

# HIMSS<sup>®</sup>10 Preview

2010 | Annual Conference & Exhibition

JANUARY 2010

MARCH 1 - MARCH 4, 2010 • ATLANTA, GEORGIA

This special Conference Preview is brought to you courtesy of API Healthcare

## Optimizing Human Capital Still a Top Priority

The passing of ARRA, with its provisions to encourage the installation of electronic health record (EHR) systems, is top-of-mind for healthcare executives. However, chasing stimulus dollars is not the only priority for healthcare organizations.

With an uncertain economy and growing concerns about a nursing shortage, organizations can benefit from strengthening the backbone of hospitals—their employees—optimizing human capital.

Drex DeFord, CIO at Seattle Children's Hospital, has an ongoing workforce management strategy to balance labor cost control with providing high-quality care. DeFord says, "As we move forward, API Healthcare will be one of the tools we use to meet our objective of continuously improving the quality, cost, safety and delivery of care throughout the organization."

Peter Karl, CEO of Eastern Connecticut Health Network, says "Our solid human capital management strategy will give us a cutting edge, not only in engaging employees in the communication about how we run our business, but in providing a systematic approach to containing costs and supporting our mission in our community."

Interested in optimizing your organization's labor resources and saving real operating dollars today? Learn more about API Healthcare's human capital management solutions at Booth 7017 or visit [www.apihealthcare.com/HCM](http://www.apihealthcare.com/HCM). ■



## HIMSS10: Change is Everywhere, Opportunity is Here

Keynote Lineup Explores Evolving Healthcare System

At the 2010 Annual HIMSS Conference & Exhibition, March 1-4 in Atlanta, healthcare reform...meets the transition to electronic medical records... meets ARRA's stimulus dollars...meets strategies and solutions. HIMSS10 is the place for health IT stakeholders to make connections, discover cutting-edge products and gain the knowledge needed to face the endless opportunities—both nationally and globally, in today's evolving industry.

During the HIMSS10 keynote sessions, today's newsmakers explore the mobile technologies changing today's healthcare market, meaningful use of health IT, the business side of healthcare as it impacts delivery of care, and an inspirational tale of heroism and safety amidst crisis.

On Monday, March 1, the HIMSS10 keynote lineup kicks off with **Dan Hesse**, chief executive officer, Sprint Nextel Corp. Mr. Hesse has been named "Wireless Industry" Person of the Year" by *RCR* magazine and "Executive of the Year" by *WirelessBusiness and Technology* magazine and "Most Influential Person in Mobile Technology" by *LAPTOP* magazine. Prior to his appointment as Sprint CEO, Mr. Hesse was chairman and CEO of Embarq Corp. and president and CEO of AT&T Wireless Services.

During the keynote on Wednesday, March 3, **David Blumenthal**, MD, MPP, national coordinator for health information technology, will present *Becoming a Meaningful User of Health IT*:



David Blumenthal



Dr. Sanjay Gupta



Dan Hesse



Harry Markopolos

*Moving Toward a New Level of Professionalism in Healthcare.* As a practicing primary care physician and leading national healthcare policy expert, Dr. Blumenthal will share his thoughts about ONC's strategic efforts to advance rapid adoption and the meaningful use of health IT.

The keynotes on Thursday, March 4, begin with **Dr. Sanjay Gupta**, senior medical correspondent, CNN. A practicing neurosurgeon and assistant professor of neurosurgery, Dr. Gupta can be seen on daily segments, *House Call* with Dr. Sanjay Gupta on weekends, and breaking medical news; in addition, he cohosts *Accent Health* for Turner Private Networks, contributes health stories to CNN.com, writes a column for *Time* magazine, and produces a weekly podcast called *Paging Dr. Gupta*.

**Harry Markopolos**, a former securities industry executive turned independent financial fraud investigator, will examine fraud and the \$500 billion Medicare program during an interview with Dr. Gupta. Mr. Markopolos will be forever known as both hero and whistle-blower for bringing down the biggest Ponzi scheme in

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## WELCOME TO THE HIMSS10 Preview Edition!



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This special insert is the source for the latest details about the 2010 Annual HIMSS Conference & Exhibition, March 1-4 in Atlanta. HIMSS10 is the only place healthcare professionals can obtain the critical knowledge, tools and connections to help organizations succeed...in one place at one time. In this Preview, explore the dynamic educational programs led by today's top industry newsmakers that will give healthcare professionals the tools needed to achieve meaningful use and ARRA funding qualifications. Learn about the exhibition, featuring 900-plus exhibitors demonstrating cutting-edge health IT products and breakthrough solutions, so organizations can make informed purchasing decisions. Get ready to develop new business relationships with the industry's decision-makers, trend-setters and thought leaders during week-long networking activities.

For up-to-the-minute news and announcements about HIMSS10, visit [www.himssconference.org](http://www.himssconference.org). ■

## VIEWS FROM THE TOP EDUCATION SESSIONS

# Highlight Progress, Innovation and Research

*HIMSS10 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 accomplishments, innovations and research.*

On Monday, March 1, **Garth Graham**, MD, MPH, will discuss the significant promise for healthcare reform and health IT to reduce care disparities in poor and minority populations. Dr. Graham is the deputy assistant secretary for minority health in the Office of Minority Health at the Department of Health and Human Services, which ensures federal, state and local health



Al Briand



Ted Eytan



Patricia Flatley Brennan



Holly Potter

programs take into account the needs of disadvantaged, racial and ethnic populations.

**Don Goldmann**, MD, senior vice president, Institute for Healthcare Improvement, will present a session titled *Leveraging Health IT to Improve Health Outcomes* on Tuesday, March 2. With over three decades of experience in clinical infectious diseases and epidemiology, with a focus on hospital-acquired infections, Dr. Goldmann's session will focus

on quality, and the prevention of medical errors and transmission of infections.

On Wednesday, March 3, **Patricia Flatley Brennan**, RN, PhD, Lillian L. Moehlman Bascom professor, School of Nursing and College of Engineering, University of Wisconsin-Madison, will review the accomplishments of Project HealthDesign, a \$10-million national program of the Robert Wood Johnson Foundation, in stimulating PHR innovation as well as discuss potential solutions that support the effective use of PHRs in healthcare.

Also on Wednesday, March 3, attendees

VIEWS FROM THE TOP continued on page 7

## What's New at HIMSS10

HIMSS tracks new and growing areas in health IT that can bring the greatest value to the healthcare community. HIMSS has expanded conference education, added exhibition features and developed new networking opportunities for the sectors with the highest growth. Check out what's new at HIMSS10:

### Expanded Education

- A new, half-day **Personal Health Records Symposium: Are You Ready for Personal Health Records?** on Sunday, Feb. 28
- New Medical Banking events: **HIMSS Medical Banking Boot Camp** on Sunday, Feb. 28, and **The Medical Banking Institute@HIMSS10** on March 1-2
- A **Career Planning Workshop**, hosted by HIMSS and Monster.com on Tuesday, March 2

WHATS NEW continued on page 7

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## HIMSS10 Interoperability Showcase™

### Follow Your Own Health Record

Discovering the value that interoperable systems bring to patient care, visitors to the HIMSS10 Interoperability Showcase™ will see first hand secured health information exchange linking vital health information across multiple care settings. The Showcase includes more than 60 vendors demonstrating connectivity between 70-plus clinical information systems with cutting-edge technology and standards.

Attendees at the Showcase will see how interoperability drives improvements in the quality, safety and efficiency of care. As in previous years, the Showcase highlights 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 2010 Interoperability Showcase includes more than 20 different patient care scenarios, such as ambulatory, emergency, public health, home and others, where attendees can track their personal health record through this continuum of care. New Showcase features include:

- The NHIN and CONNECT programs within ONC are hosting demonstrations illustrating the progress toward health IT interoperability nationwide.

Demonstrations will include participants from federal government, states, cities, providers and health IT vendors clustered around the categories for meaningful use: quality measure-



HIMSS09 Interoperability Showcase.

ment reporting, diagnostics, administrative efficiency, consumer empowerment, care coordination improvement, and population and public health improvement.

- Several high-profile federal initiatives will be present and include the Federal Health Architecture Project CONNECT, Continua

Alliance, National Quality Forum (NQF), CAQH-CORE and more.

