](http://www.himssconference.org/registration).

### START NETWORKING TODAY, JOIN HIMSS CONNECT

HIMSS Connect is the Society's social networking site offered exclusively to HIMSS Members and annual conference attendees. There are several major areas and features of the site:

- **Profile:** Display personal/professional information, specifying job title, areas of expertise, photograph and more.
- **Blog:** Write and post to a personal blog or subscribe to and comment on other member blogs.
- **Contact Members:** Send messages and make connections with other members.
- **People Map:** Find members with similar interests via an interactive mapping tool.
- **Discussions:** Join lively debates and discussions on healthcare IT topics.

HIMSS Connect is free to annual conference attendees and HIMSS Members. HIMSS Members can access HIMSS Connect at [www.himss.org/membercenter](http://www.himss.org/membercenter). Non-HIMSS member annual conference attendees receive an invitation to access HIMSS Connect via e-mail after they register. Non-HIMSS member annual conference attendees have access to HIMSS Connect for four weeks following conference. ■

# HIMSS09 Preview

## HIMSS09 Symposia Offer Targeted Learning for Breadth of Healthcare Professions

To further meet the educational needs of the Society's diverse and growing audiences, symposia held on Friday, April 3, and Saturday, April 4, before HIMSS09 commences, focus on topics and solutions for an array of professions and specialties.

The HIMSS09 Pre-Conference Symposia address the educational needs of nursing informaticists, physicians, pharmacists, clinical engineers, payers, IT professionals and those interested or involved in healthcare information exchanges (HIEs) and the finance or supply-chain management aspects of healthcare.

This year's **Nursing Informatics Symposium** kicks off Friday with a half-day event designed for newcomers to the nursing informatics field and offers foundational information regarding the core competencies required of today's informaticist. This event is free to those who register for the Saturday program; however, attendees must indicate they would like to attend Friday's session when registering for the Nursing Informatics Symposium. Saturday's full-day program brings together a dynamic platform of nursing leaders to address the most current issues facing today's nurse informaticists. This event was developed in collaboration with AMIA, ANI and Sigma Theta Tau International Honor Society of Nursing. It is sponsored in part by API Software Inc., Cardinal Health, Cisco Systems Inc., Hospira, McKesson Corp., Motion Computing Inc. and Zynx Health Inc; and co-sponsored by ANA and ISMP.

**NURSING INFORMATICS SPONSORS**

**CO-SPONSORS**

**IN COLLABORATION WITH**

The full-day **Physicians' IT Symposium** on Saturday covers bridging the healthcare IT and quality gap from large-hospital to small-practice perspectives. It also explores the future of health IT and personal health record implementation. Small group learning modules examine EHR funding, pay-for-performance, e-prescribing and medical home tools, while lunchtime tabletop discussions provide an opportunity to share ideas, obstacles and solutions with other physicians. This event was developed in collaboration with AMDIS and AMIA. It is sponsored in part by Cisco Systems Inc., McKesson Corp. and Zynx Health Inc.; and co-sponsored by American Academy of Pediatrics, ABQAURP, ACP, ISMP and IHE.

**PHYSICIANS IT SPONSORS**

**CO-SPONSORS**

**IN COLLABORATION WITH**

For pharmacists looking to maximize and develop their role in IT and pharmacy informatics, Saturday's day-long **Pharmacy IT Symposium**, developed in collaboration with ASHP, addresses a spectrum of patient-centered approaches from federal initiatives, current legislation and research, emerging disciplines, and health systems' practical approaches to improve the quality of care. This event is co-sponsored in part by AHFS, ISMP, NASPA and NCPDP.

**PHARMACY IT CO-SPONSORS**

**IN COLLABORATION WITH**

The new half-day **Financial Systems Symposium** on Saturday explores the primary drivers of change regarding the selection and reimbursement of patient care and how they are directly impacting providers

and their financial management of organizations. Sessions cover electronic payment, real-time processing, process changes from patient scheduling to final payment tracking, increasing consumer driven involvement and new players in the financial arena. This event was developed in collaboration with Medical Banking Project and is co-sponsored in part by Liberty Alliance Project and WEDI.

**FINANCIAL SYSTEMS CO-SPONSORS**

**IN COLLABORATION WITH**

Designed to foster the collaboration between clinical engineers and IT professionals, the full-day **Clinical Engineering and IT Leadership Symposium** on Saturday highlights the challenges and security issues of medical device and healthcare application systems convergence, and review how clinical engineering and IT domains can effectively come together to address these challenges through real-world examples. This event was developed in collaboration with ACCE and is co-sponsored in part by AAMI, BioTechnology Council, IEEE Engineering in Medicine and Biology Society, and IHE.

**CLINICAL ENGINEERING SPONSORS**

**CO-SPONSORS**

**IN COLLABORATION WITH**

Saturday's day-long **Supply-Chain Management Symposium**, developed in collaboration with AHRMM, focuses on the supply-chain process and the information systems that support it. Materials managers, logisticians, supply-chain officers and IT professionals learn about leading practices in the industry, data man-

**SUPPLY CHAIN MANAGEMENT IN COLLABORATION WITH**

**Saturday/Sunday Pass** Come for a Saturday symposium and stay for an extra day to attend the education sessions, Sunday keynote, exhibit hall and the welcome reception on opening day for \$625, now through March 9.

agement and utilization, and integration and implementation solutions.

The full-day **Payer Symposium** on Saturday is the ideal venue for consumers, providers and payers (CEOs, CIOs, CFOs, physicians and healthcare IT managers), and addresses the payer community's current governance, financial, legal and technological challenges as they relate to providers and consumers. This event is sponsored in part by MEDdecision, ViPS Inc.; and co-sponsored in part by CAQH.

