

# HIMSS<sup>®</sup>12 Preview

2012 | Annual Conference & Exhibition

JANUARY 2012

FEBRUARY 20 - FEBRUARY 24, 2012 • LAS VEGAS

## HIMSS12 Keynote Lineup Announced

**T**HE KEYNOTE LINEUP for the 2012 Annual HIMSS Conference & Exhibition features today's innovators and newsmakers exploring how social media is influencing healthcare delivery today, how Stage 2 Meaningful Use regulations will impact the health IT industry, how healthcare is helping to shape the political landscape in Washington during this presidential election year, and how best practices from around the world offer ways for improving health and longevity.

On Tuesday, Feb. 21, **Biz Stone**, co-founder, Twitter, will deliver the HIMSS12 opening keynote. He will offer his views on how social media can influence the changing healthcare landscape. For the past decade, Stone has been working on large scale projects that facilitate the open exchange of information starting with social networking and blogging service Xanga in 1999. In 2003, he moved to Google where he met and collaborated with Twitter co-founder Evan Williams. The pair would later exit the search company. Twitter was founded in 2007.



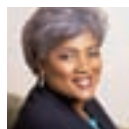
**Biz Stone**

**Farzad Mostashari, MD, ScM**, national coordinator for health IT, will present the keynote on Thursday, Feb. 23. Mostashari joined ONC in July 2009. Previously, he served at the New York City Department of Health and Mental Hygiene as Assistant Commissioner for the Primary Care Information Project, where he facilitated the adoption of prevention-oriented health IT by over 1,500 providers in underserved communities. He also led the Centers for Disease Control and Prevention (CDC) funded NYC Center of Excellence in Public Health Informatics, and an Agency for Healthcare Research and Quality funded project focused on quality measurement at the point of care.



**Farzad Mostashari**

On Friday, Feb. 24, **Donna Brazile**, political strategist, and **Dana Perino**, former White House press secretary, will face off in a give-and-take on the current political landscape as well as healthcare reform. Brazile, a Veteran Democratic political strategist, has worked on



**Donna Brazile**

every presidential campaign from 1976 through 2000. She is the author of the best-selling memoir *Cooking with Grease: Stirring the Pots in American Politics*, an adjunct professor at Georgetown University, a syndicated newspaper columnist for United Media, a columnist for *Ms. Magazine*, and an on-air contributor to CNN, NPR, and ABC. Perino was only the second female press secretary in U.S. history, serving under President George W. Bush. She is the president of



**Dana Perino**

her own strategic communications firm, Dana Perino and Company, and is a frequent public speaker on how what's happening in Washington, DC is affecting people around the world. This keynote will be moderated by ABC News *Nightline* anchor **Terry Moran**. Named co-anchor of *Nightline* in October 2005, Moran has led the program's distinguished coverage of several of the major news stories in the last several years, including the historic presidential campaign of Barack



**Terry Moran**

**KEYNOTE SPEAKERS** see page 3

## Welcome to the HIMSS12 Preview Edition!



PHOTO COURTESY OF LAS VEGAS NEWS BUREAU

**T**HIS SPECIAL INSERT is the source for the latest details about the 2012 Annual HIMSS Conference & Exhibition, Feb. 20-24 in Las Vegas. HIMSS12 is the place for linking people, potential and progress. In this Preview, learn about the education programs, from pre-conference workshops and symposia to specialty programs and 300-plus education sessions focused on the industry's hottest topics: Meaningful Use, ICD-10, mobile health, connecting with consumers, business intelligence, interoperability and more.

Also, get the latest details on the 1,100-plus company exhibition—the world's largest...and most respected health IT exhibition of leading, market-ready health IT solutions and the latest product innovations.

And get ready to develop new business relationships with the industry's decision makers, trendsetters and thought leaders during weeklong networking activities, from conference-wide receptions to niche-audience gatherings. ■

For up-to-the-minute news and announcements about HIMSS12, visit [www.himssconference.org](http://www.himssconference.org).

### VIEWS FROM THE TOP

## Speakers Share Innovations in Healthcare

**V**IEWS FROM THE TOP sessions at Annual HIMSS Conferences bring together nationally recognized speakers to discuss the industry's hottest healthcare and IT issues. During the HIMSS12 Views from the Top sessions, renowned industry experts and newsmakers will share how digital innovations, advanced metrics and clinical best practices are impacting healthcare today and beyond.

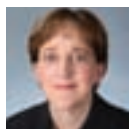
On Tuesday, Feb. 21, **Janet Corrigan, PhD, MBA**, president and CEO of the National

Quality Forum, will offer an overview of performance measures to be used to assess value, the implications for health IT and to improve healthcare. Dr. Corrigan will discuss the role of the National Quality Forum in setting standards for performance measures and its work in developing the Quality Data Model and Measure Authoring Tool to facilitate the development of eMeasures.

Mercy Health System's St. John's Regional Medical Center in Joplin, Mo., will take center

stage during a Views from the Top session on Wednesday, Feb. 22. **Lynn Britton**, president and CEO, and **William Showalter**, vice president and CIO, will share their best practices and lessons learned following a tornado that severely damaged the hospital in May 2011. Britton and Showalter will provide details from the earliest storm warnings to the hospital's rebuilding efforts today.

Also on Wednesday, **George C. Halvorson**, **VIEWS FROM THE TOP** see page 3



**Janet Corrigan**



**Lynn Britton**



**William Showalter**

## 5 Reasons to Attend HIMSS12

- 1 World-class education:** Whether you are interested in attending a hands-on pre-conference workshop or participating in any one of 300-plus educational sessions across 23 topic areas, HIMSS12 fosters an environment that empowers health IT and healthcare professionals to add dimension to their expertise.
- 2 Enhance your career:** HIMSS12 is the one place where you have the

opportunity to access education, exhibits and engage with passionate, innovative and focused health IT professionals. Additionally, attending HIMSS12 provides the opportunity to earn continuing education credits and advancement points towards Senior or Fellow status; participate in the CPHIMS Review Course and/or demonstrate your proficiency by sitting for the CPHIMS Exam.

- 3 Newest in health IT:** Check out thousands of health IT products and practices that are eclipsing the industry. With over 1,100 exhibitors, attendees can begin to familiarize themselves with the latest health IT innovations and the thought leaders behind them. Keep up to date or catch up with what is groundbreaking in health IT without having to leave the building.
- 4 Experience the exceptional:**

Experience exceptional education, networking opportunities, and people that share the common goal of utilizing information technologies to provide more sustainable and reliable patient care. Everything from the connections you will make to the incredible Las Vegas strip makes HIMSS12 the exceptional health IT event of the year.

- 5 Contribute to progress:** Attending HIMSS12 is participating in the health IT community. The opportunity to learn from nation-

ally-recognized leaders who excel in their areas of expertise, hold discussions with peers who experience the same challenges and concerns, and be immersed in the missions and goals for the future of healthcare, empowers you to be an agent of change in the industry. ■

Have other reasons to attend or take-aways from HIMSS12? Share them with your peers on HIMSS' Facebook page, or share via Twitter by using the #HIMSS12 hashtag.

## HIMSS Interoperability Showcase™ – Breaking Barriers to Interoperable Healthcare

**H**ELD IN COLLABORATION with Integrating the Healthcare Enterprise (IHE), the **HIMSS Interoperability Showcase™ at HIMSS12** will offer a realistic look at complex clinical use cases where organizations and agencies incorporate standards-based interoperability into their products. This interactive exhibit showing interoperability in action will feature live demonstrations and educational presentations to help healthcare stakeholders better understand and meet the requirements for Meaningful Use.

Within the Interoperability Showcase, the **HIMSS Live Exchange** will feature practical demonstrations by provider organizations and health information service providers on how to bridge the gap between technical and

clinical knowledge. HIMSS Live Exchange fosters provider-to-provider interaction to help attendees understand what standards-based interoperability solutions have done for their clinical workflow and illustrates real-world examples of successful use of interoperability. Demonstrations will be given by hospitals, health information service providers, healthcare providers and other organizations that have deployed standards-based interoperable solutions using IHE or ONC/FHA standards.