- Continua Health Alliance, a non-profit open industry coalition, and several of its leading members, will feature examples of its vision to establish a system of interoperable personal health solutions that focus on the ability to seamlessly share interoperable PHR.

The Interoperability Showcase will run Monday to Wednesday, March 1-3. Visit [www.himssconference.org/showcase](http://www.himssconference.org/showcase) to learn more about the HIMSS10 Interoperability Showcase. ■

## Important Notes

### HIMSS10 Registration Details

Registration for HIMSS10 is open at [www.himssconference.org/registration](http://www.himssconference.org/registration) and remains open throughout conference. Standard registration rates apply through Feb. 1; after that date, attendees registering pay late-registration/on-site rates. HIMSS10 registration includes entrance to all education sessions and the exhibit hall, the Sunday Night Welcome/Opening Reception on Sunday, Feb. 28, and registration tote bag (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-service kiosks with a valid photo ID. Badges and tickets may only be printed once on-site. A full-service, staffed registration area is available on-site for these changes. Prior to conference, attendees can 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.himssstv.com](http://www.himssstv.com) or by calling 877-408-4522,



Atlanta Dome

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 and benefits are available through HIMSS Travel Services. Discounts of up to 9 percent are available from American Airlines and Delta. 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, visit [www.himssconference.org/travel](http://www.himssconference.org/travel) or contact HIMSS' official housing company, at 877-517-3038, Monday through Friday, 8 am to 7 pm CST. Reservations are made with no upfront, out-of-pocket costs, only a credit card to guarantee.

### HIMSS10 Registration Information

	Standard Dec. 15 - Feb. 1	On-Site After Feb. 1
HIMSS Member Rate	\$740	\$1,045
Non-Member Rate	\$995	\$1,095
Student Rate	\$120	\$120
Wednesday Exhibit Hall		
Only Pass	\$295	\$395
Single Day Registration	\$425	\$550
Government Rate	\$640	\$640

Details on all registration categories as well as registration for optional events are available at [www.himssconference.org/registration](http://www.himssconference.org/registration).

Guaranteeing the reservation with a credit card means the deposit will not be charged to the card until approximately two weeks before the date of arrival.

### Shuttle Services

Complimentary shuttle service to and from the convention center is available for all HIMSS hotels from Sunday, Feb. 28, to Thursday, March 4. Complimentary airport transportation from the convention center to airports is provided on Thursday, March 4, 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 HIMSS10 educational program organized?

HIMSS10 education is organized by 22 different educational topic categories so attendees can easily identify their must-attend sessions. Education sessions by topic category are listed in the HIMSS10 Conference Brochure's Schedule at a Glance on pages 22-25 at [www.himssconference.org](http://www.himssconference.org). HIMSS10 education is also organized by type of session, i.e., Pre-Conference, General, Views from the Top, Roundtables and E-Sessions. Niche programming includes Pre-conference Symposia, Synergy Sessions, the Ambulatory Professional Practicum, Senior Executive Track Sessions and Career Development Sessions. Check out education sessions by type at

### Earn Continuing Education Credits at HIMSS10

HIMSS10'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 ACE members. The educational program includes general education, workshops, symposia, roundtables and e-sessions.

HIMSS10 is co-sponsored by Postgraduate Institute for Medicine to provide contact hours toward CME, CNE and ACEP credit. The conference is sponsored by educational grants from multiple commercial supporters. Applicable accreditation information is available online at [www.himssconference.org/CE](http://www.himssconference.org/CE) or on-site in the HIMSS10 Resource Guide's education session descriptions.

**New this year!** Attendees can print continuing education certificates on-site before leaving the conference or online at [www.himssconference.org/CE](http://www.himssconference.org/CE) anywhere and at anytime. This new feature will make it easier for attendees to apply for and receive continuing education credits. ■

[www.himssconference.org/education](http://www.himssconference.org/education).

### 2. Where can I get CE information and forms?

Applicable accreditation information is available online at [www.himssconference.org/CE](http://www.himssconference.org/CE) or on-site in the HIMSS10 Resource Guide's education session descriptions. Attendees can print continuing education certificates on-site at Surf-the-Net or Printer Stations or online at [www.himssconference.org/CE](http://www.himssconference.org/CE) at anytime. Additionally, attendees may also visit the Postgraduate Institute for Medicine Continuing Education Booth located next to HIMSS Central in Lobby A/B.

### 3. What is the best way to plan my HIMSS10 agenda?

Education and exhibit hall hours have minimal overlap so you have time to dedicate and focus on both throughout conference. Use MyHIMSS10 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 MyHIMSS10 in the Pre-Conference Planning Tools and Helpful On-Site Resources article on page 6 of the *HIMSS10 Preview*.

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

Yes, while at HIMSS10, attendees can access and print education session presentations online. Additionally, to ensure attendees have access to the final versions of all education session presentations, all slide presentations will be posted on the HIMSS Web

site directly following the conference. Login and password information will be sent via e-mail to all attendees a few days following HIMSS10. Downloadable multimedia session recordings are also available for purchase on-site and after conference.

### 5. How do I meet like-minded professionals at HIMSS10?

Attend the many HIMSS10 Networking Events highlighted on page 3 of the *HIMSS10 Preview* 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' LinkedIn, Facebook and Twitter social networks to streamline the search to connect with like-minded individuals and engage directly with attendees, speakers and exhibitors in conference-focused discussions and news forums.

### 6. What are the best ways to navigate the convention center?

Attend one of the first-time attendee orientations held on Sunday, Feb. 28, and Monday, March 1. Additionally, 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, products or services; education and pavilion product sessions; convention center amenities; networking events; Atlanta highlights and more. Convention center floor and exhibition maps are also included in the HIMSS10 Pocket Guides and Resource Guides on-site.

For more HIMSS10 FAQs, visit [www.himssconference.org/faq](http://www.himssconference.org/faq). ■

### HIMSS<sup>10</sup> COLLABORATORS

## ABOUT HIMSS

The Healthcare Information and Management Systems Society (HIMSS) is a comprehensive healthcare-stakeholder membership organization exclusively focused on providing global leadership for the optimal use of IT and management systems for the betterment of healthcare. Founded in 1961 with offices in Chicago, Washington DC, Brussels, Singapore and other locations across the United States, HIMSS represents more than 23,000 individual members, of which 73 percent work in patient care delivery settings. HIMSS also includes over 380 corporate members and nearly 30 not-for-profit organizations that share our mission of transforming healthcare through the effective use of IT and management systems. HIMSS frames and leads healthcare public policy and industry practices through its educational, professional development, and advocacy 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)

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## Networking Opportunities and Events at HIMSS10

At HIMSS10, attendees can make career connections and meet the right people for knowledge and best-practice sharing, and socializing during numerous networking events. Don't miss any of these opportunities to hear different industry perspectives, visit old friends, meet new industry colleagues and enjoy HIMSS10.

Free to all registered conference attendees, the **Opening Reception** on Sunday, Feb. 28, is a great way to kick off HIMSS10. Attendees can network their way through an evening of fine food, cocktails, live music and friendly conversation.

On Monday, March 1, the **Communities Open House** is the place to see the true value of HIMSS membership on display. Volunteers and leaders from HIMSS communities—

Chapters, Special Interest Groups, Fellows, Committees, Task Forces, Users Groups and more—will mingle and offer their firsthand perspectives on being an integral part of the Society. Light afternoon refreshments will be served and HIMSS prizes will be awarded. Also, as the event will mark the beginning of March Madness, participants are encouraged to wear their favorite team's jersey or hat. Prior to the Communities Open House, new HIMSS Members are invited to an exclusive reception and introduction to the Society.

Grab running shoes and join fellow conference attendees in the **5K Fun Run/1 Mile Walk** on Tuesday, March 2. Enjoy Atlanta's Centennial Olympic Park while participating in this fun and friendly competition. The 5K

Fun Run/1 Mile Walk is commercially supported by IntraNexus.

Also on Tuesday, March 2, the **Awards and Recognition Banquet** at the Omni Hotel at CNN Center recognizes members for their significant contributions to the Society, their organizations and their profession. Whether it's a lifetime achievement award, a scholarship or recognition for specific activities or publications, HIMSS honors individuals, groups and organizations that have made these outstanding contributions at this elegant event. Tickets may be purchased online during HIMSS10 registration.