**PAYER SPONSORS**

**CO-SPONSORS**

On Saturday, the full-day **Health Information Exchanges Symposium**, developed in collaboration with AHIMA, closely examines components critical to long-term success of HIEs and regional health information organizations (RHIOs). This includes governance, accountability, policy and technical models for adoption. The financial challenges to the success of and progress of HIE and RHIO implementation to date are also discussed. This event is sponsored in part 3M, Axolotl, Carefx and Initiate; and co-sponsored by ACP, CAQH, e-Health Initiative, HL7, IEEE Engineering in Medicine and Biology Society, IHE, Liberty Alliance Project and WEDI.

**HEALTH INFORMATION EXCHANGES SPONSORS**

**CO-SPONSORS**

**IN COLLABORATION WITH**

For more information on HIMSS09 Pre-Conference Symposia and to register, visit [www.himssconference.org/education](http://www.himssconference.org/education).

### Earn Continuing Education Credits at HIMSS09

HIMSS09's 300-plus educational sessions give attendees countless opportunities to earn continuing education credit toward annual licensure, certification and advancement for physicians, nurses, pharmacists, project managers, and HIMSS, AHIMA and ACHE members. The educational program includes individual sessions, interactive workshops, symposia, roundtables and electronic sessions. Applicable accreditation information is available online at [www.himssconference.org/education](http://www.himssconference.org/education) or on-site in the HIMSS09 Resource Guide's education session descriptions.

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the critically acclaimed 2002 film, "Far From Heaven." This keynote session is sponsored in part by Siemens/EMC<sup>2</sup>.

**George C. Halvorson**, chairman and chief executive officer of Kaiser Foundation Health Plan Inc. and Kaiser Foundation Hospitals, will discuss the successful rollout of Kaiser's multi-billion dollar information technology initiative, KP HealthConnect, during the keynote on Monday, April 6. The EHR system rolled out last year in nine states and the District of Columbia, providing 13,000 physicians with electronic access to their patients' medical records in each of the system's more than 400 medical offices, clinics and hospitals. Mr. Halvorson, an award-winning CEO recognized for his commitment to health technology, has written numerous articles on subjects ranging from health IT to the changing marketplace in respected publications.

During the keynote session on Wednesday, April 8, **Alan Greenspan**, PhD, one of the world's most distinguished economic analysts, reflects on his remarkable career and discusses how the economic climate could impact healthcare in the near future. For 18 1/2 years and four presidential administrations, Dr. Greenspan served as chairman of the Board of Governors of the Federal Reserve System. He advised leaders across the political spectrum as he called for a smaller federal budget deficit, freer trade and less government involvement in the economy. His analysis of economic trends for the long and short term has influenced and often shaped the course of policy, international relations and financial markets. Currently, Dr. Greenspan heads a consulting firm in Washington, DC, and is the author of *The Age of Turbulence*.

Also on Wednesday, closing out HIMSS09 is **Jerry Linenger**, MD, retired U.S. Navy flight surgeon and NASA astronaut. Capt. Linenger's career with NASA includes one of the most dangerous and dramatic missions in space history. He spent nearly five months aboard the Russian space station Mir, where he faced numerous life-threatening events, including repeated failure of critical life-support systems, near-collision between Mir and a re-supply spacecraft, and multiple computer failures that sent Mir tumbling uncontrollably through space. In spite of these challenges, Capt. Linenger and his two Russian crewmates accomplished all mission goals. In 2008, he received the NASA Distinguished Service Medal, its highest honor. Presently, Capt. Linenger is a founding member of the advisory council for Circle of Blue, a global freshwater initiative, as well as a space analyst for "NBC News."

Visit [www.himssconference.org](http://www.himssconference.org) for the latest information on HIMSS09, including up-to-the-minute news and registration. ■

## MICROSOFT HUG TECH FORUM 2009

### Explores Proven Tactics, Working Solutions

The Microsoft HUG Tech Forum 2009 is the place to connect with Microsoft experts, top thought leaders and colleagues to learn about the latest development tools, resources and solutions for building next generation applications. Attendees choose educational sessions from either the IT Pro or Clinical Informatics tracks and get the big picture at joint sessions.

This one-day event, set for Saturday, April 4, from 8 am to 5 pm, at the Hyatt Regency McCormick Place in Chicago,

addresses numerous health IT issues, including privacy and security, interoperability, virtualization, project management and more.

### Health Users Group

Pabrai, CISSP, CSCS, CEO of ecfirst.com, will kick-off Tech Forum with an examination of medical identity theft and provide steps for organizations to protect this information and stay compliant. Brian Fitzgerald, deputy director of electrical and software engineering, Office of Science & Engineering,

Laboratories Center for Devices & Radiological Health, U.S. FDA, delivers the event's closing presentation. He will explore the possible use of assurance cases as part of the FDA's role in regulating complex medical devices. The complete Tech Forum 2009 agenda is available at [www.mshug.org](http://www.mshug.org).

Also, attendees have the opportunity to not only enrich their know-how by attending Tech Forum 2009, but save \$100 on HIMSS when they register for both events at the same time. For more information and to register, visit [www.himssconference.org/registration](http://www.himssconference.org/registration). ■

## DOD/MILITARY HEALTH SYSTEM SESSIONS AND DEMONSTRATIONS

### What the Layman Can Learn from the Military

**H**IMSS is pleased to have the Department of Defense (DoD) and Department of Veterans Affairs (VA) share their unprecedented progress of electronic health information sharing and support of national health interoperability standards through dozens of education sessions and demonstrations at the 2009 Annual HIMSS Conference & Exhibition.