**Use Case Tours** will show clinical information systems live in action, processing patients in a clinical setting, as companies demonstrate their IHE solutions for solving health information exchange problems.

The HIMSS Interoperability Showcase is partnering with

ONC's Office of Standards and Interoperability to feature the latest federal interoperability initiatives, with **Federal Health Architecture Use Cases** presented by the Department of Defense, Social Security Administration and the Department of Veterans Affairs.

*New for HIMSS12:* use cases will also demonstrate the first-ever financial node of the HIMSS Interoperability Showcase. This **Healthcare Business Community** will consist of live, connected system demonstrations that represent the Healthcare Financial Network of the Future. The Healthcare Business Community will prepare attendees to successfully manage the transition to ICD-10 as well as capitalize on the extended lockbox and optimum use of electronic funds transfer (EFT) and electronic remit-

tance advice (ERA).

The **Showcase Theaters** will provide more than 50 presentations on a range of topics including interoperability, IHE and federal initiatives from ONC. Showcase Theater presentations will be held continuously throughout the conference. Experts will be available at the **Showcase Help Desks** to answer questions around achieving interoperability. The Showcase Theater schedules will be available online next month so attendees can plan their visits in advance.

The Interoperability Showcase, located in Booth 11000, Hall G, will be open Tuesday, Feb. 21 through Thursday, Feb. 23. ■

Visit [www.himssconference.org/showcase](http://www.himssconference.org/showcase) to learn more about this year's HIMSS Interoperability Showcase.

### IMPORTANT NOTES

#### Registration Details

Registration for HIMSS12 is open at [www.himssconference.org/registration](http://www.himssconference.org/registration) and remains open throughout conference. Standard registration rates apply through Jan. 23; after this date, late/on-site registration rates apply. HIMSS12 registration includes entrance to the core educational program, exhibition, Opening Reception on Monday, Feb. 20, and tote bag materials (while supplies last). Self-service registration kiosks will also be available for attendees to register for conference and optional events on-site; however, registrants can modify their registration online at anytime. Details on registration categories and registration for optional events are available at [www.himssconference.org/registration](http://www.himssconference.org/registration).

#### Make Hotel Reservations Early

HIMSS has contracted with numerous hotels to provide discounted room rates for attendees and exhibitors. Be sure to secure reservations early as hotels fill up quickly. To make a reservation or check availability, visit [www.himssconference.org/travel](http://www.himssconference.org/travel) or contact onPeak, the official and sole housing partner for HIMSS12, at [himss@onpeakevents.com](mailto:himss@onpeakevents.com) or 877-517-3038, Monday through Friday, 8 am to 6 pm CST. Reservations are made with no upfront, out-of-pocket costs, only a credit card to guarantee. The deposit will not be charged until approximately two weeks prior to the conference.

#### Hotel Reservation Alert for HIMSS12 Attendees

It has come to HIMSS' attention that several unaffiliated wholesale hotel/travel groups have been soliciting attendees and offering hotel accommodations for HIMSS12. Unofficial com-



#### Venetian Sands Expo and Convention Center

panies may be offering discounted or wholesale hotel pricing. Neither HIMSS nor onPeak can verify the authenticity of such companies or their representations, and will not be able to provide a resolution to issues related to such reservations. Feel free to contact onPeak if you have any questions about booking hotel reservations. If accommodations were booked through any party other than onPeak, HIMSS urges you to immediately cancel the reservations and book rooms through onPeak.

#### Air Travel & Car Rental Services

Air travel reservations may be made online through HIMSS Travel Services at [www.himssstvl.com](http://www.himssstvl.com) or by calling 877-408-4522, Monday through Friday, 8:30 am to 6:30 pm CST. Attendees can search air fares and book flights on any scheduled carrier; 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.

### Strategies and Best Practices for ICD-10 Implementation Explored at HIMSS12

**T**HERE ARE 19 months left until the healthcare industry transitions to ICD-10. As a successful transition is dependent on commitment, participation and preparation of all stakeholders, HIMSS12 will offer attendees various opportunities throughout the week to learn strategies, guidelines and best practices for implementing ICD-10.

The **ICD-10 Symposium: Is Your Organization Ready?** on Monday, Feb. 20 will focus on implementation and testing strategies for a successful migration to ICD-10. During this pre-conference program, attendees will learn how critical issues such as developing an effective plan, working with vendors, understanding payer remediation strategies, and managing staff training can impact the success of their ICD-10 implementation. In addition, sessions will explore how to leverage this transition as a strategic opportunity for healthcare organizations and how to "market" ICD-10 to physicians and their staff. Note: An additional registration fee is required to attend this program.

During the **Summit for Healthcare Information and Financial Technology**, on Feb. 21 and 22, chief financial officers, revenue cycle managers and other healthcare finance stakeholders will hear how to transition healthcare settings into the new era of healthcare reform using technology – including the transition to ICD-10 and its impact on revenue. Speakers at this new HIMSS12 specialty program will explore the top five "pressure points" impacting reimbursement and also take a closer look at opportunities for fraud, waste and abuse as the industry moves to the more complex coding of ICD-10. In addition, attendees

will learn how providers are blending banking and health IT to solve fundamental data management issues, from better point of service cash processing to business intelligence. Note: An additional registration fee is required to attend this program.

Several **general education sessions** throughout HIMSS12 will focus of preparing for ICD-10. Topics include provider/payer collaboration in successful ICD-10 migrations; tools to assist in ICD-10 implementation and conversion processes, such as code mapping tools, crosswalks and code simulation tools; successful management of time-sensitive initiatives such as the ICD-10 transition; the top five ICD-10 priorities for providers, vendors and payers; and lessons learned from the HIPAA 5010 deadline that can help ease migration from ICD-9 to ICD-10.

New this year, the **ICD-10 Knowledge Center** at the HIMSS12 Exhibition will blend education sessions and networking with subject-matter experts with exhibitor demos and case study presentations, as well as HIMSS' tools and resources such as the ICD-10 PlayBook to guide attendees on ICD-10 implementation. Located in Booth 14542 in Hall G, this knowledge center will feature exhibitors displaying products and services enabling end-users, payers and other companies to prepare for ICD-10. Education sessions will explore the timeline, processes, roles and responsibilities in managing a successful transition to ICD-10, as well as guidelines on avoiding pitfalls and providing adequate training. ■

For more information on ICD-10 programs at HIMSS12, visit [www.himssconference.org](http://www.himssconference.org).

**HIMSS12**  
ANNUAL CONFERENCE & EXHIBITION  
**COLLABORATORS**

### ABOUT HIMSS

HIMSS is a cause-based, not-for-profit organization exclusively focused on providing global leadership for the optimal use of IT and management systems for the betterment of healthcare. HIMSS represents more than 38,000 individual members, of which two-thirds work in healthcare provider, governmental and not-for-profit organizations. HIMSS also includes over 540 corporate members and more than 120 not-for-profit organizations that share our mission of transforming healthcare through the effective use of IT and management systems.

**For more information, contact HIMSS:**  
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Chicago, IL 60603-5616  
Phone 312-664-4467 / Fax 312-664-6143  
[www.himss.org](http://www.himss.org)

## HIMSS12 Exhibition: Innovations in Action

AS ONE OF THE WORLD'S largest health IT conferences, the **HIMSS12 Exhibition**, open Tuesday, Feb. 21 through Thursday, Feb. 23, brings together thousands of leading, market-ready health IT solutions and the latest product innovations all under one roof. With more than 1,100 world-class exhibitors, attendees will discover hundreds of new companies, witness hundreds of new product launches and, most importantly, be able to meet one-on-one with top industry experts to make informed buying decisions.

At this year's **HIMSS Interoperability Showcase™** see interoperability in action and learn more about standards-based interoperable systems at the HIMSS Live Exchange and Showcase Theaters. **Use Case Tours** will demonstrate clinical information systems processing patients through solutions developed through federal interoperability initiatives and tools and solutions focused on the Healthcare Business Community (new at this year's showcase).