During the **Wednesday Night Event** on March 3, HIMSS10 takes attendees on a voyage to the Georgia Aquarium, the world's



Georgia Aquarium, location for Wednesday Night Event

largest with 16,000 square feet of exotic fish and animals from every region of the globe. Aquarium special features include Planet Shark: Predator or Prey, an out-of-water shark exhibit; Tropical Diver, the largest living reef exhibit in the world; and River Scout, an exhibit with species found in the rivers of Africa, South America, Asia and Georgia. Tickets are \$45 per person.

### Networking throughout HIMSS10

At HIMSS10, attendees can meet peers with similar interests, exchange information and explore solutions during **HIMSS SIG Meetings**. SIG Meetings focus on specific topics, such as e-health, EHRs, long-term care, offshore opportunities, consulting and pediatric health IT. Also throughout the week, **Chapter Receptions**, hosted by the 47 HIMSS Chapters, offer participants an opportunity to see old colleagues, meet new associates and network with others from their own backyards. And during **Exhibitor-Hosted Events**, which range from big extravaganzas to small, intimate dinners, attendees network with company sales executives and other clients.

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

## Learn and Connect by Profession at Synergy Sessions

Back this year, Synergy Sessions 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, three-session programs are offered at no additional charge to conference attendees on Monday, March 1.

**Senior Executive Synergy Sessions** begin with a presentation on leadership traits and principles from senior IT executives who realized success by applying lessons learned from the Marines. At the second session, a CIO will share his proactive approach to improve EHR stability, satisfaction and performance. A CIO-CMIO discussion on strategies for maximizing collaboration closes the program.

This year's **Nursing Informatics Synergy Sessions** will be led by nursing leaders from Davies Award-winning organizations: MultiCare Health System, Eastern Maine Medical Center, and Allina Hospitals and Clinics. Each leader will discuss nursing's role in contributing to the overall successful planning, implementation and evaluation of their EMR system.

**Physician Synergy Sessions** start with a discussion on the "here and now" medical applications of new technologies and their impact on the grow-

ing field of telehealth. The second session will highlight lessons-learned and strategies from Kaiser Permanente on patient portals. Key considerations for CPOE and clinical documentation activation strategies are reviewed in the final session.

**ME-PI Synergy Sessions** will explore tools that streamline processes, control operating costs and maximize the effectiveness of available resources. Tools explored will include radio frequency identification systems, executive dashboards, and the new HIMSS ME-PI tool set and healthcare improvement tool sets developed by the Agency for Healthcare Research and Quality and the Robert Wood Johnson Foundation.

**Federal Health Sector Synergy Sessions** begin with a presentation on two CMS efforts: the Physician Quality Reporting Initiative and Hospital Quality Measures development. Health Resources and Services Administration's health IT activities will be covered in the second session. Progress toward NHIN participation and benefits derived from a secure, nationwide health information exchange are highlighted in the closing session.

Get more details on the Synergy Sessions at [www.himssconference.org/synergy](http://www.himssconference.org/synergy). ■

### At HIMSS10 Exhibition Latest Technology Solutions Debut

As the health IT industry becomes an increasingly critical component of healthcare, exhibitors are continually conducting research and development to bring the most up-to-date products and services to conference attendees. The HIMSS10 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, Web/Internet solutions, nursing applications and ambulatory systems.

Attendees can explore the solutions that will debut at HIMSS10 through the HIMSS Online Buyer's Guide, a Web-based database with a wide range of health IT products and services. This searchable directory highlights companies' new solutions and services, and is updated daily with new product and service announcements. Additionally, attendees can view which companies will be demonstrating new products and services during HIMSS10 at the New Solutions Theatre, located in the Product Pavilions on the exhibit floor.

Visit [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition) for more information. ■

### HIMSS10 Exhibition Demonstrates Cutting-Edge Healthcare Technologies

As one of the world's largest health IT shows, the HIMSS10 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 900-plus companies featuring thousands of health IT products and services, and scores of the latest technological advancements under one roof.

There will be many new opportunities on the exhibition floor this year. Not only will there be hundreds of exhibiting companies offering live demonstrations within their booths, but HIMSS will be featuring targeted pavilions and six **Pavilion Product Session Theatres** located on the show floor to bring you the latest in the industry, including the new **Medical Banking Pavilion**. This new pavilion offers tools and solutions supporting the collaboration between the healthcare and banking industries. In the new **Innovative Technology Pavilion**, attendees can view product demos and presentations on the latest technology designed to improve patient safety at the point of care. This pavilion delivers

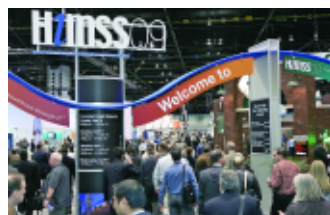


Exhibit Floor, HIMSS09

cutting-edge products and enhancements in biometrics, clinical decision support and advanced medical content.

Also new this year is an **ARRA Theatre**, where attendees can learn how

stimulus funding is affecting the healthcare industry and examine some of the most innovative technology supporting ARRA today.

In addition, attendees can visit the expanded **Interoperability Showcase**, featuring demonstrations from ONC's NHIN and CONNECT programs illustrating the progress toward health IT interoperability nationwide, and **Department of Defense/Military Health System Demonstration Area** highlighting MHS' leading-edge technology currently deployed worldwide. 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 **Online Buyer's Guide**, <http://onlinebuyersguide.himss.org/>, 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 HIMSS10 Exhibition. ■

#### WEDNESDAY EXHIBIT HALL ONLY PASS

Short on time? Purchase a Wednesday Exhibit Hall Only Pass that includes admittance to the exhibit hall on Wednesday during exhibit hours and tote bag materials (while supplies last). To register, visit [www.himssconference.org/registration](http://www.himssconference.org/registration).

### START NETWORKING TODAY: ENGAGE WITH HIMSS ON LINKEDIN, TWITTER AND FACEBOOK

#### LinkedIn

The **Annual HIMSS Conference & Exhibition LinkedIn Subgroup** streamlines the search to connect with individuals at HIMSS10 as well as engage directly with attendees, speakers and exhibitors in conference-focused discussions and news forums. To participate in the subgroup, individuals must already be a member of the HIMSS LinkedIn Group. By linking up with the **HIMSS LinkedIn Group**, individuals gain instant access to a network of more than 22,000 health IT and management systems professionals.

#### Twitter

By using Twitter, HIMSS10 attendees can get timely news conference updates on sessions and daily events. They can also network with other attendees and build new relationships by following those who are using the hashtag #HIMSS10 in their Tweets. Additionally, by friending @HIMSS, attendees can follow the Society's feed for news, discussions and alerts on health IT industry topics and HIMSS10.

#### Facebook

The **HIMSS Facebook Fan Page** convenes professionals to expand their contacts, participate in group discussions, as well as stay up to date on health IT industry news and HIMSS10. By becoming a fan, users can enjoy direct news and HIMSS10 updates to their Facebook news feeds. Through the **HIMSS10 Facebook Event Page**, fans can see who will be attending, pre-plan meetings with other attendees or exhibitors, write on the wall, and share photos and videos.

Get engaged with HIMSS on LinkedIn, Twitter and Facebook, and start networking today at [www.himssconference.org/engage](http://www.himssconference.org/engage). ■

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## HIMSS10 Symposia Offer Targeted Learning for Breadth of Healthcare Professions

HIMSS10 Symposia offer specialized education for diverse and growing audiences within the health IT industry. Held on Saturday, Feb. 27, and Sunday, Feb. 28, before HIMSS10 commences, Symposia address the educational needs of nurses, physicians, pharmacists, clinical engineers, payers, IT professionals and those involved in health information exchanges (HIEs), personal health records and the finance or supply-chain management aspects of healthcare.

The environment of change is upon clinical engineers. Clinical engineering and IT must design a seamless service and technology support system. Those taking proactive steps to understand the new rules and incentives, and to prepare for their impact, will be best positioned for the future. The full-day **Clinical Engineering & IT Symposium: Collaboration in a Time of Change** on Sunday, Feb. 28, will examine the changes that drive the system, the necessary elements of structure, resources and management, and take a deep dive into the high-impact area of telehealth.