DoD/Military Health System (MHS) education sessions offer attendees of all backgrounds a chance to learn how the DoD and VA ensure the development of IT standards and solutions that significantly improve the secure sharing of health information. Attendees will also learn more about their efforts to maximize the Nationwide Health Information Network to connect providers, patients, caregivers and others involved in supporting health and healthcare.

This year's MHS exhibit displays some of the latest products that support the nation's

wounded soldiers and provide a comprehensive and integrated health services delivery system. Attendees will learn firsthand about the successes and challenges of interoperability, deploying complex systems, and the applicability of some of its IT products to the commercial sector.

At the HIMSS09 Interoperability Showcase, MHS will also demonstrate how the personal health record can serve as an electronic record integration point across healthcare sites. Participants will learn how PHRs provide MHS beneficiaries access to their military and civilian health information thereby empowering members of the military and their families with a comprehensive solution to more easily and effectively manage their health and wellness, regardless of their location.

For more information, visit [www.himssconference.org](http://www.himssconference.org). ■

## TOOLS AT HIMSS CENTRAL

### Explore Latest Industry Intelligence

HIMSS CENTRAL IS THE PLACE to learn the latest about the Society's initiatives and activities, while meeting and greeting fellow HIMSS09 attendees. Kiosks throughout HIMSS Central offer up-to-the-minute information on:

- **HIMSS Advocacy and Public Policy Initiatives**, including the Society's efforts to collaborate with President Obama's Administration in support of health IT.
- **Important HIMSS Initiatives**, such as HITSP, IHE, standards development, privacy and security, and e-prescribing.
- **Professional Development**, such as education, including the new eLearning Academy, certification, continuing education credits and the Society's newly revamped online job bank, JobMine.
- **HIMSS Membership**, including individual and corporate membership, and the organizational affiliate program.
- **HIMSS US and Global Events**, such as World of Health IT, AsiaPac, MiddleEast09 Healthcare IT Management and Excellence, launching in May, and HIMSS Virtual Conference & Expo.
- **HIMSS Communities**, including Chapters, Users Groups, Special Interest Groups, Committees and EHR Association.

New this year, HIMSS Central hosts the launch of **HIMSS.tv**. Stop by to view video interviews with and about HIMSS Members through this interactive, online news service.

To learn more about HIMSS, visit the **History Wall**. This exhibit, created by the Legacy Work Group, displays artifacts and a timeline celebrating HIMSS' rich, nearly 50-year history.

At the **HIMSS Bookstore**, attendees can purchase the latest publications and CD-ROMs published by HIMSS and other prestigious associations and publishers, all at a special conference discount. Some titles to debut at HIMSS09 include new editions of HIMSS' bar coding and auto-ID guide and health IT dictionary, in addition to books on clinical decision support, PHRs and strategic planning. Besides books, at the **HIMSS Gear** kiosk, t-shirts, mugs and more bearing the HIMSS logo are available for purchase.

As HIMSS09 wraps up, don't miss the book signing at HIMSS Central on Wednesday, April 8. HIMSS09 Closing Keynote Speaker Jerry M. Linenger, MD, MSSM, MPH, PhD, will sign copies of his book *Letters from Mir: An Astronaut's Letters to His Son*. ■

## EDUCATION PROGRAMS

### Government-led Efforts to Advance Health IT Adoption

**D**uring HIMSS09, several panel discussions and town hall meetings provide important updates on the latest health IT initiatives within the federal, public and private sector. These one-of-a-kind educational opportunities include:

The **CCHIT Town Hall** on Sunday, April 5, reviews the significant progress CCHIT has made in its mission to accelerate adoption of interoperable health IT, providing updates on existing programs, expanding certification to personal health records and standalone e-prescribing and introducing new strategic directions for the 2010 and beyond development cycles.

**Lighting up the Nationwide Health Information Network: What it Means to YOU** on Sunday, April 5, offers an in-depth understanding of the National Health Information Network and the opportunities to participate in this exciting national effort. NHIN demonstration project participants provide an overview of the work to date, focusing on its successes and lessons learned.

During the **ONC Town Hall** on Monday, April 6, leaders from the Office of the National Coordinator for Health Information Technology discuss the critical next steps to foster ongoing and rapid implementation of health IT. Special emphasis will be placed on understanding how health IT implementation will impact payers, providers, physicians and consumers.

The **HITSP Town Hall: A Standards Harmonization Update** on Tuesday, April 7, reviews the progress of American Health Information Community Gaps, Extensions, and Use Case documents received by the Healthcare Information Technology Standards Panel and their efforts to harmonize relevant standards in the healthcare industry to advance interoperability of healthcare applications and to enable exchange of quality, accuracy, access, and privacy and security of healthcare data.

During **Quality and Security in the Internet Age: A CMS Discussion** on Tuesday, April 7, the chief medical officer and chief information officer from the Centers for Medicare & Medicaid Services, and the director of the Office of E-Health Standards and Services provide insight into CMS' initiatives to transform and modernize the U.S. healthcare system. They will discuss the context and direction of quality payment initiatives, the impact of the advent of ICD-10 on Medicare payments and security issues.

The **National eHealth Collaborative (formerly AHIC 2.0)** on Tuesday, April 7, provides an update on the transition to AHIC 2.0, the AHIC successor organization and the continuing efforts to foster clinician adoption of health IT solutions, as a means to improve the quality, safety and efficiency of care.

