

HIMSS Activity Overview – the next 12 months

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transforming healthcare through IT™

Agenda Overview

- Objective
 - To have an interactive conversation with key accounts about HIMSS plans for the next 12-18 months
- Areas for Review
 - Regional Programs
 - Research
 - Webinars
 - Global Programs
 - Government Health IT Conference
 - HIMSS10
 - Corporate Membership

Timeline – Next Three Months

Immediate Action Required

- Research
 - Data Collection Begins – December 2009
- HIMSS Middle East Health IT Leadership Summit
 - November 15-17 – Muscat, Oman
- Regional Programs
 - Dallas – December 4, 2009
 - Chicago – January 15, 2010
- HIMSS10
 - Programs to access customers with buying plans
 - Intelligence gathering mechanisms

Research of Key HIT Audience

HIMSS Leadership Survey

- HIMSS Leadership Survey has become the most widely referenced research
- Indicator for current and future use of healthcare technology
 - IT priorities
 - implementation barriers
 - budgeting
 - staffing
- Widely quoted in the media

Middle East Health Leadership Summit

- Key decision makers from the Middle East
- Limited to eight sponsors
- Robust market with significant purchasing power

Regional Programs

- The focus is soon shifting from ARRA funding qualification to researching the best technology solutions with the best return on investment
- One-day programs to targeted to attract executives from Enterprise and Critical Access Hospitals
- Product demonstration to qualified buyers

Timeline – Forward Look

- Webinars
- Global Programs
- Government Health IT Conference
- HIMSS10
- Corporate Membership

Webinars

- Industry Solutions Webinars
- Topical Webinars
 - ARRA Series Webinars
 - Electronic Transaction Standards: 5010 and ICD10

Global

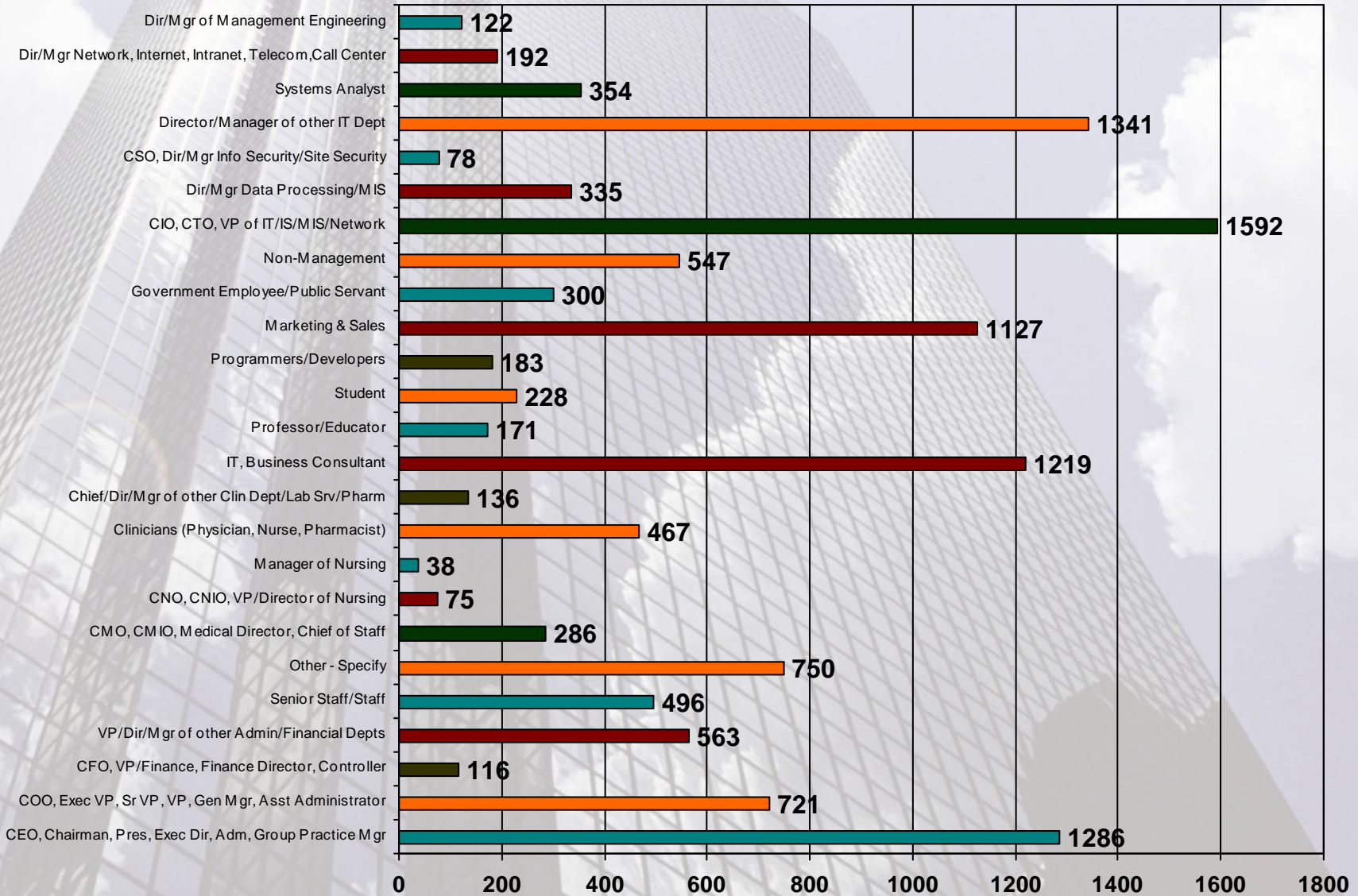
- HIMSS Middle East Health IT Leadership Summit
- World of Health IT
- HIMSS Asia Exposition
- HIMSS Asia10 Health IT Congress
- HIMSS Asia10 Health IT Leadership Summit