New this year, the Exhibition's **Knowledge Centers** give attendees a one-stop experience around six of the industry's hottest topics: Accountable Care Organizations/Value-based Purchasing, Mobile Health, Medical Devices Integration, Clinical and Business Analytics/Intelligence, Cloud Computing and ICD-10. The Knowledge Centers will feature HIMSS-generated education sessions, Knowledge Center-exhibitor case study pre-



**HIMSS11 Exhibition** sentations, exhibition booths, new products, HIMSS resources, networking and interacting with HIMSS-identified subject matter experts and more on the six topic areas.

Also new this year, the "**Intelligent Hospital™**" Pavilion will provide a practical overview of a variety of technologies seamlessly integrated to provide clinicians with 'real-time' patient information delivered to their smartphones or tablets. Numerous use cases will simulate scenarios from the OR, ICU and ED and demonstrate how information is coordinated from diverse patient care environments including remote locations. The pavilion will showcase solutions which incorporate Near Field Communications (NFC), RFID, RTLS (real time locating systems), Sensors and Wireless technologies. The "Intelligent Hospital™" will demonstrate centralized and

### Exhibition Schedule and Hours

The HIMSS12 Exhibition, located in Halls A-D, G and the Venetian Ballroom, will be open during the following days and times:

#### Tuesday, Feb. 21

1 pm – 6 pm

#### Wednesday, Feb. 22

9:30 am – 1 pm and 2:30 pm – 6 pm

#### Thursday, Feb. 23

9:30 am – 1 pm and 2:30 pm – 6 pm

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

distributed methods of managing physiological data and alarms.

The **Career Services Center** offers a centralized location for health IT recruiters, consultants and others focused on health IT workforce development to network with job seekers. Educational opportunities will be presented each day, and Emerging Professionals Poster Presentations, with Q&A, will be offered on Tuesday, Feb. 21. Also, job seekers can visit the Career Services Center to access HIMSS JobMine® – a job

**HIMSS12 EXHIBITION** see page 5

## Meaningful Users of Health IT Present Lessons Learned and Strategies for Stage 2 at HIMSS12

WITH SEVERAL NOTICES OF PROPOSED Rulemaking coming from CMS and ONC this winter, HIMSS12 will not only offer attendees lessons learned from the first wave of eligible hospitals and eligible professionals that have attested to Stage 1 Meaningful Use, but also the latest information on Stage 2 Meaningful Use requirements, Standards and Certification Criteria, and the Nationwide Health Information Network (NwHIN) Governance.

On Sunday, Feb. 19, and Monday, Feb. 20, HIMSS12 will host two pre-conference programs focused on meaningful use. The **Understanding the True Meaning of Meaningful Use for Medical Practices Workshop** on Sunday will focus

on eligible professionals and offer practical solutions to achieving Stage 1 Meaningful Use and advancing clinical quality, and value through a combination of lecture, small group work and problem solving sessions. At the full day **Meaningful Use Symposium: Achieving and Sustaining the Meaningful Use of Health IT – The Go Forward Plan** on Monday, leaders from eligible hospitals and providers will identify the benefits, challenges and lessons learned from achieving Stage 1 Meaningful Use, as well as from capturing and reporting quality measures. In addition, representatives from CMS and ONC will provide an overview of the Stage 2 Meaningful Use—highlighting the proposed requirements for health IT,

quality measure and reporting, and key due dates. Note: Additional registration fees are required to attend these programs.

Additionally throughout HIMSS12 on Tuesday, Feb. 21, through Friday, Feb. 24, **general education sessions** presented by leaders from both hospital systems and ambulatory practices will highlight real-world examples of how they achieved Stage 1 Meaningful Use, and are preparing for Stage 2 and beyond—from leveraging an emergency medicine EHR to integrate with inpatient systems to employing sourcing strategies to conducting yearly security risk assessments. ■

Visit [www.himssconference.org/education](http://www.himssconference.org/education) to review all of the meaningful use sessions at HIMSS12.

## Ride the Mobile Health Wave at HIMSS12 with *mHIMSS*

MOBILE IS COMING TO HIMSS12 in a big way. This year's Annual HIMSS Conference & Exhibition features a number of education sessions, a new mobile book, *mHealth: From Smartphones to Smart Systems*, exhibits and programs for health IT professionals seeking more information and useful knowledge on this fast-emerging topic.

Mobile health IT has a place at the exciting conference-within-a-conference event, **HIT X.O: Beyond the Edge**. Did You Know There's an App for That?, on Wednesday, Feb. 22, explores the thousands of new health/medical applications available for iPads, iPhones, Androids and

other mobile devices, and the value they have within the healthcare environment.

Mobile health IT also is a topic within the newest enhancement to the Annual HIMSS Conference & Exhibition experience—Knowledge Centers. Visit Booth 12928 in Hall G to experience the **Mobile Health Knowledge Center**, where you will find exhibitors displaying and demonstrating products and services that enable end-users, other companies and payers with the ability to—via mobile devices—deliver care, enhance workflow and make informed decisions on which technologies best fit business needs. Education sessions focus on describ-

ing the landscape of mobile health, case studies on how customers have harnessed mobile and wireless, the scope and development of mobile applications and platforms, mobile privacy and security, and how to assess needs and fit.

Additionally, HIMSS12 will host a variety of **general education sessions** on mobile and wireless health IT on Tuesday, Feb. 21 through Thursday, Feb. 23. Session topics include mobile EHR deployment, open-source health monitoring systems, privacy and security for mobile devices and applications, leading telemedicine tools, and using mobile technology

**MOBILE HEALTH** see page 5

## VIEWS FROM THE TOP

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chairman and CEO, Kaiser Foundation Health Plan, Inc., **Charles W. Sorensen, MD**, president and CEO, Intermountain Healthcare; and **John H. Noseworthy, MD**, president and CEO, Mayo Clinic Communications, will offer an overview of the Care Connectivity Consortium, an initiative comprised of five innovative leading health systems, each pioneers in the use of EHRs for their patients, who joined together to securely exchange electronic health



**George C. Halvorson**

data. During this session, the speakers—from three of the five health systems, will discuss the kind of electronic health data sharing that is facilitated through this collaboration and how it will impact patients.

On Thursday, Feb. 23, **Eric J. Topol, MD**, vice chairman of the board/chief innovation officer for the West Wireless Health Institute, will share his views on how the digital infrastructure of wireless mobile devices, broadband, cloud computing and supercomputers is converging



**Eric J. Topol**

with genomics, biosensors, and advanced imaging to provide enriched patient care and how these digital advances will impact the future of

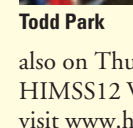
medicine. Immediately following his session, Dr. Topol will be signing copies of his new book, *The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care*, at the HIMSS12 On-site Bookstore—located in HIMSS Central (Halls A-C Lobby).

In addition, Views from the Top sessions will be presented by **Mark T. Bertolini**, chairman, CEO and president of Aetna, on Tuesday,



**Mark Bertolini**

Feb. 21; **Todd Park**, chief technology officer of the US Department of Health and Human Services, on Thursday, Feb. 23, and the **Centers for Medicare & Medicaid Services**,



**Todd Park**

also on Thursday. For a complete list of HIMSS12 Views from the Top sessions, visit [www.himssconference.org/views](http://www.himssconference.org/views). ■

## KEYNOTE SPEAKERS

Continued from page 1

Obama in 2008 and the wars in both Iraq and Afghanistan. Before co-anchoring "Nightline," Moran was ABC's chief White House correspondent for six years.

Closing out HIMSS12 on Friday, Feb. 24, **Dan Buettner**, founder, Blue Zones™ will offer secrets from around the world to live longer, better, healthier and happier lives. He is an internationally recognized explorer who founded Blue Zones™ – a project that researches the world's best practices in health and longevity. Buettner is the best-selling author of *The Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest* and *Thrive: Finding Happiness the Blue Zones Way*. ■



**Dan Buettner**

## HIMSS12 Pre-conference Workshops Tackle Critical Health IT Issues

**H**IMSS PRE-CONFERENCE WORKSHOPS are designed as interactive programs where attendees will actively participate in a highly collaborative environment. Hosted on Sunday, Feb. 19 and Monday, Feb. 20, HIMSS12 Workshops topics include:

Attendees of the full day **Clinical and Business Intelligence Workshop: Unlocking Tomorrow's Forecast Today—Driving Healthcare Decisions through Intelligence** will learn from industry leaders and experts about the skills and tools needed to maximize current analytical methodologies, and learn best practices of utilizing IT and management systems to improve the efficiency and quality of care delivery.