The **NHIN Panel** on Tuesday, April 7, discusses the Nationwide Health Information Network being developed to provide a secure, nationwide, interoperable health information infrastructure connecting providers, consumers and others involved in supporting healthcare. Panelists will discuss how the NHIN will be available for clinical decision-making and support appropriate use of healthcare information beyond direct patient care to improve health.

During the **FHA Panel** on Wednesday, April 8, Federal Health Architecture leaders discuss this partnership between federal agencies that have healthcare lines of business, in addition to ONC and the Office of Management Budget (OMB).

For more information, visit [www.himssconference.org](http://www.himssconference.org). ■

## PAVILION PRODUCT SESSIONS

### Present End-Users' Accounts

**P**avilion Product Sessions on the exhibit floor offer 45-minute case-study presentations hosted by clients of exhibiting companies. These sessions are an attendee favorite as they can gather valuable information directly from the end user, without a sales pitch.

Dozens of Pavilion Product Sessions cover innovations in clinical informatics, managing the business of healthcare, electronic health record/electronic medical record, and wireless and mobility. The New Solutions Theatre sessions demonstrate new products and services that are soon-to-be or recently released on the market. The General Theatre covers many healthcare IT product markets, including telecommunications and interoperability.

Learn more and check out the full Pavilion Product Sessions agenda at [www.himssconference.org/pavilion](http://www.himssconference.org/pavilion). ■

## HIMSS09 Senior IT Executive Exchange

*Bringing Leaders Together Through Learning, Networking and Special Events*

**H**IMSS09 offers senior IT executives an exclusive set of benefits to empower them with strategies to drive positive outcomes through health IT. The HIMSS09 Senior IT Executive Exchange includes education sessions, roundtable discussions, private networking opportunities and special VIP services during conference.

The educational segment of the Senior IT Executive Exchange includes dozens of general education sessions that equip leaders with proactive approaches to streamline IT integration, enhance organizational performance and overcome operational challenges.

Senior IT executives can also take advantage

of the new Senior Executive Synergy Sessions on Sunday morning, April 5, prior to the opening keynote address. This three-session program includes a CIO panel discussion on project portfolio management practices, trends and challenges; highlights approaches to quantify IT resource capacity, establish targets for work categories and measure performance; and discusses strategies to leverage leadership and technology to transform culture, and drive outcomes and interdepartmental collaboration.

Additionally, senior IT executives can learn through three roundtable sessions, segmented by hospital type. Roundtable discussion topics, session moderators, and times and dates

will be announced later this month.

Pre-qualified senior IT executives will be provided VIP networking opportunities, including a private senior IT executive lounge where attendees can not only connect with their peers in a quiet and comfortable setting, but catch up on work, enjoy snacks and refreshments, and access kiosks to find exhibitors.

In addition, there will be an invitation-only senior IT executive breakfast with a to-be-announced VIP guest on Wednesday morning, April 8, prior to Alan Greenspan's keynote address. After the breakfast, senior IT executives can go to the keynote session and be seated together in a reserved, VIP seating area.

During conference, senior IT executive attendees will also get a guided VIP tour of the HIMSS09 Interoperability Showcase to experience state-of-the-art health information exchange firsthand, in real-time.

For more information regarding the HIMSS09 Senior IT Executive Exchange, contact HIMSS Vice President of Healthcare Organizational Services John P. Hoyt, FACHE, at [jhoyt@himss.org](mailto:jhoyt@himss.org).

CIOs, who are CHIME members, can also participate in the 2009 CIO Forum presented by CHIME and HIMSS on Saturday, April 4. Learn more about the CIO Forum at [www.himssconference.org/education](http://www.himssconference.org/education). ■

# HIMSS09 Preview

## PRE-CONFERENCE PLANNING TOOLS AND HELPFUL ON-SITE RESOURCES

With 300-plus education sessions, nearly 900 exhibitors and a slew of networking opportunities and events at annual conference, it can be overwhelming for attendees as they plan their daily agendas for HIMSS09 and navigate the halls of the convention center on-site. HIMSS offers the following tools and resources to make attendees' annual conference experience more manageable:

### MyHIMSS09

MyHIMSS09 allows attendees to explore and add to their schedule the best possible conference activities that match their unique interests. By simply selecting an area of interest or job role from the list of categories at [www.himssconference.org](http://www.himssconference.org), MyHIMSS09 automatically aggregates a list of education sessions, potential products and services, and networking events. Attendees can then further customize the aggregated list and create a personalized conference agenda by adding must-attend sessions and events to their password-protected MyHIMSS09 Calendar, which is stored and accessed at [www.himssconference.org](http://www.himssconference.org). Attendees' customized conference agendas can also be downloaded to their Outlook calendars. Keep in mind, MyHIMSS09 Calendar can be accessed through mobile devices via the Web or Outlook, as well as through laptops, Wi-Fi access and Surf-the-Net stations on-site. The MyHIMSS09 Calendar will be accessible in early February.

### HIMSS Connect

HIMSS Connect is the Society's social networking tool offered exclusively to HIMSS Members and annual conference attendees. It features personal profiles, blogs, groups, wikis and more. With HIMSS Connect, conference attendees and members can find key contacts or connect with like-minded indi-

viduals from their country or region; pre-plan meetings with other conference attendees, exhibitors or speakers of interest; build lasting business relationships; and participate in online discussion forums for best-practice and information sharing—all prior to conference. HIMSS Connect is free to annual conference attendees and HIMSS Members. HIMSS Members can access HIMSS Connect at [www.himss.org/membercenter](http://www.himss.org/membercenter). Non-HIMSS member annual conference attendees receive an invitation to access HIMSS Connect via e-mail after they register. Non-HIMSS member annual conference attendees have access to HIMSS Connect for four weeks following conference.