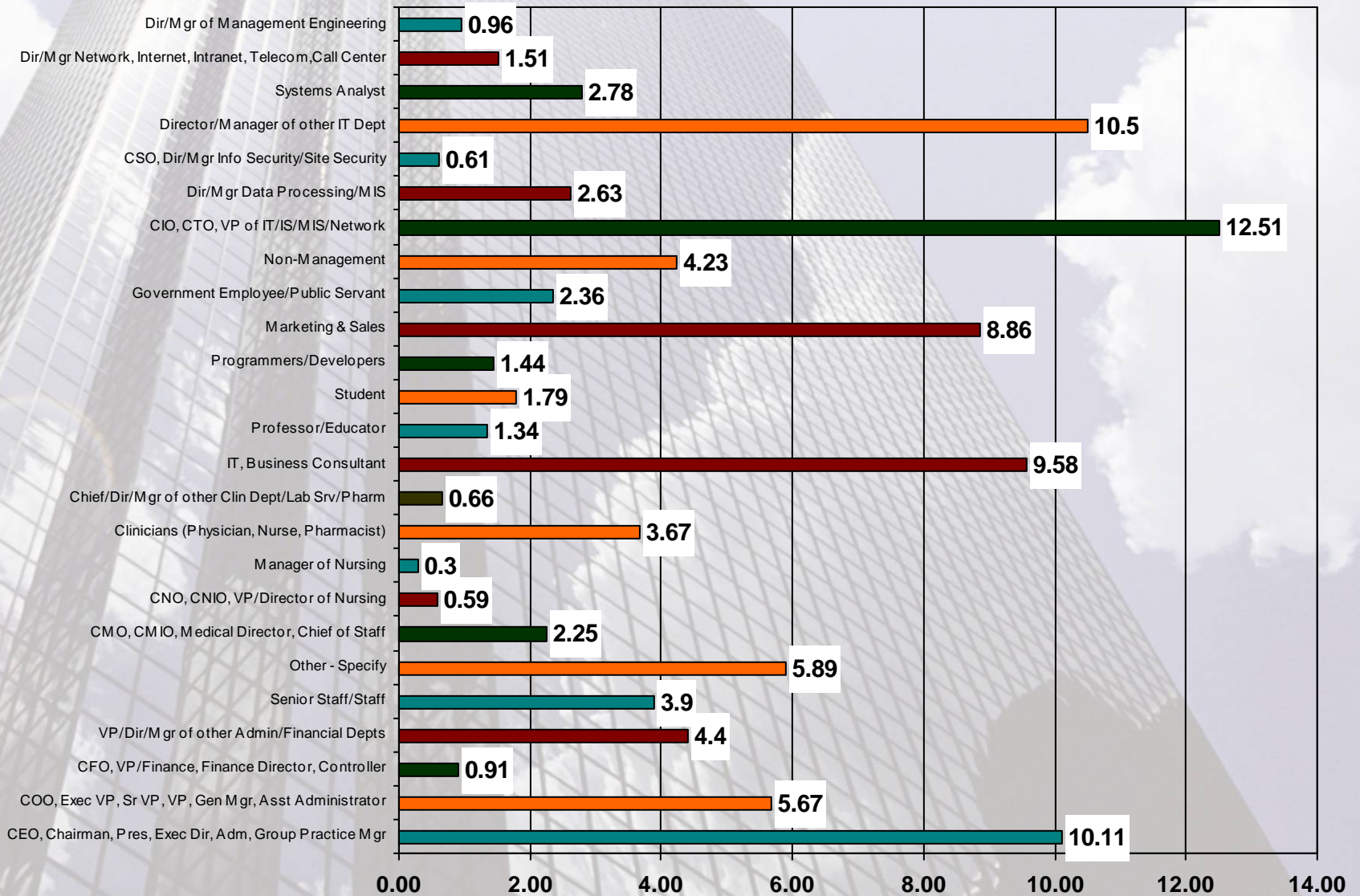
Government Health IT Conference

- Health-related technologies, strategies and policies
- Meet and influence federal, military, and veterans' agencies
- Nearly 600 qualified attendees