### IN COLLABORATION WITH



There are more HIEs and health information organizations throughout the country than ever before. The full-day **HIE Symposium: Meaningful HIE** on Sunday, Feb. 28, will explore issues and challenges facing today's HIEs as well as share success stories. The opening keynote address will explore the HIE national landscape, followed by an update from the Office of the National Coordinator on interoperability and the Healthcare Information Technology Regional Extension Center program.

### COMMERCIAL SUPPORTERS



### IN COLLABORATION WITH



The full-day **Nursing Informatics Symposium: Realizing the Promise of Health IT for Nursing** on Sunday, Feb. 28, brings together a dynamic platform of nurse leaders to address current nursing informatics issues. Attendees will learn how to position

themselves for implementation success and how to demonstrate the value of health IT in the nursing world. Prior to the start of the Nursing Informatics Symposium, the half-day **Foundations of Nursing Informatics: Achieving Meaningful Use and the Impact on Nursing** (separate fee required) on Saturday, Feb. 27, will provide a nurse-focused interpretation of meaningful use of certified EHRs for 2011. Discussions will provide insight on the impact of standards and certification on EHR systems, implementing SNOMED CT® to achieve meaningful use and demonstrating meaningful use through quality measures.

### COMMERCIAL SUPPORTERS



### IN COLLABORATION WITH



During this crucial time in healthcare, payers and providers must work together to keep patients' best interest at the forefront of their efforts. Ideal for all providers, payers and consumers, the full-day **Payer Symposium: Collaboration in an Era of Healthcare Reform** on Sunday, Feb. 28, brings a collaborative message from the payer community as it addresses healthcare finance and reimbursement, patient engagement, transparency in the patient/provider relationship and the future of healthcare reform.

### COMMERCIAL SUPPORTERS



### IN COLLABORATION WITH



The full-day **Pharmacy IT Symposium: The Road to Implementation—At a Crossroads of**

**Decisions, Integration and Patients** on Sunday, Feb. 28, is for pharmacists looking to maximize and develop their role in IT. With the current proliferation of EHRs and systems in healthcare, pharmacists need the skills and know-how to lead the change in their profession now more than ever. This symposium will address a spectrum of patient-centered approaches from federal initiatives, current legislation and research, emerging disciplines and health systems' practical approaches to improving the quality of care.

### IN COLLABORATION WITH



The highly-acclaimed, full-day **Physicians' IT Symposium: What It Means to Be a Meaningful User** on Sunday, Feb. 28, will examine planning, implementation, workflow, vendor guidance and legal aspects of the EHR. After this symposium, attendees should be better able to: discuss the meaningful use criteria related to patient privacy, clinical information exchange and public health organizations; describe malpractice implications in using EHRs, PHRs and HIEs; and ask vendors questions before implementing EHRs in order to comply with meaningful use criteria.

### COMMERCIAL SUPPORTERS



### IN COLLABORATION WITH



HIMSS' Supply Chain Management special interest group, in collaboration with the Association for Healthcare Resource and Materials Management (AHRMM), are providing the full-day **Supply Chain Symposium: Supply Chain Without Walls—Action Strategies for Evolving Informatics and Technology** on Sunday, Feb. 28. The symposium will cover the evolving trends that will impact a hospital's information systems requirements to support supply chain activities.

### IN COLLABORATION WITH



Healthcare reform is one of the Obama Administration's top priorities, and the landscape is changing constantly. The half-day **Financial Systems Symposium: Follow the Money in 2010—Understanding the Pressures and Impacts on Financial Systems** on Sunday, Feb. 28, will explore the rapidly moving field of e-commerce in healthcare. Specifically, these sessions will discuss and demonstrate how the industry is going to prepare to move forward efficiently and effectively with healthcare.

### IN COLLABORATION WITH



New this year, the half-day **Personal Health Records Symposium: Are You Ready for Personal Health Records?** on Sunday, Feb. 28, will take a real-world look at best practices and lessons learned from a wide range of perspectives—from small or large practices to a payer organization. Additionally, sessions explore the impact of standards, policy and meaningful use requirements for PHRs.

### IN COLLABORATION WITH



For more information on HIMSS10 Symposia and to register, visit [www.himssconference.org/symposia](http://www.himssconference.org/symposia).

## PAVILION PRODUCT SESSIONS

### Offer Exhibitor-Specific Solutions to Today's Key Challenges

HIMSS10 Pavilion Product Sessions offer practical solutions and hands-on demonstrations of the hottest technology where new products and services take center stage — *right on the exhibit floor*. Presented within six theatres, Pavilion Product Sessions are 45-minute case study presentations hosted by clients of exhibiting companies. Sessions cover innovations in **clinical informatics, managing the business of healthcare, electronic health record/electronic medical record, and wireless and mobility**. In the **New Solutions Theatre**, sessions demonstrate new products and services that are soon-to-be or recently released on the market.

New this year is the **ARRA Threatre**. After ARRA became law, with \$19 billion dollars earmarked for healthcare reform, the industry responded with exciting product solutions for the widespread adoption and use of EHRs across ambulatory and provider settings. Sessions in this new theatre examine how stimulus funding is affecting the healthcare industry and explore some of the most innovative technology supporting ARRA today.

Learn more about Pavilion Product Sessions at [www.himssconference.org/pavilionsessions](http://www.himssconference.org/pavilionsessions). ■

**Symposia registrants save \$100** when also registering for the full conference. This special discount applies to full, paid conference registration (Sunday-Thursday) only and is not available for students. The discount is applied automatically during the registration process. Learn more at [www.himssconference.org/registration](http://www.himssconference.org/registration).

## START HIMSS10 SUNDAY WITH PRE-CONFERENCE WORKSHOPS

Professionals looking for a hands-on approach for achieving meaningful use, effective leadership, regulatory compliance and more should start conference on Sunday, Feb. 28, with Pre-Conference Workshops. 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.

The **Dashboards for Process Improvement Workshop**, developed in collaboration with the Society for Health Systems, will simulate a multi-disciplinary approach to defining measures for use in an executive dashboard. Attendees will

learn how to leverage organizations' data for decision-making purposes including, but not limited to, clinical, quality, operational and financial indicators. Additionally, participants will be able to develop a storyboard to show how the dashboard will actually be used at their organizations.

Through breakout sessions, the **Achieving Meaningful Use Workshop** will give attendees a chance to address their concerns and questions regarding meaningful use requirements and the steps required for achieving them by learning from experts and engaging with peers. Current topics include quality data reports and clinical warehousing, com-

puterized practitioner order entry, health information exchange, ambulatory clinic implications, dealing with rapid change in today's environment, and clinical decision support.

During **Reducing Risk in Health IT Purchases: Avoiding and Resolving Disputes Workshop**, participants will learn how to reduce the risk of disputes through effective contract negotiation techniques and ongoing project management. This workshop, developed in collaboration with American Arbitration Association, will focus on how to avoid disputes, and how to use mediation and arbitration to resolve disputes as alternatives to litigation.

Additional workshops include:

- ARRA Privacy and Security
  - Teach It, Don't Assume It: Ensuring Project Management Effectiveness in the Healthcare Setting
  - Introduction to Healthcare and IT Enabling Technologies: All You Wanted to Know and Were Afraid to Ask
  - The Realities and Strategies of Health IT Leadership
  - Interoperability: Leveraging the ONC/HITSP Roadmap for Cost-effective Chronic Care
  - ARRA: Davies Awards of Excellence
- For details on this year's Pre-Conference Workshops, visit [www.himssconference.org/workshops](http://www.himssconference.org/workshops). ■

## DOD/MILITARY HEALTH SYSTEM SESSIONS AND DEMONSTRATIONS

### Military Lessons for the Private Sector

**H**IMSS is pleased to have the Department of Defense (DoD) and Department of Veterans Affairs (VA) share their new initiatives currently underway to improve the electronic health information sharing and support of national health interoperability standards through dozens of education sessions and demonstrations at HIMSS10.

DoD/Military Health System (MHS) education sessions provide attendees a chance to learn how the DoD, VA and Interagency Program Office are working together to enhance data sharing/interoperability of health information and to implement a capability for improving quality of care for all service members. Additionally, attendees will learn about the benefits of and plans for implementing a virtual lifetime electronic record capability.

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. The Nationwide Health Information Network (NHIN) provides the gateway for interoperability between DoD, VA and the private sector. The latest efforts of NHIN will be showcased.

