Creating a Sound Proposal: A Detailed Overview for Corporate Members

July 26, 2022
HIMSS23 Call for Proposals

HIMSS23 Call for Proposals for General Education Sessions

August, 2022
Meet Our Speakers

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Questions

Please enter your questions in the Q&A box.
Disclaimer

- The information shared in this session is purely educational in nature.
- There is no guarantee the information shared in this presentation will result in a proposal accepted through the Call.
- Multiple factors influence the selection of educational programming to ensure both a balanced and compelling program.
Agenda

1. Welcome
2. Overview and Centering Comments
3. Elements of a Proposal Submission
4. Tools & Resources to Submit a Proposal
5. Q&A
Learning Objectives

1. Review the characteristics required to evaluate content and determine CE eligibility
2. Review HIMSS23 Call for Proposal submission metrics
3. Discuss the various elements to submit a sound proposal
4. Examine tools and resources available to submit a sound proposal
Your Corporate Relations Team

Strengthen relationships, Champion member value, Engage the healthcare community

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Overview
&
Centering
Comments

JoAnn Klinedinst, M.ED., CPHIMS, PMP, DES, CPTD, LFHIMSS, FACHE, FCAHME

Vice President
Professional Development
HIMSS
HIMSS

Vision
To realize the full health potential of every human, everywhere.

HIMSS

Mission
Reform the global health ecosystem through the power of information and technology.
Continuing Education Credit

In support of improving patient care, HIMSS23 will be planned and implemented by an organization that is jointly accredited by the American Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Speakers are required to follow standards for continuing education established by the ACCME, ANCC, ACPE.
Continuing Education Credit

- Educational content must address learning objectives for this activity.

- Focus on education of the audience.
  - By extension, the benefit of patients

- Avoid promotion of commercial interests or products.
  - Be objective and balanced
  - Include legitimate differences and contrasting views

- Use generic names when referring to drugs or products.
  - Use of trade names must include those of several companies

- Off-label and investigational usage of products is permissible.
  - Disclosed in the presentation
Continuing Education Credit

HIMSS offers a variety of continuing education opportunities for participants to acquire credit:

**Licensure**
- Accreditation Council of Pharmacy Education (CPE)
- Continuing Medical Education (CME)
- Continuing Nursing Education (CNE)
- American Board of Preventive Medicine LLSA (ABPM LLSA MOCs)

**Certifications**
- American College of Healthcare Executives (ACHE): FACHE
- American Health Information Management Association (AHIMA): RHIA
- CHIME: Certified Healthcare CIO Program (CHCIO)
- CPDUK: Continuing Profession Development (An Independent Global CPD Certification)
- HIMSS: Certified Associate in Health Information Management Systems (CAHIMS)
- HIMSS: Certified Professional in Health Information Management Systems (CPHIMS)
- IAPP: International Association of Privacy Professionals
- MGMA: Medical Group Managers Association
- Project Management Institute: Professional Development Units (PDUs)
HIMSS22 Professional Registration by Title*

- **Other**: 30%
- **Information Management Systems**: 27%
- **General & Financial Management**: 16%
- **C-Suite**: 15%
- **Clinical Management**: 6%
- **Consultant**: 3%
- **Government Employee**: 2%
- **Academic**: 1%

HIMSS22 Professional Registration by Worksite*

- Hospital, Multi-Hospital System, Integrated Delivery System: 23%
- Healthcare Consulting Firm: 15%
- Entrepreneur, Startup, Disruptor: 12%
- Market Supplier: 12%
- Government: 7%
- Academic Medical Center: 5%
- Academic Education Institution: 4%
- Pharma / Life Sciences: 3%
- Public Health: 3%
- Payer, Health Plan: 2%

*Source: https://www.himss.org/global-conference/exhibition-global-health-conference-highlights
HIMSS22 Submission Dispositions