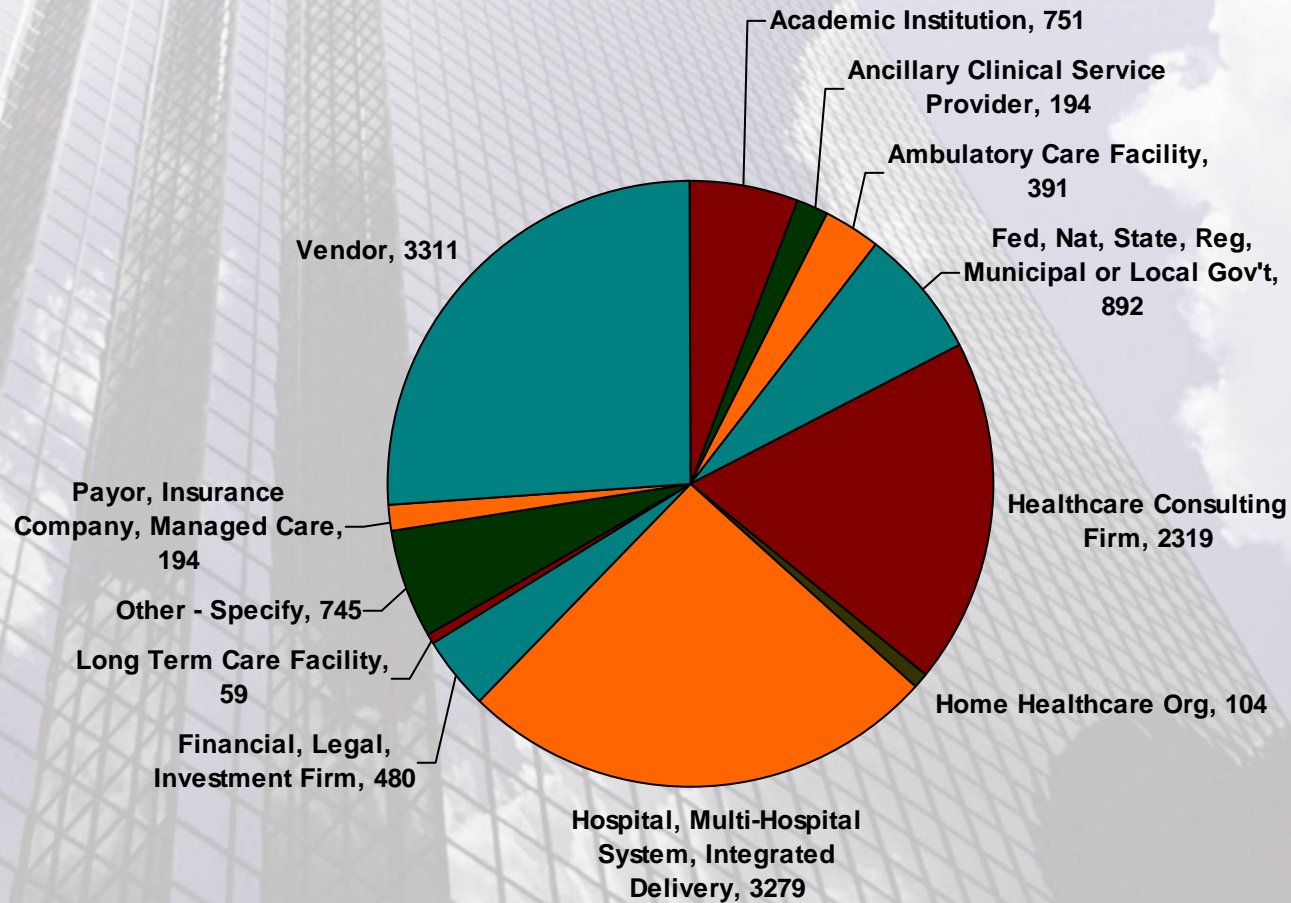
HIMSS10 – Audience Definition

- Titles
- Facility types
- Work focus
- Organizational Size
- Purchasing Authority