### Exhibitor Products and Services Directory

Attendees are encouraged to use the Exhibitor Products and Services Directory (soon-to-be relaunched as HIMSS Online Buyers' Guide) at [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition) prior to conference to help plan their time and meetings at the HIMSS09 Exhibition. Through the directory, attendees identify exhibitors whose products and services they want to learn more about. Exhibitors are searchable by company name, keywords and product/service category; search results include company and solutions overviews, contact information, booth number and more.

### Exhibitor-Hosted Events Portal

HIMSS09 exhibitors host hundreds of events throughout conference—from big extravaganzas to small, intimate dinners, where attendees can network with company sales executives and other clients. To view exhibitor-hosted events and their prize giveaways, visit [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition) and click on the exhibitor-hosted events tab.

### Web Access On-Site

Check e-mails, research information on the Internet wirelessly throughout the convention center. Access is available in all public areas, including food courts and lobbies. Wi-Fi is also available in the education rooms; attendees using Wi-Fi-enabled laptops or PDAs are asked to sit in the back of the education rooms to avoid disrupting sessions. For attendees who do not want to carry a laptop or PDA, Surf-the-Net stations are available. Additional details are included in attendees' badge mailing and at on-site registration.

### On-Site Navigational System Kiosks

On-Site Navigational System Kiosks are located in over 30 areas of the convention center for attendees' convenience in locating: exhibiting companies by name, product or service; education and pavilion product sessions; convention center amenities; networking events, Chicago highlights and more. Through a single search, the navigation system locates and displays the best possible route for attendees to find their destinations—just like GPS navigational systems. Attendees can also print out the detailed route and map to find their destinations with ease.

### HIMSS09 is Paperless

HIMSS will not distribute paper copies of annual conference presentations. Based on attendee feedback

and an effort to offer the most up-to-date information with minimal waste, all HIMSS09 presentations are posted at [www.himssconference.org](http://www.himssconference.org) and included on the Proceedings CD. Additionally, attendees can download or print the presentations to review prior to arriving in Chicago online, obtain copies on-site at printer stations available throughout the convention center or access presentations via Wi-Fi on-site. The URL to access presentations is distributed via e-mail prior to conference.

### Audience Response System

As a way to ensure the highest quality education sessions, HIMSS is incorporating audience response system software into select HIMSS09 education sessions within the senior-executive track. This system allows speakers to poll their audience and adjust presentations accordingly, as well as lets audience members play a more active role in their learning process.

### Recharge Cafe

The HIMSS09 Recharge Cafe provides a getaway at the convention center where attendees can access personal work stations, PCs, modem hook-ups for laptops and plugs to recharge laptops, mobile phones and devices. Be sure to bring device chargers to the convention center. The cafe also features comfortable seating, and food and beverage for attendees as they revitalize for more HIMSS09. ■

## DAVIES RECIPIENTS SHARE EHR SUCCESS STORIES AT HIMSS09

The Nicholas E. Davies Awards of Excellence recognizes excellence in the implementation and value derived from EHRs. Thoroughly evaluated and selected by industry leaders, recipients are emulated as model practices across the nation. During HIMSS09, Davies Award recipients will share valuable lessons learned that lead to their successful EHR implementations, offering insight for attendees to transform their own healthcare organizations. Davies Day, sponsored in part by Epic (other sponsors to be confirmed), will kick-off Monday, April 6 with a breakfast reception,



followed by Organizational, Ambulatory, and Community Health presentations. On Tuesday, April 7, a special presentation on Davies lessons learned across the years will take place, followed by the Davies Public Health Award presentations. In addition, the recipients of the 2008 Davies Awards will be honored at the Awards and Recognition Banquet on Saturday night, April 4. For more information on Davies Award programs at HIMSS09, visit [www.himssconference.org](http://www.himssconference.org). Details on the Davies Award program are available at [www.himss.org/davies](http://www.himss.org/davies). ■

## HIMSS ANALYTICS

### Benchmarks Hospitals' EMR Progress at HIMSS09

The HIMSS Analytics booth at the HIMSS09 Exhibition is the portal to benchmark a hospital's EMR implementation progress. Visitors meet with HIMSS Analytics representatives and learn about the EMR Adoption Model<sup>SM</sup>, which scores hospitals in the HIMSS Analytics Database on their progress in completing the eight stages to creating a paperless patient record environment.

HIMSS Analytics representatives provide visitors with information on how to participate in the HIMSS Analytics Annual Study to obtain their EMR Adoption Model score, which they can then compare to 5,000-plus U.S. hospitals' scores, their state's average and more.

Additionally, study participants gain free access to nearly 50 benchmarking reports on IT staffing, budgeting, capital operating expendi-

tures and more to support IT strategy and planning needs; free chapters from the *Essentials of the U.S. Hospital IT Market Report*; numerous market research and reports on software vendors and their applications; and many more provider perks.

HIMSS Analytics has been conducting the annual study on healthcare IT processes and environments since July 2004. Today, it is regarded as the industry's most authoritative source for healthcare IT trends, particularly with the development of the EMR Adoption Model, which has become the gold standard for tracking a hospital's transition to a paperless environment.