During the interactive, full-day **EHR Vendor Evaluation, Selection and Implementation:**

**Mission Possible: Choosing and "Meaningfully Using" Health IT for Quality Care Delivery**, healthcare providers and staff will learn how to develop a roadmap for meeting organization-specific goals in conjunction with meaningful use and other incentive programs.

Through the **Integrating Virtual Worlds into Healthcare** half-day workshop, participants will be introduced to the potential uses and benefits of virtual worlds, with suggestions for how their own organizations might use these services. Learners will be taken through the process of creating a free account and avatar in the virtual world *Second Life*,<sup>®</sup> and navigate and explore the thousands of simulations available.

In the half day **Riding the Wireless Wave Workshop**, the presenters will share the most important advancements in healthcare wire-

less technologies with attendees, and show the clear benefits and pitfalls associated with the technologies and approaches.

The **Usability 101: Applied Methods and Insights Workshop** will focus on real-world scenarios in measuring the effectiveness, efficiency and satisfaction of the user experience with an EHR. This full day workshop will cover usability research methods across the software design and development spectrum that can be adapted to any organization's EHR development, customization or implementation process.

The half day **Health IT in the Latino Community—From Concept to Practice Workshop** will discuss unique problems and strengths of the Latino community as they relate to healthcare, leveraging technology for

success, and new technology initiatives.

Other Pre-conference Workshops include: Change Management Strategies Workshop: Essential Tools for Leading Clinical Transformation; Health IT 101: An Introduction to Healthcare and IT Enabling Technologies; Privacy and Security Workshop: Seven Indicators to Determine if Your Information Security Program is Real or Fantasy; Project Management Workshop: Measurement, The Next Frontier of Healthcare Projects; and Understanding the True Meaning of Meaningful Use for Medical Practices. ■

The full agendas for HIMSS12 Pre-conference Workshops are available at [www.himssconference.org/education/workshops](http://www.himssconference.org/education/workshops). Register for workshops at [www.himssconference.org/registration](http://www.himssconference.org/registration).

## HIMSS12 Pre-Conference Symposia Build on Knowledge

**H**IMSS12 PRE-CONFERENCE SYMPOSIA offer specialized education in a lecture format to diverse and growing audiences within health IT. Held before the conference begins on Sunday, Feb. 19 and Monday, Feb. 20, these symposia allow for a more hands-on approach to addressing the educational needs of a myriad of health IT professionals; including clinicians, clinical engineers, and senior- and mid-level IT professionals. Some of this year's featured offerings include:

**ACO Symposium: Health IT—Connecting Systems, Connecting People, Changing Care** will explore the latest thinking around building a comprehensive accountable care model, and the health IT infrastructure required to support the collaboration, coordination and change management components necessary to enable patient-centered IT solutions. This symposium occurs on Monday, Feb. 20.

Nursing informaticists play a crucial leadership role in advocating both for patients and fellow nurses who are often the key stakeholders and beneficiaries of health IT. Interwoven throughout a variety of educational and poster sessions, the **Nursing Informatics Symposium: Nursing Informatics Leadership—Delivering Value with Health IT** celebrates its 20th anniversary of nursing informatics as a specialty with discussions concerning nursing data, information, knowledge and innovation. This symposium occurs on Sunday, Feb. 19, and Monday, Feb. 20.

**Physicians' IT Symposium: The Health IT Balancing Act: Managing the CMIO Workload** is a clinical decision support forum focusing on quality of care, ICD-10, HIE, and optimizing patient care value. The sessions will host talks from industry experts, allowing physicians to network with peers to take home real-life solutions to the CMIO balancing act. This symposium occurs on Monday, Feb. 20.

Graduating to a full symposium from last year's workshop, the **Performance Measurement and CDS Symposium: Meaningful Use Improves Quality Care** will provide in-depth dialogue for eligible hospitals and eligible professionals looking to integrate clinical decision support

(CDS) in to their care systems. Discover how clinicians are collecting and reporting quality measures to demonstrate meaningful use of their EHR systems. This symposium occurs on Monday, Feb. 20.

AS RFID & RTLS become more prevalent technologies, the **RFID & RTLS in Healthcare Symposium: Business and Technical Essentials for Improving Patient Care and Safety** will focus on the many applications of RFID and RTLS technologies currently deployed within the healthcare industry. The experienced faculty will walk through case studied deployments that help improve patient safety; provide real-time visibility of high-value mobile assets; and improve operation efficiency and the quality of patient services. This symposium occurs on Monday, Feb. 20.

Advancements in IT, including the proliferation of EHRs, are bridging the gap between the healthcare research and delivery settings while simultaneously creating an abundance of rich data. **The Secondary Use of Data Symposium: Create Value from the Data** will explore the secondary use of data for business and clinical intelligence from the perspectives of the healthcare delivery systems and life sciences. Supplemented with the comparative effectiveness of research to deliver better, more personalized care to patients, data discussions also include legal, governance and collection methodologies. This symposium occurs on Monday, Feb. 20.

Other Pre-conference Symposia include: Clinical Engineering and IT Leadership Symposium: Critical Ingredients for Medical Device Connectivity; HIE Symposium: The Year of Implementation, Collaboration & Beyond; ICD-10 Symposium: Is Your Organization Ready?; and Meaningful Use Symposium: Achieving and Sustaining the Meaningful Use of Health IT – The Go Forward Plan.

When registering for the full conference and any symposium, a **\$100 discount** applies to full, paid conference registration (Tuesday-Friday). This is not available for students, single day or exhibit hall only passes. ■

For registration information, visit [www.himssconference.org/registration](http://www.himssconference.org/registration). For symposia information, visit [www.himssconference.org/education/symposia](http://www.himssconference.org/education/symposia).

## SOCIAL MEDIA@HIMSS12

**T**HE SOCIAL MEDIA landscape is booming. Individuals, corporations, and hospitals and health systems alike are going online every day to connect, express opinions, and share ideas and content for mass consumption. HIMSS12 is leveraging social media more than ever to drive engagement, build community and share valuable content.

As one of the most visited areas at last year's conference, the **Social Media Center** is the place to learn about the application of social technology in healthcare and to maximize networking activities at HIMSS12. Be sure to stop by during conference hours Tuesday, Feb. 21 to Friday, Feb. 24, to connect with leading health IT bloggers, social media specialists and the faces behind HIMSS social networks through educational sessions, panel discussions and meetups. Other amenities include screens displaying the latest social media buzz around conference, kiosks to explore and engage with HIMSS on social networks, and a lounge area for attendees to network with each other.

The Social Media Center is located in Halls A-C Lobby and open Tuesday, Feb. 21, to Thursday, Feb. 24. Access the center's agenda at [www.himssconference.org/socialmediacenter](http://www.himssconference.org/socialmediacenter).

What's more, individuals can engage with HIMSS, and make connections before and during HIMSS12 through Twitter, LinkedIn and Facebook. On **Twitter**, follow @HIMSS and the #HIMSS12 hashtag to connect with attendees, speakers and exhibitors, find shared resources, and get timely conference updates. Individuals can also link up with the HIMSS Group on **LinkedIn** and engage in discussions around HIMSS12 and key topic areas, as well as RSVP to the official HIMSS12 event page to see who is speaking, attending or exhibiting. Additionally, attendees can like HIMSS on **Facebook** to get conference announcements and updates, share the conference experience and connect with other attendees. ■

Visit [www.himssconference.org/engage](http://www.himssconference.org/engage) to learn more, and start engaging around HIMSS12.