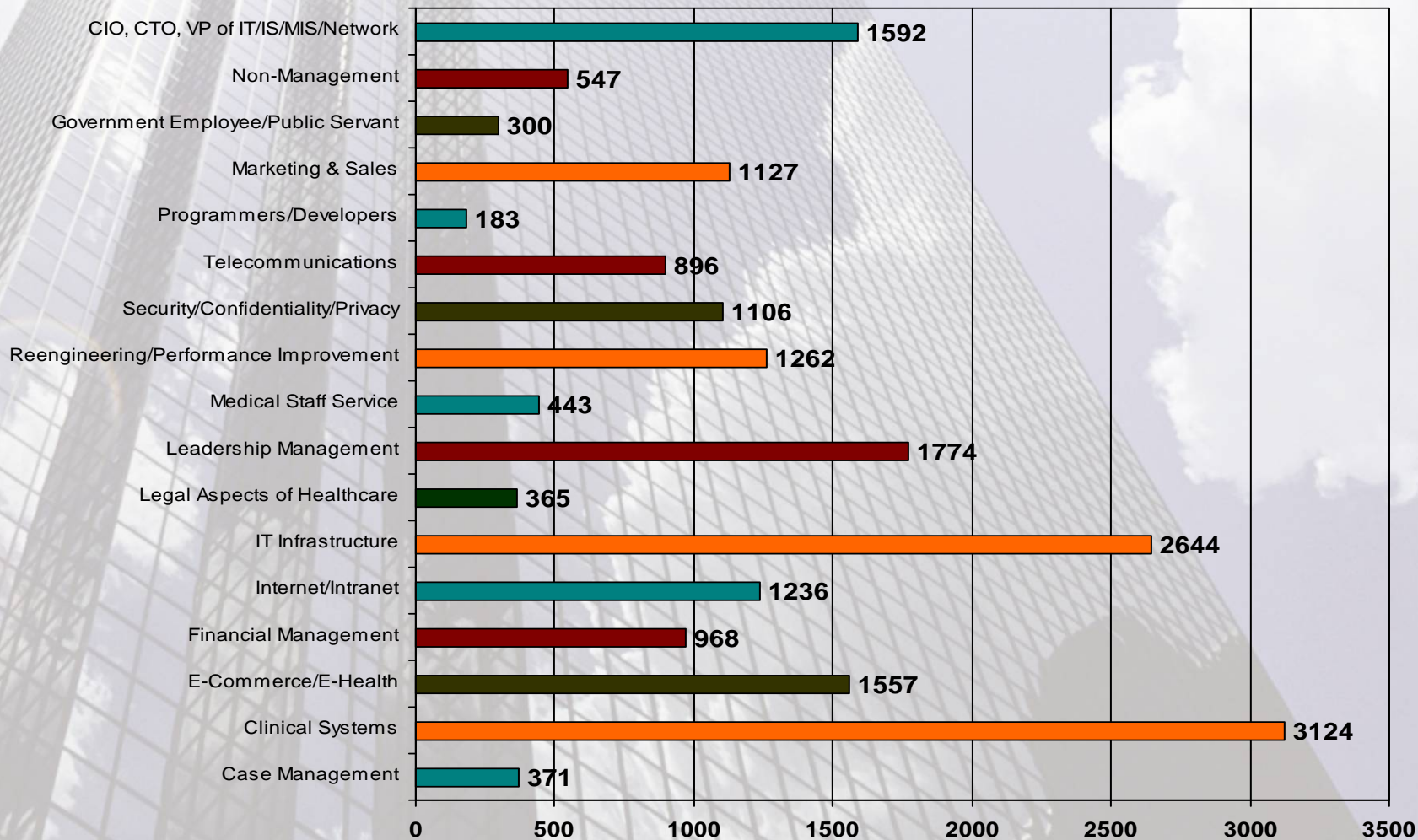




Worksite (single response)

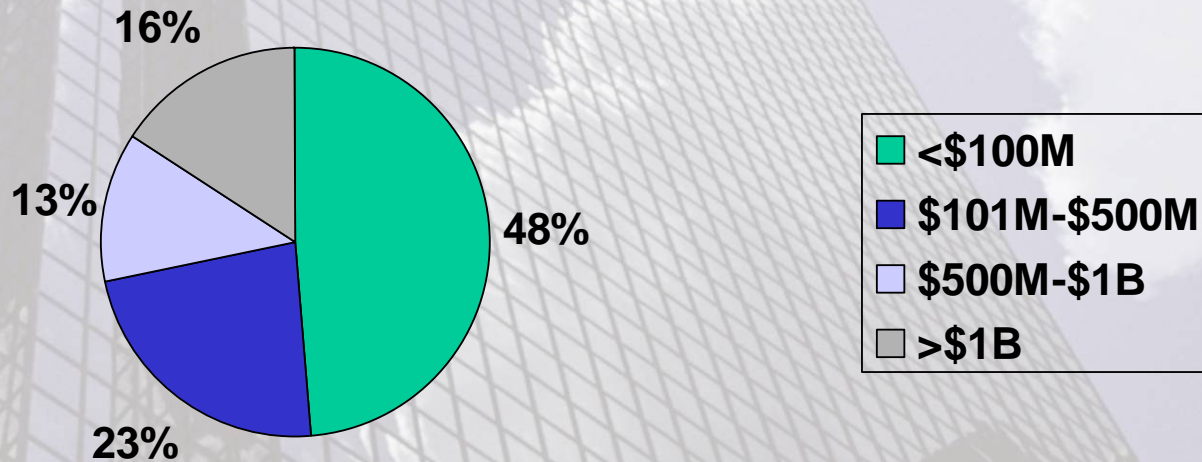


Principal Work Focus (multiple responses)