For more information about the EMR Adoption Model, visit [www.himssanalytics.org](http://www.himssanalytics.org). Learn more about the HIMSS09 Exhibition at [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition). ■

## HIMSS Corporate Sponsors\*

\*As of January 15, 2009

## HIMSS ANALYTICS STAGE 7 AWARD

### First Recipients to Be Honored at HIMSS09

HIMSS Analytics™ recently unveiled its Stage 7 Award, recognizing healthcare organizations that have achieved a paperless EMR environment. HIMSS Analytics' EMR Adoption Model<sup>SM</sup> tracks EMR adoption progress at hospitals. The EMR Adoption Model scores hospitals in the HIMSS Analytics Database on their progress in completing eight stages (0-7), culminating in a paperless patient record environment. During a reception at HIMSS09 on Monday, April 6, sponsored in part by Epic (other sponsors to be confirmed), the first recipients of the Stage 7 Award are honored for completing the EMR Adoption Model's eight stages (0-7) of EMR adoption. The Stage 7 Award Ceremony is held at the Hyatt McCormick Place Hotel in Regency Ballroom A.

For details on the Stage 7 Award, see the article in this month's HIMSS Insider or visit [www.himssanalytics.org](http://www.himssanalytics.org).



## Advancing Healthcare Reform at HIMSS09

HIMSS is leading the charge in Washington, DC and in states nationwide to help shape public policy in support of health IT as a tool for reforming the healthcare system. Developed by HIMSS' Government Relations Team, strategic events throughout HIMSS09 highlight the Society's public policy initiatives critical to the industry and the Obama Administration's efforts to foster broad adoption of health IT.

During the **State Officials' Legislative Forum** on Sunday, April 5, state officials share their insights on various state-based healthcare IT legislative activities and the challenges facing such legislation. In addition, they will discuss the role a state's executive branch plays within the legislative process.

Also on Sunday, U.S. Senator Sheldon Whitehouse (D-RI) leads the **Health IT Interactive Town Hall Meeting**, an informal forum for engaging in dialogue about the legislative landscape for health IT; the forum includes a discussion of the key players in the Obama Administration and the 111th Congress. Attendees will hear how they can help define legislation impacting the health IT profession.

Monday, April 6, features the **7th Annual Advocacy & Public**

**Policy Networking Breakfast.** This invitation-only event sponsored by Emdeon celebrates past accomplishments and plans future initiatives in health IT legislation and HIMSS public policy initiatives. Speakers offer their perspectives on what the Obama Administration and the 111th Congress hope to accomplish.

In Monday's forum, **The Intersection of Healthcare Reform and Health IT**, congressional and federal agency policy experts discuss leading healthcare reform proposals, exploring how these will impact healthcare and information technology.

HIMSS09 also offers a **Public Policy Track** of sessions to engage attendees in shaping public policy and supporting federal, public and private sector health IT initiatives.

In addition, state officials, congressional staffers, steering committee members, Government Relations Roundtable members and Chapter Advocacy Liaison Representatives will tour state-of-the-art medical facilities in Chicago during HIMSS09.

For a list of Public Policy Track sessions or more details on advocacy and public policy activities at HIMSS09, visit [www.himssconference.org](http://www.himssconference.org).

### HIMSS ANCHOR EXHIBITORS

## HIMSS09 Pre-Conference Workshops

On Saturday, April 4, HIMSS09 Pre-Conference Workshops offer hands-on learning to attendees. Through interactive demonstrations and discussions, workshop participants walk away with an "action plan" for applying tools on process improvement, interoperability, leadership, information security, project management and more applicable to their healthcare settings.

### The Process Improvement: Deploying

**the Principles of Lean Production to Healthcare Workshop** sold out at HIMSS08 and is returning by popular demand. The workshop provides a hands-on approach to understanding and deploying Lean principles in healthcare. The workshop features an interactive simulation of an emergency department that demonstrates why traditional improvement approaches have only limited success. After introducing Lean principles, the simulation is revisited and participants utilize a basic set of Lean tools to eliminate waste, improve flow and highlight aspects of healthcare requiring special attention and analysis for greater improvements. Conducted by a university-based faculty team with experience in teaching and deploying Lean healthcare in the United States, Canada and Europe, this workshop explores solutions to the challenges in applying Lean in healthcare organizations.

Through lively, participative discussion, the **Human Capital Leadership Workshop**, being offered for the first time, explores how an individual can make the most of his or her own potential and boost career performance. With insights gleaned from over 40 combined years in health and information technology, including working with management teams and boards across the world on strategy, technology and human capital issues, workshop leaders offer ways to be increasingly successful and effective in career choices and profession. This workshop explores what corporate leaders and boards look for in the next generation of health IT leaders and offers guidelines for assessing individual strengths and

developmental needs, and formulating a competency development plan.

**Harnessing Interoperability to Improve Your Practice's Quality and Outcomes Workshop** is a "must-attend" event for practices wishing to make the transformation from paper records to electronic records. It offers real-world strategies for planning and implementing an EHR system and communicating electronically with business partners, labs, e-prescribing and, eventually, patients. This workshop enhances attendees understanding of the value of electronic connections, also known as interoperability, and their effect on efficiency and quality of care, ultimately leading to improved patient care experiences and health outcomes. Topics include the basic requirements to support data exchange, national efforts to create a framework and standards to support interoperability, and ways to integrate an industry standard quality reporting model into the EHR.

- Additional workshops include:
- Information Security Workshop: The Next Level
  - Project Management: Ensuring HIT Sustainability Beyond "Go Live"
  - Introduction to Healthcare and IT Enabling Technologies: All you Wanted to Know and Were Afraid to Ask
  - Leading the IT Charge: The Realities and Strategies of Healthcare IT Leadership

An additional registration fee is required to attend each workshop. For details on the complete slate of workshops, visit [www.himssconference.org/education](http://www.himssconference.org/education).