At the HIMSS10 Interoperability Showcase™, MHS will be participating with other Federal Government Agencies in showcasing a health information exchange network with a shared connection to NHIN.

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

## TOOLS AT HIMSS CENTRAL

### Explore Latest Industry Intelligence

**H**IMSS Central, located in Lobby A/B, is the place to learn the latest about the Society's initiatives and activities, while meeting and greeting fellow HIMSS10 attendees.

Kiosks throughout HIMSS Central offer up-to-the-minute information on:

- **HIMSS Advocacy and Public Policy Initiatives**, including the Society's efforts on hot topics such as ARRA economic stimulus funding and meaningful use.
- **Important HIMSS Initiatives**, such as HITSP, IHE, standards development, privacy and security, e-prescribing and medical banking.
- **Professional Development**, such as education, the eLearning Academy, certification, continuing education credits

and JobMine, the Society's online job bank.

- **HIMSS Membership**, including individual and corporate membership, and the organizational affiliate program.
- **HIMSS US and Global Events**, such as World of Health IT 2010, AsiaPac10, 2010 MiddleEast Health IT Leadership Summit and Conference and HIMSS Virtual Conference & Expo.
- **HIMSS Communities**, including Chapters, Users Groups, Special Interest Groups, Committees and EHR Association.

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, 50-year history. ■

## AT THE ON-SITE BOOKSTORE

### Explore Latest Health IT Books and CDs

**A**t the HIMSS bookstore, attendees can purchase the latest publications and CDs published by HIMSS and other prestigious associations and publishers, all at a special conference discount. Some titles to debut at HIMSS10 include new editions of HIMSS' best-selling nursing informatics guide and health IT dictionary, in addition to books on privacy and security, marketing, EMR implementation and an introduction to healthcare- and IT-enabling technologies.

For attendees' convenience, the HIMSS

bookstore will be open in two locations at the convention center throughout the week: Lobby C and outside Room B314.

#### Special Satellite Bookstore and Book Signing

On Sunday, Feb. 28, a special satellite bookstore will be open near the Nursing Informatics Symposium and will host a book signing. Editors of the upcoming second edition of HIMSS' bestseller *Nursing and Informatics for the 21st Century: An International Look at Practice, Trends and the Future* will be on hand to sign copies of the book. ■

## HIMSS10 Programs Focus on Building the Healthcare Financial Network of the Future

**D**esigning the *Healthcare Financial Network of the Future*, a centerpiece program that seeks to support overall health improvements by leveraging banking systems, is being offered on March 1-2 at the Omni Hotel in Atlanta, in conjunction with HIMSS10. The program's theme focuses on a new, multi-year global strategy tied to HIMSS' acquisition of the Medical Banking Project earlier this year. **The Medical Banking Institute@HIMSS10** is open to all HIMSS attendees interested in the medical banking area.

Industry leaders representing payers,

providers and other stakeholders will convene in a neutral setting to identify and discuss critical path issues that currently impede cross-industry efficiency. Topics include emerging functions in the new 'health-wealth' paradigm to standards and best practices that simplify and automate workflows.

The Institute will feature sessions on health data privacy and security in banking channels as well as discussion that contextualizes general healthcare trends against medical banking metrics; a senior level banking panel that will help healthcare providers and payers to understand how banks are investing in re-

## HIMSS10 SENIOR IT EXECUTIVE EXCHANGE BRINGS

### Leaders Together Through Learning, Networking and Special Events

**H**IMSS10 offers senior IT executives an exclusive set of benefits to empower them with strategies to drive positive outcomes through health IT. The HIMSS10 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 in the Leadership and Strategic Planning topic category; **Senior Executive Track** sessions, developed in collaboration with CHIME; and three **Senior Executive Synergy Sessions** on Monday, March 1.

Additionally, senior IT executives can learn through three **roundtable discussion sessions**. Roundtable discussion topics include IT strategic planning, change management, and achieving, measuring and reporting ROI.

CIOs, who are CHIME members, can also participate in the **2010 CIO Forum** presented by CHIME



and HIMSS on Sunday, Feb. 28. View all of the educational programs and sessions for senior IT executives at [www.himssconference.org/education](http://www.himssconference.org/education).

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 Judy Murphy, RN, FACMI, FHIMSS, vice president of information services, Aurora Health Care in Milwaukee, Wis., and member, HIT Standards Committee, on Thursday, March 4. After the breakfast, senior IT executives will have the opportunity to be seated together in a reserved, VIP seating area for the morning keynote session.

During conference, senior IT executive attendees will also get a **Guided VIP Tour of the HIMSS10 Interoperability Showcase™** to experience state-of-the-art health information exchange firsthand, in real-time.

For more information regarding the HIMSS10 Senior IT Executive Exchange, contact HIMSS Vice President of Healthcare Organizational Services John P. Hoyt, FACHE, at [jhoyt@himss.org](mailto:jhoyt@himss.org). ■

## TOWN HALL MEETINGS AND REGULAR SESSIONS

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

**D**uring HIMSS10, panel discussions and forums will provide important updates on the latest health IT initiatives within the federal, public and private sectors. These one-of-a-kind educational opportunities will provide up-to-date information on key policies affecting the health IT community.

During **CMS Quality Measures for Today and the Future** on Monday, March 1, key policymakers from the Centers for Medicare & Medicaid Services (CMS) will highlight two CMS efforts, the Physician Quality Reporting Initiative and Hospital Quality Measures, and how CMS is building quality measures that look to the future of healthcare.

Federal agencies are deploying CONNECT with the goal of exchanging health data with organizations throughout the country using the Nationwide Health Information Network (NHIN). Speakers at **Federal Agencies CONNECTING to NHIN: Transforming Federal Health Through Information Exchange, a Conversation with Federal Health CIOs and Federal Health Leaders** on Monday, March 1, will outline progress toward NHIN participation and will highlight benefits derived from secure, nationwide health information exchange.

On Monday, March 1, **The New Ball Game: HITECH Breach Notification and Disclosure Accounting Rules** will explore how the Department of Health and Human Services,

Federal Trade Commission, HIPAA-covered entities and business associates, and consumers are coping with the new rules and strategize about what lies ahead for EHR and PHR privacy and security post-HITECH.

In 2009, under ARRA, HITSP launched a major effort to reconfigure its work products into a series of capability and service collaboratives aimed at addressing the need for simpler, easier harmonized standards documents and implementation guidelines, and ultimately support EHR adopters to meet federally defined meaningful use criteria. In the **HITSP Town Hall: Using Harmonized Standards in the Era of Meaningful Use** on Tuesday, March 2, HITSP leadership will present the results of their 2009 work and describe how its work products will assist users in meeting and demonstrating meaningful use of their health IT tools.

There will also be a CMS town hall, an EHR certification town hall, and sessions covering meaningful use, breach notification, NHIN, ARRA, EMR usability, HRSA health IT activities, AHRQ, ICD-10 compliance, maximizing the potential of funding to support health IT and more. Additionally, HIMSS is expanding its outreach across the healthcare spectrum and offering a new focus on health IT issues of interest to the payer and life sciences communities.

Details regarding education sessions or activities focused on public policy at HIMSS10 are available at [www.himssconference.org](http://www.himssconference.org). ■

enue management technologies; and case studies that show the emergence of bank-driven community care platforms and more.

Preceding the Institute, **HIMSS Medical Banking Boot Camp** will offer attendees an overview on the emerging role of banks and financial institutions in healthcare. The Boot Camp will meet from 1-5 pm on Feb. 28, at the Georgia World Congress Center.

Registration for the Institute and Boot Camp is now open. Visit [www.mbproject.org/8MBI2010.php](http://www.mbproject.org/8MBI2010.php) for more information.