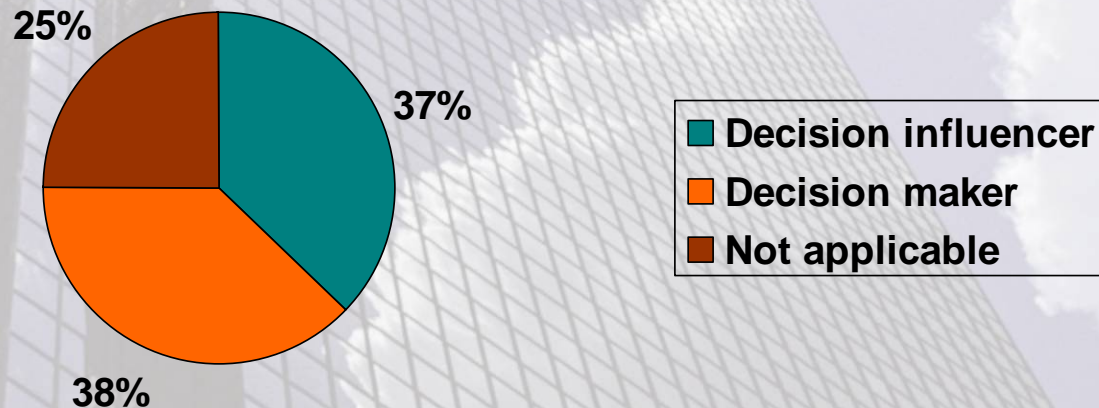
HIMSS09 Demographics

Organizational Size: Budget



HIMSS09 Demographics

Purchasing Authority



By comparing registration information and profile data from the HIMSS Analytics™ Database, we estimate a potential 'spend' of almost \$305 million associated with hospitals that attended HIMSS09. These are organizations that have not purchased, but should be purchasing, EMR solutions to ensure they are 'meaningful users' of health IT, and thus, would qualify for incentives contained in the ARRA.

HIMSS10 - Marketing Strategies

- What type of marketing resonates with HIMSS10 attendees
- Drive more traffic and interest - Proper pre-show marketing
 - A word about targeting and timing
 - Social networking
- HIMSS recommended marketing plans and associated templates

HIMSS10 – New Programs

- New Attendee Access Program
- HIMSS Analytics On The Go
- Education Options

HIMSS10 - New Attendee Program

- Program overview
- Invitation and confirmation of buying status
- Current buyers and solutions they seeking
- Safest investment you will make all year

HIMSS Analytics

- Live demonstration of HIMSS Analytics On The Go
- Customized research, focus groups and white papers
- EMR Adoption Model Awards – Honoring Stage 6 and Stage 7 Hospitals

HIMSS10 - Education Options

- Solution Provider Education Sessions
- Lunch & Learn
- Pavilion Product Sessions

HIMSS10 – Direct Mail Marketing

- **Direct Mail Options**
 - Brochure Mailings
 - CardPaks
 - Attendee Mailing Labels

HIMSS10 – Advertising Options

Advertising

- *Healthcare IT News Show Extra*
- HIMSS Daily Insider Show Dailies
- HIMSS Yellow Pages
- HIMSS Resource Guide
- HIMSS LeSack Door Drop Service

HIMSS10 – Marketing Musts

- Online Buyers Guide
- Exhibitor Hosted Events
- Marketing Toolkit
- New Product Launch
- Full Conference Badges

HIMSS10 – Marketing Musts

- Sponsorships
- Private Meeting Space
- New Product Launch
- Booth Giveaways
- Media - Press Kits
- Media Liaison

HIMSS10 – Marketing Musts

- Follow-Up
- Mailing Labels
- Sponsorships
- Attendee Mailing List
- Webinars

HIMSS10 – Sponsorship Options

- Sponsorship Categories
 - Awards
 - Advocacy
 - Attendee Resources
 - Receptions / Breakfasts / Events
 - Education
 - Branding / Messaging
 - B2B

HIMSS10 – Sponsorship Options

- Sponsorship by Audience
 - Senior Executives
 - Enterprise
 - Ambulatory
 - Clinicians
 - Federal, State or Local Government Office
 - B2B Partners
 - All HIMSS10 Attendees

Corporate Membership

- **HIMSS10 Corporate Member Benefits**
 - Focus Groups
 - Double Exhibitor Priority Points
 - Complimentary Badges
 - VIP Service from Floor Managers
 - Senior Executive Reception invitations
 - Corporate Member Lounge
 - Corporate Member Meeting Rooms

Contacts

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Questions?