## Exploring the Windy City

*Continued from Page 1*

### The Field Museum

The Field Museum is home to Sue, the largest and most complete T. Rex ever found and exhibits exploring an Egyptian tomb and sparkling gems from around the world. The museum is located at Chicago's Museum Campus on Lake Shore Drive, close to the city's famous Shedd Aquarium, Adler Planetarium and Soldier Field.

### Sears Tower Skydeck

North America's tallest building, the Sears Tower stands 103 stories high. The Skydeck boasts 360-degree views and an unparalleled view of Chicago and four surrounding states.

### Chicago Cultural Center

The Chicago Cultural Center is Chicago's showplace for the performing, literary and visual arts. Explore daily free exhibits while enjoying the world's largest Tiffany stained-glass dome.

### The Hancock Observatory-Located on Chicago's Magnificent Mile

In addition to shops and restaurants the Hancock Building features a 94th-floor observatory. Visitors to the observatory, which stands more than 1,000 feet above Chicago, can enjoy an open-air Skywalk; Sky Tours, featuring a personal audio tour of Chicago and Soundscope 3-D "talking" telescopes. The Hancock Building is located on Chicago's Magnificent Mile, a unique urban playground of world class shopping, from small boutiques to large shopping centers; dining, lodging and entertainment. ■

## VIEWS FROM THE TOP

*continued from page 1*

to think defensively and encourages the adoption of good security habits. Mr. Mitnick said attendees are going to take away that "organizations have to think beyond just purchasing technologies and about the human factor, how the human factor can be manipulated into revealing information and what they need to do to stop it in order to have a meaningful and effective security program."

On Wednesday, April 8, **Lori Beer**, CIO of WellPoint, and **Simmi Singh**, co-head of Health Care Services Practice, Egon Zehnder International, delve into the critical role IT plays in driving business results and operational excellence. "Our session is intended as a conversation about IT innovation and leadership during a time of tremendous change," Ms. Singh said. "The health industry faces significant challenges as we move into the Obama administration, but we also face opportunities for positive transformation in every sphere. Great leaders are always able to sail into a storm and to figure out how to come out stronger and leaner at the other end."

For a complete list of HIMSS09 Views from the Top sessions, visit [www.himssconference.org/education](http://www.himssconference.org/education). ■

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# HIMSS09 Preview

## COMMUNITY FOR CONNECTED HEALTH SUMMIT

### Sharing Technology Solutions

Cisco's Community for Connected Health links industry professionals with Cisco experts to share ideas, learning and solutions. The Community for Connected Health hosts its Second Annual Community for Connected Health Summit, in conjunction with HIMSS09, on Sunday, April 5, from 8 am to 12 pm.

The summit, which is held at the Hyatt Regency McCormick Place in Chicago, offers networking, education and best-practice sharing. Attendees will leave energized, having learned about the latest technology tools and innovations they can utilize in their healthcare organizations.

Featured summit speakers include Carey Kriz, noted author of "The Patient Will See

*You Now*," and Kaveh Safavi, MD, JD, global lead of Cisco's Healthcare Practice.

#### Save on Registration

Last year's First Annual Summit sold out, so register today. Community for Connected Health Summit attendees can broaden their industry knowledge even further by attending HIMSS09. Take advantage of the dynamic education programs, exciting exhibit hall and networking with industry professionals from across the globe. Save \$100 on HIMSS09 by registering for both events at the same time.

For more information and to register, visit [www.himssconference.org/registration](http://www.himssconference.org/registration). Visit [www.communityforconnectedhealth.org](http://www.communityforconnectedhealth.org) to learn more about the Community for Connected Health. ■



## AMBULATORY PROFESSIONAL PRACTICUM

### Demonstrates Benefits of Health IT Adoption

Education is a hallmark of HIMSS' Annual Conference. At HIMSS09, a new educational offering on Sunday morning, April 5, prior to the opening keynote address, focuses on how IT can improve healthcare delivery within physician practices. The Ambulatory Practicum offers three back-to-back educational sessions designed especially for ambulatory professionals. Running concurrently with other education sessions, this unique program is offered at no additional charge to conference attendees. Practicum sessions focus on:

#### CMS's EHR Physician Adoption Program Overview

In June, CMS launched an initiative to reward delivery of high-quality care supported by EHR adoption in physician practices. The goal of this demonstration is to foster the adoption of EHRs and health IT more broadly with the goal to improve the quality of care and transform the way medicine is practiced and delivered. During this practicum session, attendees learn how EHR adoption can reduce costs and improve care in primary-care practices, in addition to hearing an update on CMS' demonstration initiative.

#### Workflow Management EMR Systems and the Primary-Care Physician

This session reviews how the Riverpoint Pediatrics practice in Chicago achieved practice transformation with workflow improvements by adopting an EHR, exploring the steps required to change behaviors and physician workflows within the practice when adopting an EHR. Attendees learn strategies for spending more quality time with patients instead of documenting the visit, thereby, improving overall practice administration.

#### EHR Adoption for the Medical Practice

Before implementing an EHR, physicians and practice managers should analyze the business and clinical operations currently in place, or perform a workflow analysis, to identify areas where the practice operates well and identify areas needing improvement. During this session, attendees learn how workflow analysis can guide the design of the future, "ideal" practice, and identify resources and tools to assist with workflow analysis.

For more information, visit [www.himssconference.org/practicum](http://www.himssconference.org/practicum). ■

GE Healthcare



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## LOOKING AHEAD TO HIMSS10:

### Speaker's and Reviewer's Edge

HIMSS09 is a great place to start thinking about HIMSS10. The Call for Proposals for the 2010 Annual HIMSS Conference & Exhibition, Feb. 28 - March 4 in Atlanta, is open March 16 through the first week of May. At HIMSS09, attendees can learn strategies for best preparing an education proposal for consideration during the HIMSS10 Speaker's and Reviewer's Edge on Tuesday, April 7, from 10:30 am to 11:30 am.