In addition to the Medical Banking Institute and Boot Camp, one of the Views

from the Top sessions will explore why banks are interested in healthcare and examine the synergies between healthcare and treasury management. During **Medical Banking: An Emerging Strategy to Improve Global Healthcare** on March 3, attendees will hear how the world's largest custodial bank (with over \$23 trillion in assets under custody) is gearing up for investment in the healthcare industry and how banks can help bring efficiencies to healthcare processing. For more information on this and other Views from the Top sessions, visit [www.himssconference.org/viewsfromthetop](http://www.himssconference.org/viewsfromthetop). ■

# HIMSS<sup>10</sup> 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 HIMSS10 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:

### MyHIMSS10

MyHIMSS10 allows attendees to explore and add to their schedule the best possible conference activities that match their unique interests. By simply selecting a job role from the list of categories at [www.himssconference.org](http://www.himssconference.org), MyHIMSS10 automatically aggregates a list of education sessions, potential products and services, and networking events most relevant for that profession. 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 MyHIMSS10 Calendar, which is stored and accessed at [www.himssconference.org/mycalendar](http://www.himssconference.org/mycalendar). Attendees' customized conference agendas can also be downloaded to their Outlook calendars or easily printed. Keep in mind, MyHIMSS10 Calendar can be accessed through mobile devices via the Web or Outlook, as well as through laptops, Wi-Fi and Surf-the-Net stations on-site.

### Share Buttons

New to [www.himssconference.org](http://www.himssconference.org), the share buttons located at the bottom of event Web pages allow users to share education and pavilion product sessions, and networking activities of interest with their friends, colleagues and outliers in their social networks via e-mail, Twitter, Facebook, LinkedIn, Delicious, Digg, Reddit or StumbleUpon. Sharing allows users to distribute and find valuable informa-

tion, interact with people and keep on top of what friends and colleagues care about.

### HIMSS Online Buyer's Guide

Attendees are encouraged to use the HIMSS Online Buyer's Guide at <http://onlinebuyersguide.himss.org> prior to conference to identify exhibitors whose products and services they want to learn more about. To help facilitate the search process, the guide lists products by exhibit floor categories. By searching these categories, attendees can identify companies as exhibitors, pavilion product session vendors, first-time exhibitors, Interoperability Showcase™ participants or companies with new product launches. Exhibitors are also searchable by company name/description, location or product category and sub-category. Search results include company and product summaries; information on operating requirements and features/functions; testimonials; side-by-side product comparisons; and key sales contacts.

### Exhibitor-Hosted Events Portal

HIMSS10 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. Wi-Fi access is available in all public areas, including food courts, lobbies and 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 on-site Pocket and Resource Guides.

### 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, Atlanta 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. The on-site navigation system is commercially supported by NCR, Navinet, Chartwise and Awarepoint.

### HIMSS10 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 HIMSS10 presentations are posted online. Attendees can download or print the presentations to review prior to arriving in Atlanta 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.

Additionally this year, attendees will be able to access all of the information previously found on the conference proceedings CD-ROM online. Besides the final slide presentations, the site will include the full attendee and exhibitor rosters, including exhibitor staff. This change addresses attendees' concerns the presentations included on the proceedings CD-ROM were often different than those presented on-site. Look for a post-conference e-mail from HIMSS with personal login information to get full access to all proceedings content online.

### Audience Response System


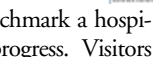
As a way to ensure the highest quality education sessions, HIMSS is incorporating audience response system software into select HIMSS10 education sessions within the Senior Executive Track. This system allows speakers to poll their audience and adjust presentations accordingly, as well as lets audience members play a more active role in their learning process.

### Recharge Cafe

The HIMSS10 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 HIMSS10. ■

## HIMSS ANALYTICS

### Benchmarks Hospitals' EMR Progress at HIMSS10

The HIMSS Analytics  booth at the HIMSS10  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.

#### Can't Miss Education Session—Lessons Learned on IT Adoption

On Wednesday, March 3, Dave Garets, FHIMSS, President and CEO, HIMSS Analytics, Executive VP, HIMSS, will moderate a panel titled **Getting Technology Adopted: Views From the Bruised**. Panelists, all Stage 6, Stage 7 or HIMSS Nicholas E. Davies Awards of Excellence recipients, will discuss what worked and what didn't in getting technology adopted within their organizations.

Additionally, study participants gain free access to nearly 50 benchmarking reports on IT staffing, budgeting, capital operating expenditures and more to support IT strategy and planning needs. Conducted since 2004, this annual study on health IT processes and environments is regarded as the industry's most authoritative source for health 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.

In addition to discussing participation in the annual study, HIMSS Analytics representatives provide visitors with information on how their EMRAM score can be mapped to meaningful use requirements, helping hospitals avoid mistakes and deliver defined data. The white paper *The State of US Hospitals Relative to Achieving Meaningful Use Measurements* offers an overview of market gaps that must be addressed to meet the funding requirements established by the American Recovery and Reinvestment Act. The white paper is available at [www.himssanalytics.org](http://www.himssanalytics.org).

For more information about the EMR Adoption Model, visit [www.himssanalytics.org](http://www.himssanalytics.org). Learn more about the HIMSS10 Exhibition at [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition). ■

## DAVIES RECIPIENTS SHARE EHR SUCCESS STORIES AT HIMSS10

The Nicholas E. Davies Awards of Excellence recognize 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 HIMSS10, Davies Award recipients will share valuable lessons learned from their successful EHR implementations and offer insight for attendees looking to transform their own healthcare organizations. During a quality workshop on Sunday, Feb. 28, Davies Award recipients detail their journeys to EHR implementation with a focus on the quality component related to the American Recovery and Reinvestment Act of 2009. The next day, quality will again be the focus when nationally honored meaningful users and Davies Award recipients lead a roundtable dis-



ussion on the successes and strategies that have evolved their EHR implementations into quality-driven healthcare. On March 2, Davies Day, commercially supported by Epic and 3M, kicks off with a breakfast reception, followed by Organizational, Ambulatory and Community Health presentations. On Davies Day, Davies Award recipients will be at HIMSS Central from 11 am to 12:30 pm for a face-to-face meeting with HIMSS10 attendees. In addition to Davies-focused education at HIMSS10, the recipients of the 2009 Davies Awards will be honored at the Awards and Recognition Banquet on Tuesday, March 2. For more information on Davies Award programs at HIMSS10, 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<sup>10</sup> Commercial Supporters\*



\*As of Dec. 16, 2009

# HIMSS<sup>10</sup> Preview

## HIMSS ANALYTICS STAGE 7 AWARD

### Recipients to Be Honored at HIMSS10

At last year's annual conference, HIMSS Analytics™ unveiled its Stage 7 Award, recognizing healthcare organizations that have achieved a paperless EMR environment. During a reception at HIMSS10 on Monday, March 1, this year's recipients of the Stage 7 Award will be honored for completing the eight stages of the HIMSS Analytics EMR Adoption Model<sup>SM</sup>. The Stage 7 Award Ceremony is held at the Omni Hotel at CNN Center.

The EMR Adoption Model identifies and scores hospitals on their progress in completing 8 stages (0-7), with the goal of reaching Stage 7. Stage 7 hospitals support the true sharing and use of patient data that ultimately improves process performance, quality of care and patient safety.

For details on the Stage 7 Award, visit [www.himssanalytics.org/stage7](http://www.himssanalytics.org/stage7). To attend the Stage 7 Award Ceremony, contact Adam Simon at [adam.simon@himssanalytics.org](mailto:adam.simon@himssanalytics.org). The Stage 7 ceremony is commercially supported by Epic, Dell, Healthvision and 3M. ■



## GOVERNMENT RELATIONS/ LEGISLATIVE ACTIVITIES

### Advancing Healthcare Reform at HIMSS10

With the continuing emphasis on the role of IT in healthcare transformation and the American Recovery and Reinvestment Act of 2009, it's more important than ever to become better educated on health IT policy. Developed by the HIMSS Government Relations team, strategic events and addresses by key policymakers throughout HIMSS10 will highlight the Society's public policy initiatives to foster broad adoption of health IT.

Policymakers scheduled to speak at HIMSS10 include **Gov. Jim Douglas** of Vermont; National Coordinator for Health IT **David Blumenthal**, MD, MPP; **Mary Wakefield**, RN, PhD, administrator, Health Resources and Services Administration (HRSA); **Garth Graham**, MD, MPH, deputy assistant secretary for minority health, HHS; **Carolyn Clancy**, MD, director, Agency for Healthcare Research and Quality (AHRQ); Federal Health Architecture Program Director **Vish Sankaran**; and **Jim Borland**, special advisor for health IT, Social Security Administration.