## Earn Continuing Education Credits at HIMSS12

**H**IMSS12's 300-plus education sessions give attendees countless opportunities to earn continuing education credit toward annual licensure and certification for physicians, nurses, pharmacists, project managers, and HIMSS and ACHE members. Additionally, HIMSS12 education sessions have been approved for continuing education contact hours for CPHIMS and CHCIO (new for HIMSS12). The education component of the Annual HIMSS Conference & Exhibition includes individual sessions, workshops, symposia, roundtables and e-sessions.

Attendees may claim CPHIMS, ACHE, ACPE, CME, CNE and PDU credits online and email a PDF of the certificate at des-

ignated locations in the Venetian Sands Expo Convention Center during conference or for up to six months post conference. Please note: attendees will be unable to print a hardcopy of certificates while onsite. CHIME members and affiliates may claim their CEUs for CHCIO through the Self-Reporting Tool on CHIME's website.

HIMSS12 is co-sponsored by the Postgraduate Institute for Medicine to provide contact hours toward CME, CNE and ACPE credit. The conference is also sponsored by educational grants from multiple commercial supporters. ■

Visit [www.himssconference.org/ce](http://www.himssconference.org/ce) for the specific number of contact hours offered in each category.

## Session Recordings Cater to HIMSS12 Busy Schedules

**O**ne of the biggest charms of HIMSS12 is the plethora of health IT knowledge and innovation presented at the conference. However, no one can be everywhere at once. HIMSS12 has its **250-plus education session recordings** available for purchase so HIMSS12 attendees can focus their time on the most pressing and relevant events while not missing the wealth of other presentations that do not quite fit in to their daily agendas.

Attendees can enjoy discounts and purchase session recording packages before and through conference, which will be taking place at the Venetian Sands Expo and Convention Center in Las Vegas, Feb. 20-24. Individual sessions will also be available for purchase following HIMSS12. ■

For more information about education session recordings, visit [www.himssconference.org/registration/sessionrecordings](http://www.himssconference.org/registration/sessionrecordings).

# Unconventional HIMSS12 Specialty Programs Pave Way for Health IT Innovation

**H**IMSS12 SPECIALTY PROGRAMS offer attendees a wealth of uncommon opportunities. Whether it's exploring the not-too-distant future of healthcare technology, evolving informatics competencies or global eHealth models, these programs provide focused discussions that drive innovation, thought leadership, and patient-centered healthcare.

Launched at HIMSS11, **HIT X.O: Beyond the Edge** takes health IT leaders to the forefront of innovative ideas, scientific advances and emerging technologies so they can help lead the future of patient care. Taking place on Feb. 21-23 at HIMSS12, HIT X.O includes 10 interactive sessions and exclusive opportunities to engage with advanced, state-of-the-art technology and innovative health IT thinkers. This specialized program includes sessions on the role of virtual environments in behavioral medicine, physical medicine and rehabilitation and medical training; the new health/medical apps available for iPads, iPhones, Androids and other mobile devices; and wireless wearable technology. Where technology has brought the health IT community together, it's events like HIT X.O that can catalyze meaningful thought leadership.

**Leading from the Future**, a HIMSS Thought Leadership Event on Connecting Consumers with their Healthcare provides the non-traditional HIMSS audience a perspective on how it is possible to enable health IT stakeholders to connect consumers with their healthcare, be it with a care encounter, payment issues, wellness, preventative care or research. This innovative program, taking place Feb. 23-24, offers attendees case studies, lessons learned and emerging practices on strategic IT issues to equip them to make optimal decisions about secure,



**HIT X.O at HIMSS11**

e-engagement with consumers. Session topics include engaging with patients through social media and incorporating PHRs and patient portals into a successful HIE strategy.

New to HIMSS12, **HIMSS' Leaders and Innovators Program** brings senior provider healthcare executives together to drive thought leadership, innovation, strategic direction and market research intelligence to transform healthcare. This invitation-only program continues the discussions from the fall event by offering key topics related to the theme "Does IT have a positive ROI in healthcare?" The Leaders and Innovators agenda includes three thought leadership sessions open to all HIMSS12 attendees, six interactive invitation-only sessions and an invitation-only VIP breakfast.

**The TIGER Institute** at HIMSS12 will address critical factors in how technology and informatics can guide and impact education reform. Attendees will learn best practices of "TIGERs in Action" — those that have integrated informatics competencies into their organizations, culture and care environments. Sessions will be held throughout the week. Topics include models for organizational lead-

ership at the state level, usability and design for clinicians, and informatics content in doctorate in nursing practice (DNP) programs.

Also new to HIMSS12 is the **Global Executive Forum**, presented by HIMSS Europe and HIMSS AsiaPac. This program offers sessions focused on eHealth investments and national strategies from leading European and Asia Pacific countries. Education sessions, held on Wednesday, Feb. 22, will focus on ICD-10 coding in Germany, Singapore's national EHR implementation strategy and more.

**The eCollaboration Forum** is a co-located conference within a conference on Thursday, Feb. 23. This event is presented by the Collaborative Health Consortium and individuals devoted to enabling coordinated, collaborative care and the businesses, technology and care delivery ecosystems to support collaborative care. Education at this one-day conference will focus on strategies for implementing collaborative technologies and evaluating products and resources, as well as the changing market dynamics that are driving collaborative care.

Other HIMSS12 Specialty Programs include the Health IT Venture Fair & Strategic Partner Forum, CHIME/HIMSS CIO Forum, Physician Executive Forum: IT Strategies for Clinical Leaders, Summit for Health Information and Financial Technology, HIMSS Latino Community Workshop, Federal Health IT Business Development Workshops and Virtual HIMSS12. ■

For more information on HIMSS12 specialty programs, visit [www.himssconference.org/specialty](http://www.himssconference.org/specialty). Innovation is worth sharing. Be sure to share take-aways and ideas on Twitter using the #HIMSS12 and #HITXO hashtags.

## MOBILE HEALTH

*Continued from page 3*

to drive better clinician communications and collaboration.

Mobile will also be a featured technology at the HIMSS Interoperability Showcase (Booth #11000 in Hall G) Tuesday, Feb. 21 through Thursday, Feb. 23. The **HIMSS Interoperability Showcase**, in collaboration with IHE, will be using mobile devices in multiple clinical use cases. Showcase attendees will be able to see mobile devices display clinical information systems that receive real-time data from patient care devices, including ventilators and infusion pumps. In addition, many of the patient care devices will be sending alerts that can be received by mobile devices.

Finally, explore HIMSS' newest initiative, **mHIMSS**, which examines the complete mobile health technology landscape so stakeholders can effectively implement mobile health technologies and policies to harness the power of mobile to improve care and control costs worldwide. Visit HIMSS Central, to chat with mHIMSS staff, preview the new mHIMSS app and join mHIMSS to receive valuable information on how mobile and wireless technologies are being harnessed to transform healthcare. Attendees can also engage and network with mHIMSS during the conference through social media. Follow the initiative on Twitter at @mHIMSS, and join the mHIMSS LinkedIn Group. You can visit mHIMSS online at [www.mhimss.org](http://www.mhimss.org). Get up-to-the-minute conference information through the HIMSS12 mobile website, [www.himssconference.org/mobile](http://www.himssconference.org/mobile), which will launch prior to conference. ■

## Advance or Launch Your Career at HIMSS12

**H**IMSS12 WILL OFFER attendees incredible and varied opportunities to access tools, resources and education to help find a career, develop and advance a career, and network with prospective employers and employees. Whether you are an emerging professional or seeking advancement in your current career, HIMSS Career Services has put together a wide variety of events and opportunities at HIMSS12.

To learn more about leading educational institutions that offer programs aimed at health IT, take a stroll down **University Row**, located in the Exhibit Hall. With educational programs booming across the country to train the next generation of health IT professionals, University Row is a great resource for identifying advanced educational opportunities and internship programs. University representatives will be on hand to answer questions about their curricula.