Members of the 2010 Annual Conference Education Committee and HIMSS education department provide attendees with unprecedented insights into annual confer-

ence educational programming processes, including a step-by-step demonstration of the Web site for electronically submitting proposals. Attendees follow the proposal process from submission to the review and acceptance stages and learn best practices for framing their proposals.

In addition, attendees explore the critical role reviewers play in shaping annual conference education and learn how to apply to become a reviewer. HIMSS09 reviewers share their experiences considering the record number of proposals submitted for this year's annual conference. ■

## EHR ASSOCIATION AT HIMSS09

The HIMSS Electronic Health Record Association (EHR Association) will have a strong presence at HIMSS09 in Chicago. As in past years, EHR Association members will participate in a variety of events including public policy collaboration, industry leadership collaboration, town hall meetings, the exhibit hall and the IHE Interoperability Showcase.

"HIMSS Annual Conference is a major event for the EHR Association," said Justin Barnes, vice president at Greenway Medical and EHR Association Chairman. "It's a great opportunity to bring the majority of our members together to engage in dialog with other industry leaders about issues that impact healthcare and health IT. We've fortunately become the "go-to" source for expertise in the development and deployment of EHRs, speaking with a unified voice to represent our customers, our organizations, and our friends



and families as healthcare consumers."

Other EHR Association HIMSS09 activities include:

- A full membership meeting where attendees from all member companies will review the association's accomplishments during the past year, and hear from other industry leaders on new initiatives that support the accelerated adoption of EHRs across the United States.

- This year, the association will host an Interoperability Workshop on Saturday, April 4, to provide information on the practical application of interoperability tools and technologies that are operational in EHR Association clients' sites.

- And 24 of the association's member companies will be exhibiting at the event.

The EHR Association will also have a booth (#6963) where representatives from member companies provide additional information on the association's work, including the latest version of the Interoperability Roadmap and the CCD Quick Start Guide. ■

## 2009 HEALTH IT VENTURE FAIR

### Find Promising Investment Opportunities

Emerging companies looking for new sources of funding and investment firms in search of tomorrow's breakthrough opportunities come together at the HIMSS09 Health IT Venture Fair on Saturday, April 4, one day before annual conference starts.

In this day-long event offered in collaboration with Blank Rome LLP, a diverse group of investors representing private equity firms, venture capitalists, investment bankers, Wall Street analysts and other financial industry leaders will hear from 25 to 30 of the most promising up-and-coming health IT companies that are at various stages of development but possess operational, revenue-generating products and services.

At previous Health IT Venture Fairs, new products presented have included EHR and interoperability products; mobile device solutions; wellness-, chronic- and psychological-care management systems; biometric security systems; and patient-staff-equipment locator systems. Investors can expect to see more innovative ideas during this year's Health IT Venture Fair.

For more information about the Health IT Venture Fair or to register to attend, visit [www.himssconference.org/venturefair](http://www.himssconference.org/venturefair). Contact HIMSS Director of Corporate Relations Kathy Shaw at [kshaw@himss.org](mailto:kshaw@himss.org) with questions. ■

### Got a new product or company idea?

Learn how to turn a compelling idea into a business before the Health IT Venture Fair doors open.

During the *Building Your IT Business* education session, investor and executive panelists will lead budding entrepreneurs through the process and share best practices in selecting colleagues, management and board; developing effective business plans and revenue models; marketing; and raising capital.

To register for this session, contact HIMSS Director of Corporate Relations Kathy Shaw at [kshaw@himss.org](mailto:kshaw@himss.org).

## ON-SITE CERTIFICATION

### Activities Offer Competitive Edge



In today's competitive healthcare market, professional certification distinguishes individuals from their peers. The premier credential in the industry, the Certified Professional in Healthcare Information and Management Systems enhances and promotes the healthcare information and management systems profession. At HIMSS09, attendees can learn more about the benefits of certification and take the first steps to becoming certified.

#### CPHIMS Review Course

Saturday, April 4, 8:30 am to 4:30 pm

Led by expert instructors who have earned the CPHIMS designation, the CPHIMS Review Course covers key topic categories that may be addressed on the CPHIMS exam. The course features both lecture and interactive discussion, in addition to a practice exam. New this year: Attendees receive newly added study materials available exclusively to Review Course participants. The cost is \$250.

#### CPHIMS Testing Sessions

Tuesday, April 7

10 am - 12 pm and 3pm - 5 pm

Wednesday April 8, 10 am - 12 pm

Candidate check in begins one half-hour prior to each session.

Exam sessions at HIMSS09 are offered via laptops (provided). Upon completion, can-

didates receive immediate results. The pre-registration and exam fee deadline is March 24; exam fees are non-refundable and non-transferable to another person or another administration. Each session is limited to 30 candidates. Exam sessions will be filled on a first-in/first-confirmed basis, so candidates are encouraged to pre-register as soon as possible. The cost is \$275 for HIMSS Members and \$345 for non-members.

Need more information about CPHIMS? During the HIMSS09 Communities Open House on Monday, April 6, attendees can network with CPHIMS Technical Committee Members to hear firsthand the benefits of certification. For more information on HIMSS09 certification activities, visit [www.himssconference.org](http://www.himssconference.org).

To download the CPHIMS Candidate Handbook, visit [www.himss.org/getcertified](http://www.himss.org/getcertified). ■