There will be many opportunities to engage with key officials, including **National Health IT Agenda—A Meaningful Town Hall Discussion** on Sunday, Feb. 28. As the national health IT agenda continues to take shape, issues regarding meaningful use criteria, financial incen-

## Get Strategies for Achieving Meaningful Use at HIMSS10

President Obama has charted a bold, new economic course with the American Recovery and Reinvestment Act (ARRA) of 2009, with billions of dollars dedicated to advance the meaningful use of EHRs. To meet the needs of this ever-changing industry, HIMSS has added new education and exhibition features so attendees can take home tools for achieving meaningful use and meeting ARRA funding qualifications.

New general education topic categories, such as Economic Stimulus, Globalization and Regulatory Compliance, as well as Pre-Conference Education around various ARRA topics have been added to an already dynamic line-up. From achieving meaningful use to usability to certification to HITECH, there are education sessions to answer senior IT executives, clinicians and health IT professionals' pressing questions and challenges.

Additionally, attendees can stop by and attend ARRA Pavilion

Product Sessions on the exhibit floor. This pavilion will feature companies who have responded to ARRA's mandate with product solutions for the widespread adoption and use of EHR technology across ambulatory and hospital settings. These 45-minute case-study presentations, hosted by clients of exhibiting companies, give attendees an opportunity to explore innovative technology supporting meaningful use without a sales pitch.

In addition, there will be panel discussions and forums featuring top government policymakers providing important updates on the latest health IT initiatives and policies within the federal, public and private sectors. See the Government-led Efforts to Advance Health IT Adoption article on page 5 for more information.

Learn more about these education sessions and exhibition features at [www.himssconference.org](http://www.himssconference.org). ■

**CDW Healthcare** **ECLIPSYS The Outcomes Company** **Epic** **GE Healthcare** **OnBase a Hyland Software solution** **MCKESSON PHILIPS**

## Career and Workforce Development Sessions at HIMSS10

In October 2009, David Blumenthal, MD, MPP, national coordinator for health IT, estimated 50,000 new jobs are needed in the field of health IT. Not only is there a major need for a variety of technically proficient clinicians, there is a need for these clinicians to assist their organizations. These career and workforce development sessions at HIMSS10 will provide attendees with real-world perspectives on the current marketplace, and career-focused tools and techniques for their current and future positions.

HIMSS and Monster.com have partnered to deliver the **HIMSS Career Planning Workshop** on Tuesday, March 2, to provide tools and resources to help displaced IT professionals, incumbent healthcare professionals, veterans and others transition into a health IT career. Based on aspects of

Monster.com's "Keep America Working" Career Fair, attendees will participate in career planning, resume building, and get interview tips and techniques. Space is limited and a separate fee applies.

Additionally, Dan DeMaioNewton, director, strategy and business development, Monster Worldwide, will share the new rules for recruiting health IT talent amid economic bombs, social media and changing business models on Tuesday, March 2, during the Views from the Top session titled **Finding Keepers: The New Rules for Recruiting Healthcare IT Talent**. Mr. DeMaioNewton's presentation will also highlight game-changing strategies and technology to ensure a stronger health IT supply chain.

The **Workforce Development: Impact to the Healthcare Setting** session on Wednesday, March 3, will delve into the

workforce needs and challenges of today's healthcare environment, and the components of an effective health IT training program.

At HIMSS Central, attendees can connect with **HIMSS JobMine** representatives to answer any career questions during HIMSS10 exhibit hours. Attendees will also have the opportunity to surf the JobMine database at terminals. Additionally during exhibit hours, attendees may want to take a stroll down **University Row** to learn more about the nation's leading educational institutions that offer health IT and informatics programs. University Row is a great resource for identifying advanced educational opportunities, internship programs and new talent.

Learn more about career and workforce development sessions and opportunities at [www.himssconference.org/career](http://www.himssconference.org/career). ■

### Connect and Learn at New Social Media Center

Open Monday, March 1, through Wednesday, March 3, the Social Media Center is the destination to explore and connect with HIMSS Facebook, LinkedIn and Twitter groups. Attendees will meet industry bloggers, make new health IT connections, and maximize their networking activities at HIMSS10 and beyond. Educational sessions range from basic social media use to more advanced topics in this emerging space. Meet the Bloggers panel discussions will showcase blogging best practices, tips for getting started and how to build a following. Attendees can also stop by for one-on-one discussion and instruction when center sessions are not in progress. Also, be sure to have a photo taken in the center's HIMSS fan page photo booth.

## KEYNOTES

*continued from page 1*

history, involving Bernard Madoff. Currently, as a certified fraud examiner, he brings fraud cases to the US Department of Justice and the Internal Revenue Service under existing whistleblower bounty programs.

Closing out HIMSS10 is **Chesley B. "Sully" Sullenberger, III**, pilot, US Airways, and founder/CEO, Safety Reliability Methods. Mr. Sullenberger is the heroic pilot who

masterfully landed US Airways Flight 1549 on the Hudson River and saved the lives of 155 people. Captain of what has been dubbed the "Miracle on the Hudson," he is a recognized pioneer and expert in safety, high performance, high reliability, leadership and culture change. Mr. Sullenberger is the author of *Highest Duty: My Search for What Really Matters*.

Visit [www.himssconference.org](http://www.himssconference.org) for the latest HIMSS10 news and announcements. ■

### E-Sessions Bring Actionable Information to Attendees On-Demand

A popular conference resource, E-Sessions are computer-based education modules that provide attendees with actionable information on key topics—with the added benefit of extra CE hours. Each 20-minute session is authored by a leading expert in the field of IT, nursing or medicine. E-Sessions are available on-demand at multiple computer stations throughout the convention center. If attendees don't have time for an E-Session, the CD will be available for purchase at HIMSS Bookstores. Check out this year's 13 E-Sessions at [www.himssconference.org/esessions](http://www.himssconference.org/esessions). ■

## WHATS NEW

*continued from page 1*

- New **Life Sciences- and Payer-focused Sessions**
- New General Education topic categories: **Economic Stimulus, Globalization and Regulatory Compliance**

- New **Siemens Southeast Regional ARRA Executive Summit** on Monday, March 1 and Tuesday, March 2.

- New **Social Media Center** with sessions around blogging, Facebook, LinkedIn and Twitter

### New Networking Opportunities

- New, invitation only **Life Sciences Networking Luncheon** on Monday, March 1

- **Meeting Place**, located in Lobby B, is a new area for attendees to meet up or hang out with colleagues and/or exhibitor staff

### Added Exhibition Features

- **Extended exhibit hours Monday-Wednesday**. Exhibits close on Wednesday evening; Thursday is dedicated to education.

- **Specialized Product Theatres** focused on ARRA, new product launches, wireless/mobility and more

- **Meeting Place**, located in the exhibit hall, is a new area for attendees to meet with exhibitors during non-exhibition hours

- A new **Medical Banking Pavilion**

- A new **Innovative Technology Pavilion**, developed by clinicians for clinicians, delivers cutting-edge products and enhancements in biometrics, clinical decision support and advanced medical content

For the latest information on HIMSS10, visit [www.himssconference.org](http://www.himssconference.org). ■

## VIEWS FROM THE TOP

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can hear how one senior-level executive from the world's largest custodial bank, Bank of New York Mellon, is gearing up for investment in the healthcare industry. During *Medical Banking: An Emerging Strategy to Improve Global Healthcare*, Senior Vice President **Al Briand** will share how banks can help bring efficiencies to healthcare processing.

On Thursday, March 4, discover how Kaiser Permanente leveraged health IT and social media to promote active participation of patients, physicians and staff to achieve the best quality outcomes and support the total health of patients. **Ted Eytan**, MD, MS, MPH, Permanente Federation, and **Holly Potter**, vice president, public relations, Kaiser Permanente, will discuss the interrelationship of social media and health IT development and implementation, as well as how to build and leverage the right tools to promote participation and engagement.

For a complete list of HIMSS10 Views from the Top sessions, visit [www.himssconference.org/views-fromthetop](http://www.himssconference.org/views-fromthetop). ■

## HIMSS10 CERTIFICATION

### Activities Offer Competitive Edge

The Certified Professional in Healthcare Information and Management Systems (CPHIMS) is the premier credential in the industry, distinguishing individuals from their peers and enhancing the healthcare information and management systems profession. At HIMSS10, attendees can learn more about the benefits of certification and take the first steps to becoming certified.