Also be sure to visit the **Career Services Center**, which will provide a centralized location to welcome health IT recruiters, consultants, and others who contribute to the development of the health IT workforce. This is the perfect place for jobseekers and health

IT organizations to network. The Career Services Center, located in the Exhibit Hall, will feature 45-minute educational opportunities delivered by experienced health IT professionals throughout the day Tuesday through Thursday. Kiosks for access to **HIMSS JobMine®**—a job board dedicated to health IT—will be available for organizations looking for talent to post open positions, and for job seekers to post resumes and search the database of open positions. HIMSS JobMine® representatives will be on-site to answer any career questions during HIMSS12 exhibit hours. New this year, HIMSS has a dedicated Healthcare IT Workforce Development Job Board for those new to health IT.

In addition, the Career Services Center will feature **Emerging Professionals Poster Presentations**, with a Q&A session scheduled for Tuesday, Feb. 21, from 4:15 pm to 5 pm. Additional networking will be available during the annual conference. ■

Learn more about the professional development opportunities and career services offered at HIMSS12 at [www.himssconference.org/career](http://www.himssconference.org/career).

## CPHIMS Activities Offered at HIMSS12

**D**uring HIMSS12, attendees can learn more about the benefits of certification and becoming a Certified Professional in Healthcare Information and Management Systems (CPHIMS). The **CPHIMS Review Course** will be offered twice on Monday, Feb. 20. This new half-day review course features lecture, discussion, a practice test and study materials exclusive to the review course. The **CPHIMS Exam** will be offered in five sessions, once on Tuesday, Feb. 21, and twice on both Wednesday, Feb. 22, and Thursday, Feb. 23; candidates must pre-register for the CPHIMS Exam by Tuesday, Feb. 7, through the HIMSS12 registration at [www.himssconference.org/](http://www.himssconference.org/) registration. Each session



is limited to 30 candidates; exam sessions are filled on a first-in/first-confirmed basis. Additional information on CPHIMS is available at [www.cphims.org](http://www.cphims.org) or by e-mailing [certification@himss.org](mailto:certification@himss.org).

Individuals interested in taking the CPHIMS Exam in 2012 can stop by HIMSS Central, located in Halls A-C Lobby, to learn more about the exam and becoming certified, as well as purchase CPHIMS study materials at the on-site bookstore. Watch the HIMSS12 website for details on special on-site activities commemorating the 10th anniversary of CPHIMS. ■

## HIMSS12 EXHIBITION

*Continued from page 3*

board dedicated to health IT.

The **Department of Defense/Military Health System Sessions and Demos** on the Exhibit Floor will show the progress of its health IT efforts, including an update on electronic health information initiatives between the DoD and the Department of Veterans Affairs. The MHS exhibit will display some of the latest products supporting the nation's military members and providing a comprehensive and integrated health services delivery system. Education sessions will explore how the DoD/MHS has adopted health IT and management systems and how these complex systems can be applicable to the commercial sector.

Attendees are encouraged to use the **HIMSS Online Buyer's Guide** at [onlinebuyersguide.himss.org](http://onlinebuyersguide.himss.org) prior to conference to search for exhibitors, pre-plan their time and meetings, find out which companies will be launching new products and see the complete list of first-time exhibitors. The directory is searchable by company name, keywords and product/service categories; search results include both company and solution overviews, contact information, booth number and more. ■

Visit [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition) for details on the HIMSS12 Exhibition.

# HIMSS12 Preview

## Pre-conference Planning Tools and Helpful On-site Resources

**W**ITH 300-PLUS EDUCATION SESSIONS, over 1,100 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 HIMSS12 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:

### HIMSS12 Mobile Website

HIMSS will launch the HIMSS12 mobile website prior to conference to allow easy access to conference information. With the HIMSS12 mobile site, users can easily access and search education sessions, exhibitors and networking events, read conference news and get last-minute announcements. They can also create and/or manage their personalized conference agendas through the password-protected scheduling feature. The site is optimized for smartphones, such as iPhone, Android and Blackberry. The new mobile site can be accessed on a web-enabled phone at [www.himssconference.org/mobile](http://www.himssconference.org/mobile). The HIMSS12 mobile site is commercially supported by AT&T.

### MyHIMSS12

MyHIMSS12 allows attendees to explore the best possible conference activities that match their unique interests. By simply selecting a job role from the options at [www.himssconference.org/myhimss12](http://www.himssconference.org/myhimss12), MyHIMSS12 automatically aggregates a list of education sessions, and product and service categories

most relevant to that profession. Individuals can then further customize the aggregated list and create a personalized conference agenda by adding must-attend sessions and events to their password-protected MyHIMSS12 Calendar, which will launch prior to conference. Customized conference agendas can be accessed online.

### HIMSS Online Buyer's Guide

Use the HIMSS Online Buyer's Guide at [onlinebuyersguide.himss.org](http://onlinebuyersguide.himss.org) before conference to search for exhibiting companies and to pre-plan meetings and a schedule. To help facilitate the search process, the guide lists products by category. By searching these categories, individuals can identify exhibitors and see their new product launches, Knowledge Center sessions or participation in the HIMSS Interoperability Showcase™, as well as identify and connect with a key sales contact. Exhibitors are also searchable by company name/description or location.

### Exhibitor-Hosted Events Portal

HIMSS12 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 giveaways, visit [www.himssconference.org/exhibition](http://www.himssconference.org/exhibition).

### On-Site Guides

Be sure to pick up the Pocket, Resource and Exhibitor Guides while on-site. The Pocket and Resource Guides are the official directories for the conference and are distributed at tote bag areas. They contain schedules of educational sessions and networking events, lists of exhibitors and products; continuing education credit information; convention center maps; and more. The Exhibitor Guide is a directory of all exhibitors and helps attendees navigate the show floor. This guide also includes the HIMSS12 Expo Yellow Pages, which provide quick-read summaries of exhibiting companies by product category.

### Web Access On-Site

Wi-Fi access will be available in all public areas, including lobbies, education rooms and food courts throughout the convention center. For attendees who do not want to carry a laptop or mobile device, Internet/Recharge Stations are available in the convention center. Additional details are included in attendee badge mailings, and on-site Pocket and Resource Guides.

### On-Site Navigational System Kiosks

On-Site Navigational System Kiosks are located in 10 areas of the convention center for attendees' convenience in locating

exhibiting companies by name, products or services; education and Knowledge Center sessions; convention center amenities; networking events, Las Vegas 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. The on-site navigation system is commercially supported by Bottomline Technologies, Intelligent Medical Objects and Meditech.

### HIMSS12 Is Paperless

HIMSS will not distribute paper copies of annual conference presentations and there will be no printer stations on-site. Based on attendee feedback and an effort to offer the most up-to-date information with minimal waste, all HIMSS12 presentations are posted online. Attendees can download or print the presentations to review prior to arriving in Las Vegas or access presentations via Wi-Fi or QR codes outside session rooms on-site. The URL to access presentations is distributed via e-mail prior to conference and in the on-site Pocket and Resource Guides.

### Internet/Recharge Stations

The HIMSS12 Internet/Recharge Stations provide a getaway at the convention center where attendees can sit comfortably and access computers, cable modem hook-ups for laptops, and plugs and chargers to recharge laptops, mobile phones and devices. The Internet/Recharge Stations are commercially supported by Microsoft. ■

## Staying at the Forefront of Healthcare Transformation at CIO Forum

Presented by  

**T**HE 2012 CIO FORUM, presented by CHIME and HIMSS on Monday, Feb. 20, offers participants strategies for leading in an era of rapid changes in technology, government mandates and operational excellence. This premier idea exchange, open to all CHIME members, explores how to prepare organizations to lead in an age of extraordinary change through practical solutions, best practices and innovative strategies. The event kicks off with an opening evening reception on Sunday, Feb. 19, followed by a day of education sessions at the Venetian Sands Expo and Convention Center.

Sessions will explore managing stress and pressure while effectively leading organizations into healthcare's digital revolution, achieving comprehensive relationship-based care through the patient-centered medical home, and utilizing social media to improve communication between physicians and patients.

The 2012 CIO Forum is commercially supported by 3M, Beacon Partners, EMC<sup>2</sup>, Epic, CTG Healthcare Solutions, ESD, Medicity and OPTUM. ■

Additional details on the agenda, including session descriptions and speaker information, are available at [www.himssconference.org/cioforum](http://www.himssconference.org/cioforum).