Proposals for General Education Sessions

- Proposal Submissions: 568
- Accepted Proposals: 222 (39%)
- Declined Proposals: 346 (61%)
<table>
<thead>
<tr>
<th>CFP Stats</th>
<th>HIMSS19</th>
<th>HIMSS20</th>
<th>HIMSS21</th>
<th>HIMSS22</th>
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</thead>
<tbody>
<tr>
<td>Total # of Proposals Received</td>
<td>785</td>
<td>844</td>
<td>705</td>
<td>568</td>
</tr>
<tr>
<td><strong>Total # of Sessions Slotted</strong></td>
<td>315</td>
<td>315</td>
<td>254</td>
<td>222</td>
</tr>
<tr>
<td>Total # of Speakers Accepted</td>
<td>593</td>
<td>591</td>
<td>505</td>
<td>359</td>
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<tr>
<td><strong>Total # of Concurrent Sessions</strong></td>
<td>17</td>
<td>17</td>
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<td>19</td>
</tr>
<tr>
<td>Total # of Time Slots</td>
<td>20</td>
<td>20</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total # of Topic Categories</strong></td>
<td>24</td>
<td>17</td>
<td>17</td>
<td>8</td>
</tr>
<tr>
<td>Total # of Sub-Topic Categories</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>43</td>
</tr>
</tbody>
</table>
HIMSS22
Corporate Members - Participating in Consultative Services

- # of Diamond Membership Consultative Service Calls: 2
- # of Emerald Membership Consultative Service Calls: 0
- # of Platinum Membership Consultative Service Calls: 0
- # of Gold Membership Consultative Service Calls: 0
Elements of a Proposal Submission

Gail Rice, MA, CAHIMS
Director
Professional Development
HIMSS
The Call for Proposals Life Cycle

1. Submit
2. Review
3. Recommend
4. Final Dispositions
5. Speaker Acceptance
6. Sessions Slotted
Business - Guiding health leaders toward financial sustainability and operational excellence.
- Digital Transformation Strategies
- Logistics and Supply Chain
- Operations, Process Improvements, & Revenue Cycle Management
- Volume to Value
- Innovative Business Models
- Price Transparency
- Reimbursement

Personalized Care Models - Equipping caregivers with tools to keep patients and populations healthy.
- Aging Population & Long-Term Care
- Alternative Care Delivery Models
- Health and Wellness
- Patient Experience
- Population Health
- Precision Health and Medicine
- Personalized Medicine Using Genomics
**HIMSS23 Topic Categories**

**Data and Information** - Securing and streamlining health information to improve care delivery.
- Artificial Intelligence and Machine Learning
- Patient Generated Health Data
- Social Determinants of Health / Health Equity
- Clinical Trials
- HIPAA Breach Mitigation for System Administrators
- Data & Information Security

**Organizational Governance** - Empowering health leaders to inspire change and lead strategically.
- Leadership and Management
- Maturity Models
- Strategic Planning
- Data Governance
- Center of Excellence
**HIMSS23 Topic Categories**

**Process & Operations** - Addressing a set of interrelated or interacting activities which transform inputs into outputs.
- Change & Project Management
- Integration concepts, components, and myths
- Optimizing Clinical Workflows & Performance
- Patient automation for healthcare admissions efficiency

**Policy** - Addressing the core issues of digital health with advocacy and public policy.
- Healthcare Reform
- Legislation
- Regulation
- Information Blocking
- Policies That Affect Providers (Payment Rates for Settings of Care, etc.)
- Medicare
**Technology** - Examining digital solutions that improve care delivery and health management.
- Digital Health Technologies
- Virtual Reality
- Emerging Technologies
- User Experience
- Interoperability
- Technology Innovation Education for System Group Purchasers

**Employee Engagement & Retention** - Preparing people and organizations to tackle what’s next in health and wellness.
- Career Development or Workforce Development
- Equity and Inclusion
- User Experience, Usability, User-Centered Design
- Employee Retention, Burnout and Wellbeing (Clinician, Nurses, PT, etc.)
Session Formats

- **60-Minute Lecture**
  - 3 speaker limit

- **60-Minute Essential Conversation**
  - 3 facilitator limit

- **60-Minute Panel Discussion**
  - 3 panelists limit
  - 1 of 3 is the moderator
  - Moderator can be identified by submitter

- **30-Minute Learning Burst**
  - 2 speaker limit
The title of the session must accurately reflect the summary description, which in turn, must accurately reflect the learning objectives.