"Preparing for the CPHIMS exam helped me gain valuable knowledge on the clinical side of healthcare, given my traditional background in information technology," says Chuck McDevitt, MBA, CPHIMS, CISA, administrative director and chief information officer at Self Regional Healthcare in Greenwood, SC. "CPHIMS is recognition that you've gained the knowledge and experience to lead an organization in the health IT field."

Certification opportunities at HIMSS10 include:

- **CPHIMS Review Course**—Led by expert instructors who have earned the CPHIMS designation, the full-day CPHIMS Review Course on Sunday, Feb. 28, covers key topic categories that may be addressed on the CPHIMS exam. The course features lecture and interactive discussion, as well as a practice exam. The cost is \$250.

- **Sessions to Take CPHIMS Exam and Canadian Supplement**—Exam sessions at HIMSS10 are offered via laptops (provided) on Tuesday, March 2, and Wednesday, March 3. Upon completion, candidates receive immediate results. The preregistration and exam fee deadline is Feb. 12. Each session is limited to 30 candidates.

Information on on-site certification activities, including exam costs, requirements and times, is available at [www.himssconference.org/cphims](http://www.himssconference.org/cphims). For more information on CPHIMS, visit [www.himss.org/cphims](http://www.himss.org/cphims). ■

## AMBULATORY PROFESSIONAL PRACTICUM

### Demonstrates Benefits of Health IT Adoption

Back this year, the Ambulatory Professionals' Practicum on Tuesday, March 2, is a series of three back-to-back educational sessions and a private Interoperability Showcase™ tour 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 include:

#### EHR Adoption: A Davies Award-Winning Story

Chief Medical Information Officer William McClatchey, MD, FACP, FACR, and Vice President and CIO John Hilliard will highlight how Atlanta-based Piedmont Healthcare successfully acquired and implemented an EHR program and how its success resulted in a 2006 Davies Ambulatory Care Award.

#### Clinical Decision Support with EHRs

Learn how PatientCare Family Clinic is able to use EHR data to support clinical decisions firsthand from Thomas Landholt, MD. He will show how to use the EHR as a tool to improve practice workflow.

#### What Does the Future of the Ambulatory Practice Look Like in a Post-ARRA Era?

The government has taken unprecedented steps to support the adoption of EHRs for physician practices through the passage of ARRA. A. John Blair III, MD, president, Taconic IPA Inc., and Karen Bell, MD, MMS, vice president, health IT services, Centers for Medicare and Medicaid Services, will look into the future and envision what a practice would look like after 2015 if it took advantage of an EHR implementation today.

Get speaker and session specifics at [www.himssconference.org/practicum](http://www.himssconference.org/practicum). ■

## GET PREPARED FOR HIMSS11

### Call for Proposals at HIMSS10

HIMSS10 is a great place to start thinking about HIMSS11. The Call for Proposals for the 2011 Annual HIMSS Conference & Exhibition, Feb. 20 to Feb. 24 in Orlando, is open March 22 through May 24. At HIMSS10, attendees can learn strategies for best preparing an education abstract for consideration during **Understanding the Components of a Winning Abstract: Guidelines for HIMSS11 Speakers and Reviewers** on Wednesday, March 3, 2:15 to 3:15 pm EST.

Newly updated, this session will provide speakers or reviewers interested in participating in the HIMSS11 Call for Proposals with intelligence into the components of a winning abstract. HIMSS Vice President of Education JoAnn Klinedinst, PMP, CPHIMS, FHIMSS, will provide a step-by-step critique of an abstract that has completed the entire lifecycle of a presentation—from entry to the Call for Proposals through the actual presentation and then comments received from attendees. ■

## THINGS TO SEE AND DO IN ATLANTA

For the latest information on Atlanta's museums, theaters, historic landmarks, dining and more, visit [www.atlanta.net](http://www.atlanta.net).

## MICROSOFT HEALTH USERS GROUP EXCHANGE

Get Insight and Practical Strategies from Users of Microsoft Technology

Held prior to the start of HIMSS10, the one-day Microsoft HUG Exchange on Feb. 28 features users of Microsoft technology who will share new ideas and proven tactics that translate into working solutions in the healthcare setting.

During the Exchange, attendees will explore the latest Microsoft ideas, products and solutions; hear Microsoft and industry

Microsoft  
Health Users Group

experts discuss the top tech issues of today; network with peers in a collaborative setting; and see vendor demonstrations of the latest hardware and software solutions. Additional information on the Microsoft HUG Exchange is available at [www.mshug.org](http://www.mshug.org).

Plus, Exchange registrants save \$100 on HIMSS10 when they register for both events at the same time. This savings does not apply to COMP or discounted registrations. For more information and to register, visit [www.himssconference.org/registration](http://www.himssconference.org/registration). ■

## FOURTH ANNUAL 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 Fourth Annual Health IT Venture Fair on Sunday, Feb. 28—one day before HIMSS10 begins.

Presented in collaboration with Blank Rome LLP and Howard Burde Health Law LLC, the Health IT Venture Fair is the premier event for growing companies looking to take their businesses to the next level, while giving investors a "first look" at 25 to 30

of the most promising growth companies in health IT.

The event features a networking breakfast and company presentations. Capitalizing on the success of last year's Building Your Health IT Business, this morning program is back for HIMSS10. During this session, attendees learn how to start a new health IT business and make it succeed, while getting expert advice on issues such as building leadership teams and growing profitability.

Visit [www.himssconference.org/venturefair](http://www.himssconference.org/venturefair) for more information. ■

### Got a new product or company idea?

If your company is seeking funding, please contact Deborah Caruso at [dcaruso@himss.org](mailto:dcaruso@himss.org) or 312-915-9505 for information on how to participate in the Health IT Venture Fair.

## 3rd Annual Cisco's Community for Connected Health Summit

On Monday, March 1, the 3rd Annual Cisco's Community for Connected Health Summit brings together the power of healthcare innovators and Cisco experts in a forum of education, best practices and networking. This half-day summit, held at the Georgia World Conference Center, offers the latest technology solutions and innovations for re-energizing today's healthcare organizations. Attendees will gain knowledge on the most recent cost-saving advancements in the industry, as well as network with colleagues and share strategies. Visit [www.communityforconnectedhealth.org](http://www.communityforconnectedhealth.org) for details on education ses-

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sions, speakers and networking opportunities.

Last year's 2nd Annual Summit sold out, so register today. Community for Connected Health Summit attendees can broaden their industry knowledge even further by attending HIMSS10. Attend the Summit at no charge by registering for HIMSS10 at the same time. This savings does not apply to COMP or discounted registrations. For more information and to register, visit [www.himssconference.org/registration](http://www.himssconference.org/registration).

## HIMSS EHR ASSOCIATION

### Plans Broad Outreach at HIMSS10

November marked the fifth anniversary of the Electronic Health Record (EHR) Association, and its members have been energized by this important milestone during a year of such unprecedented focus on EHRs and the health IT industry in general. Leaders from the Association will take advantage of the expected recording-breaking attendance at HIMSS10 to continue their efforts to accelerate the adoption of certified, interoperable EHRs.

Along with a number of scheduled meetings with other stakeholder groups and all the events the Annual HIMSS Conference always makes available to attendees, EHR Association members will network with attendees in the Interoperability Showcase™ as well. This is the fourth year that the Association has supported a kiosk in the Showcase, where typically many of the member companies also participate in the scenario demonstration.

"We believe the Interoperability Showcase really 'walks the talk' and we're delighted to sup-

port it again in Atlanta," said Justin Barnes, EHR Association chairman and vice president at Greenway Medical Technologies. "We published the Interoperability Roadmap in 2005 and it's now in its third revision, which demonstrates the dynamic nature of this critical area of health IT," Barnes went on to say. This document is available at no cost at [www.himsssehra.org](http://www.himsssehra.org).

The Association will release the second edition of *The Value of Electronic Health Records* at HIMSS10, first published in 2009 as the first-of-its-kind compendium of quantified benefits in quality improvements and operational efficiencies achieved with EHRs by customers of EHR Association member companies. The document and the full case studies on which it is based are both available at [www.himsssehra.org](http://www.himsssehra.org).

Look for the EHR Association ribbon on name badges at HIMSS10 and congratulate these individuals on the Association's accomplishments during its first five years. For more information, go to [www.himsssehra.org](http://www.himsssehra.org). ■