A separate registration fee is required to attend the CIO Forum.



## COMMERCIAL SUPPORTERS\*

\*As of 1/3/12

## Networking at HIMSS12 Filled with Glitz, Glam and Growth for Health IT

**I**N FEBRUARY OF 2012, the Las Vegas strip will not only be adorned with regular glow of chance and fun, but thousands of networking and socializing health IT stakeholders. Surely, the electricity surrounding health IT will be more than enough to power the strip for the week of the HIMSS12.

For those who attended HIMSS11 last year in Orlando, HIMSS12, for this year only, will not be hosting its Wednesday Night Special Event. Luckily, Vegas has plenty of opportunities for attendees to fill their Wednesday nights with shows, attractions and/or fine dining. Vegas attractions and event offers can be found at [www.best-vegasattractions.com/offers](http://www.best-vegasattractions.com/offers).

Opening the week on Monday Feb. 20, from 5 pm – 7:30 pm, the *Viva Las Vegas!* **Opening Reception** celebrates the assemblage of health IT's best with cocktails, music, networking and exquisite Vegas cuisine. The reception is a great and free opportunity to get a welcoming taste of Vegas while awaiting the week's sessions and exhibits – all in the presence of *The King*, Elvis Presley.

Getting an inside look in to HIMSS' membership communities will not be a problem at the Rat Pack-themed **Communities Open House** on Tuesday, Feb. 21. This event provides the opportunity for attendees to mingle with leaders from HIMSS Chapters, Special Interest Groups, Fellows, Committees and Task Forces. In addition to the good company and look in to the various perspectives on the value of HIMSS, light refreshments will be served and prizes awarded to a lucky few.

Thursday night, Feb. 22, it is time to walk on the Health IT Red Carpet for the **Glitz**

**and Glam Awards Banquet.** Taking place at the illustrious Bellagio Hotel, HIMSS honors individuals and organizations who have made notable contributions to HIMSS and the industry. Whether the recognition be for a lifetime of achievement, scholarship or publication, the Glitz and Glam Awards Banquet will be a collection of notable health IT contributors who will be given their 15 seconds with the paparazzi and other healthcare "celebrities." It is highly recommended that attendees reserve tickets immediately as tickets go quickly. The event is black tie optional. Purchase tickets from the Optional Events tab at [www.himssconference.org/registration](http://www.himssconference.org/registration).

### Networking throughout HIMSS12

While there are several larger events, there are plenty of smaller-scale networking opportunities to partake in, too. **Chapter Receptions** bring HIMSS12 networking back home as you are able to connect, collaborate, and share with old colleagues and new networks that are from your area. **HIMSS Special Interest Group Meetings** are a great way to keep your networking focused while industry thought leaders discuss specific topics such as EHR, project management, consultancy and education. Keep an eye out for these events and other **Exhibitor-hosted Events** to optimize your time at HIMSS12. Remember to stay connected with your peers by following @HIMSS on Twitter and sharing your ideas with others using the #HIMSS12 hashtag. ■

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

## Education Sessions, Networking Opportunities Promote Public Policy at HIMSS12

**D**EVELOPED BY THE HIMSS Government Relations team, HIMSS12 offers education programs and networking opportunities highlighting the Society's public policy initiatives to foster broad adoption of health IT and providing guidance to health IT stakeholders on how to get involved in public policy at the state and federal levels.

Policymakers scheduled to speak at HIMSS12 include National Coordinator for Health IT **Farzad Mostashari**, MD, ScM; **Todd Park**, CTO, U.S. Department of Health and Human Services; Carolyn Clancy, MD, director, Agency for Healthcare Research and Quality; **Leon Rodriguez**, JD, director, Department of the HHS Office of Civil Rights; and **Janet M. Corrigan**, PhD, MBA, president and CEO, National Quality Forum. Additional sessions will be offered by representatives from the Centers for Medicare & Medicaid Services.

On Monday, Feb. 20, the Federal Health IT Business Development Workshop series will be back after its successful inaugural year to give attendees a better understanding and winning edge in the booming federal health IT market. Guest speakers such as Dr. Hon Pak (former CIO, Army Medical Department), Rodney Benson (former director, Office of Acquisition and Grants at CMS), and others will provide attendees with unparalleled expertise and knowledge in developing business strategies. Available is an Advanced Business Development

Workshop, for those with experience winning business in the federal health IT market, and a 101 Market Entry Workshop, for those new to the federal health IT market. Note: Additional registration fees are required to attend these workshops.

The **HIE National Landscape: Monitoring States' Momentum** on Tuesday, Feb. 21 will explore how HIEs are facilitating the vision for improved quality, safety and efficiency of patient care. Attendees will hear about successful models being implemented in states throughout the country. Also on Tuesday, **Federal Health Community (FHC) Synergy Sessions** will be offered. The first FHC Synergy Session will feature a speaker from the Health Resources and Services Administration, the second will feature Dr. Seth Foldy, director, Public Health Informatics & Technology Program Office, CDC's Office of Surveillance, Epidemiology and Laboratory Services, and the third will include Debby Ellis, associate commissioner, Applications and Supplemental Security Income Systems, Social Security Administration.

On Wednesday, Feb. 22, during **A Status Report from Capitol Hill: Congressional Affairs Panel**, Congressional experts from Washington, DC, will discuss the latest national legislative issues affecting the healthcare industry. This session will be moderated by a senior political editor from *Congressional Quarterly*. ■

For a full list of public policy activities at HIMSS12, visit [www.himssconference.org](http://www.himssconference.org).

## Vegas Goes Virtual with Debut of Virtual HIMSS12

**W**HAT HAPPENS in Vegas, stays in Vegas, right? Not this year. For the first time in HIMSS' 51 years, the Annual HIMSS Conference & Exhibition will be making its thought leading sessions available to those who are unable to attend the conference. The Virtual HIMSS12 environment opens on Feb. 21, 2012.

Those who cannot make the trek to Las Vegas do not need to miss out on the excitement and health IT sharing that goes on at the conference every year. Tune in remotely as Virtual HIMSS12 will be live streaming the **four keynote addresses** in addition to **12 education sessions** during the event, providing on demand access to **12 eLearning Academy education sessions**, and offering full access to over **250 live sessions** archived in the HIMSS eLearning Academy following the conference.

Virtual HIMSS12 registrants will not only have access to HIMSS12 education, but also have access to virtual exhibits that feature scheduled **live vendor discussions** and on demand **vendor presentations and demos** to help virtual registrants get the full exhibition experience at home.

While HIMSS12 is a healthcare networker's ultimate destination, Virtual HIMSS12 offers its **Networking Lounge, Social Suite** and **Virtual Tote Bag** to connect with attendees, conversations and resources. For other networking opportunities, virtual registrants can follow the conference dialogue, resources and updates using the **#HIMSS12** Twitter hashtag and connecting with **HIMSS on Facebook**. ■

For more information and pricing for Virtual HIMSS12, visit [www.himssconference.org/virtual](http://www.himssconference.org/virtual).

## HIMSS Analytics: HIMSS12 Data Exchange in the Pursuit for Paperless

**W**HERE *MOBILE* has been the buzzword among healthcare professionals in 2011, and will most likely be at HIMSS12, relevant data reporting will be just as essential to actualizing goals to achieve the meaningful use of electronic medical records. According to HIMSS Analytics' *Summary of Meaningful Use Readiness – September 2011*, market research suggests data reporting will be "one of the key catalysts in bringing systemic changes" in solidifying the financial futures of healthcare provider organizations.

**himssanalytics**  
Innovative Research | Informed Decisions

HIMSS Analytics, through its EMR Adoption Model <sup>SM</sup> (EMRAM), segments data and ranks providers on a 0-7 scale in relation to 5,300 US non-federal hospitals; allowing providers the necessary data to make informed business-centered decisions while adopting EMRs. With the allocation of \$40 billion from the ARRA



PHOTO COURTESY OF LAS VEGAS NEWS BUREAU

and HITECH to meaningful use compliant healthcare providers, streamlining the adoption process is becoming a priority.