The three items, in tandem, set the tone for supporting the session details.
Content must be free of commercial bias and/or influence.

A sound proposal sounds professional and polished.

Include the good, the not so good, and the ugly: attendees appreciate hearing this, too.

Be sure your ideas can be validated.

Make certain the details of the presentation have been implemented prior to your submission.

Ensure any research has been completed.
About the Experts: HIMSS SMEs and Reviewers

**Purpose:** To identify and program high quality educational opportunities at the HIMSS Global Health Conference & Exhibition.

- **HIMSS Members**
  - Demonstrate advanced professional experience and expertise.
- **Dedicated to help to shape HIMSS educational programming.**
- **Display passion for and a commitment to the health information and technology industry.**
What Reviewers Expect in a Proposal

- Abstracts that demonstrate the adoption and optimal use of health information and technology.
- Real-world, practical focus on accomplishments.
- Case studies highlighting best practices or beneficial uses of health information and technology.
- Sessions that realize transformative change through the best use of health information and technology.
- Sessions that avoid commercialism or bias.
Most Frequent Reasons Proposals are Declined

1. Title inaccurately reflects content.
2. Learning objectives don’t match the session description.
3. Goals of the session are too broad.
5. Abstract is confusing or very limited in scope.
6. An attempt to pitch a product exists.
Tools and Resources to Submit a Proposal

Debra Clough, CAPM, CAHIMS
Program Manager
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Call for Proposals for HIMSS23

The Call for Proposals opens in August 2022.

Are you a subject matter expert interested in presenting at HIMSS23, April 17 - 21 in Chicago? The Call for Proposals is a yearly request to receive proposals to speak at conference events.

Creating A Sound Proposal For HIMSS Corporate Members

If you are a HIMSS Corporate Member, please plan to attend the Creating a Sound Proposal for HIMSS Corporate Members webinar on Tuesday, July 26, 2022, 2pm Central Time.

Creating A Sound Proposal

Register to attend the upcoming Creating a Sound Proposal webinar offered to the General Public on Thursday, July 28, 2022, 11am Central Time.

https://www.himss.org/global-conference/call-proposals
# How to Submit a Proposal

Prior to submitting, please read all resources below to help you prepare in submitting a proposal application.

## Preparation Resources

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<th>Become a HIMSS Global Health Conference &amp; Exhibition Speaker</th>
<th>Presentation Formats &amp; Requirements</th>
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<td>Getting Started</td>
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<td>Professional Roles &amp; Target Audience List</td>
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<td>Speaker Photo Requirements</td>
<td>Learning Objectives</td>
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<td>Call for Proposals - Writing Guidelines</td>
<td>Enduring Credit Questions</td>
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<td>How Proposals Are Evaluated</td>
<td>Presentation Content Outline</td>
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<td>HIMSS23 Topic Categories</td>
<td>Important Dates (pending)</td>
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HIMSS23 Blank Proposal Application

Great resource! Make sure you review the HIMSS23 Blank Proposal Application posted on the Call for Proposal web page.

- Detailed proposal application that mirrors the online application.
- Review in advance the type of data needed to complete the form.
- Work offline to gather your detailed answers.
- Once all data is collected, enter your answers via the online proposal application by the deadline date.
- Do not wait until the last minute to submit your proposal.
- Give yourself enough time to become familiar with the online proposal submission site.
- Late proposals are not accepted.

https://www.himss.org/global-conference/call-proposals
HIMSS23 Online Application

HIMSS23 General Education Call for Proposals

Submission Instructions
Submitter Information Proposal Content Speaker Information Enduring Credits

Submission Instructions
Welcome to the HIMSS23 Call for Proposal Application!
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Questions

Please enter your questions in the Q&A box.
Thank You!