At HIMSS12 from Feb. 20-24, HIMSS Analytics and its representatives will be at Booth #7106 collecting data and educating attendees about its Annual Study. The data collected in the study contributes to the breadth of its market intelligence. As incentive to participate in the study, HIMSS Analytics offers the following for data exchange: **complementary EMRAM Score** that aids in EMR implementation and achieving

meaningful use compliance, **ARRA Hospital Scorecard** that tracks progress and comparisons to other hospitals in respect to achieving Stage 1 Meaningful Use, and **Benchmarking Reports** that include 75 different reports, allowing participants to gather valuable intelligence to advance their EMR and meaningful use operations. ■

To learn how to participate in HIMSS Analytics' Annual Study, visit [www.himssanalytics.org](http://www.himssanalytics.org). Follow HIMSS Analytics at the conference using the #HIMSS12 hashtag and following @HIMSSAnalytics on Twitter.

## Davies Awards Offers HIMSS12 Attendees Success Stories and EHR Best Practices

**T**HE NICHOLAS E. DAVIES AWARDS of Excellence recognize excellence in the implementation and clinical value derived from EHRs. The HIMSS Davies Awards honor healthcare organizations in four categories: organizational, ambulatory care, community health organizations and public health. During HIMSS12, Davies Award winners will share valuable lessons on how their EHR implementations evolved into quality-driven healthcare for their organizations.

At HIMSS12, the **EHR Achievement Event** is an executive-level recognition of accomplishments and excellence in EHR implementation, return on investment and clinical value. This event honors both real-life successes by paying tribute to HIMSS Analytics EMR Adoption Model<sup>SM</sup> Stage 6 and Stage 7 achievers and HIMSS Davies Award winners. On Tuesday, Feb. 21, all HIMSS Davies Award winners and Stage 7 hospitals will gather at the EHR Achievement Event to recognize the 2011 honorees. Stage 6 hospitals will be recognized on



**himss** Davies Award  
Excellence in improving patient care and outcomes

Wednesday, Feb. 22, during a luncheon.

In addition, **six education sessions** led by Davies Award recipients on Wednesday, Feb. 22, will explore using past obstacles in EHR implementation to move forward; employing technology to provide a better patient-centered medical home; implementing an EHR and HIE to improve quality, safety, efficiency and service; applying data-driven distributed analytics to transform population health; using EHR systems as a foundation for building a successful solo medical practice; and how the state of Florida has customized the ESSENCE system for epidemiologists to conduct descriptive epidemiologic analysis, monitor morbidity and mortality trends to improve population health. ■

Visit [www.himss.org/davies](http://www.himss.org/davies) for more information about the Davies Awards, including guidelines for submitting an application. The HIMSS12 website, [www.himssconference.org](http://www.himssconference.org), has details on all Davies Awards-focused education programs.

## DoD/MHS Sessions and Demonstrations Offer Lessons for Private Sector

**A**T HIMSS12, HIMSS is proud to provide education sessions and demonstrations from the Department of Defense (DoD)/Military Health System (MHS) aimed at the unique needs of the military and its health delivery systems. These sessions and demonstrations instruct the military community on the latest health IT developments in their field, while providing non-military attendees with a perspective on how the capabilities, processes and initiatives used by the military may be applied to the commercial sector.

In addition, the HIMSS12 sessions will offer a unique look at the collaboration with the Department of Veterans Affairs to highlight the critically important efforts to coordinate IT acquisition and deployment strategies to maximize care delivery success between the agencies.

Featured speakers for these sessions include **Elizabeth A. McGrath**, deputy chief management officer, Department of Defense; **Karen S. Guice**, MD, MPP, principal deputy assistant, Secretary of Defense for Health Affairs; **Portia A. Prioleau**, COL, USAF, MSC, CAAMA, deputy chief information officer, Military Health System; **Robert A. Petzel**, MD, under secretary for health, U.S. Department of Veterans Affairs; **Roger Baker**, assistant secretary, Department of Veterans Affairs; and **Capt. Michael S. Weiner**, chief medical information officer,

DoD/VA Interagency Program Office.

Topics to be presented at HIMSS12 include new initiatives currently underway for MHS health information management and technology systems; health IT that is enabling improved care experiences and reduced per capita costs for the DoD and Department of Veterans Affairs (VA); MHS' efforts to develop a coordinated innovation management process for solutions benefitting the MHS enterprise; MHS business and clinical data analysis; DoD pharmaceutical tools being utilized at 277 facilities worldwide; challenges and lessons learned in implementing health IT to support the most fully integrated DoD and VA healthcare center in the nation; and the DoD and VA's Blue Button efforts to provide beneficiaries with enhanced access to personal healthcare information.

On the HIMSS12 Exhibit Floor, the **DoD's MHS Demonstration Area** highlights the latest products supporting the nation's military members and providing a comprehensive and integrated health services delivery system. Visit this exhibit to learn about the successes and challenges of interoperability and deployment of complex systems and see how leading edge military technologies can have applications for the commercial health IT industry. ■

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

## HIMSS12 E-Sessions Offer On-Demand Education

**Always a popular component of the Annual HIMSS Conference**, E-Sessions provide high-quality, convenient, on-demand educational and informational content on key topics to HIMSS12 attendees. Open from Tuesday, Feb. 21, through Friday, Feb. 24, HIMSS12 E-Sessions comprise 20-minute modules authored by leading experts in the fields of health IT and management systems representing various disciplines—perfect for the attendee seeking a flexible way to access the latest information on dozens of leading industry topics. In addition, these e-sessions will be available in the HIMSS eLearning Academy soon after HIMSS12 concludes. HIMSS E-Session kiosks are located in two areas of the Venetian Sands Expo and Convention Center—Veronese 24-1 and the Lower Level Lobby across from Casanova Rooms. This year's session topics include clinical decision support, EHR implementation and usability, remote patient monitoring, IT governance and much more. E-Sessions qualify for continuing medical and nursing education credit as well as CPHIMS contact hours. ■

View the full lineup of E-Sessions at [www.himssconference.org/education/esessions](http://www.himssconference.org/education/esessions).

## Learn about Latest HIMSS Initiatives, Publications at HIMSS12

**H**IMSS Central, located in Halls A-C Lobby is the place to learn the latest about the Society's initiatives, activities and upcoming events, while networking with fellow HIMSS12 attendees. Kiosks throughout HIMSS Central offer up-to-the-minute information on HIMSS initiatives such as mHIMSS, public policy, privacy and security, and hot topics including meaningful use and ICD-10. Additionally, details on how to become involved with HIMSS through membership, communities and professional development opportunities will be available. Located within HIMSS Central, the **HIMSS12 Bookstore** features the latest publications and CDs from HIMSS and other prestigious associations and publishers. Publications include new titles on clinical decision support, mobile health, IT

governance, business intelligence, return on investment, and HIMSS' new e-books—all at a special conference discount. On Thursday, Feb. 23, Eric J. Topol, MD, vice chairman of the board/chief innovation officer for the West Wireless Health Institute, will sign copies of his new book, *The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care*, immediately following his Views from the Top session. And world renowned explorer Dan Buettner will sign copies of his book *The Blue Zones: Lessons for Living Longer From the People Who've Lived the Longest*, prior to his closing keynote on Friday, Feb. 24. The HIMSS12 Bookstore will be open throughout the week in Halls A-C Lobby and a special satellite bookstore will be open near the Nursing Informatics Symposium on Monday, Feb. 20. ■



HIMSS11 Exhibition

## HIMSS13 Heads to New Orleans

**I**n 2013, the Annual HIMSS Conference & Exhibition heads back to New Orleans. HIMSS13 will be held March 3-7 at the Ernest N. Morial Convention Center. HIMSS13 Pre-conference programs take place on Sunday, March 3, with the full conference beginning on Monday, March 4 and ending on Thursday, March 7. Housing for HIMSS13 will open during HIMSS12. Attendees can head to any of the Internet/Recharge Stations throughout the Venetian Sands Expo and Convention Center and make hotel reservations for New Orleans. The HIMSS13 website and attendee registration will launch in early fall. ■