Creating a Sound Proposal: A Detailed Overview

July 28, 2022
HIMSS23 Call for Proposals

HIMSS23 Call for Proposals for General Education Sessions

August, 2022
Meet Our Speakers

JoAnn Klinedinst, M.ED., CPHIMS, PMP, DES, CPTD, LFHIMSS, FACHE, FCAHME
Vice President Professional Development HIMSS

Gail Rice, MA, CAHIMS
Director Professional Development HIMSS

Debra Clough, CAPM, CAHIMS
Program Manager Professional Development HIMSS
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.
Learning Objectives

- Review the characteristics required to evaluate content and determine CE eligibility
- Review HIMSS22 Call for Proposal submission metrics
- Discuss the various elements to submit a sound proposal
- Examine tools and resources available to submit a sound proposal
Global Health Conference Education Committee (GHCEC)

Chair, GHCEC, FY22

Janis Curtis, MSPH, MA
Associate Director, Duke CDRN Program
Duke University/Clinical and Translational Science Institute
Global Health Conference Education Committee (GHCEC)

Seth Baker, CISSP, PMP
Enterprise Security Architect
Hartford Healthcare

David V. Bloomquist, MBA, MS CIS
Quality Manager
Wellstar Health System

R. Clark Campbell, MSN, RN-BC,
CPHIMS, FHIMSS, FAMIA
Informatics Nursing Specialist, Veterans Health Administration, Office of Nursing Informatics

Susan A Demorsky, MHSA, CPHIMS,
FHIMSS, RHIA

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FHIMSS, RHIA

Michaelle Guerrero, PMP
Veterans Health Administration

Mountasser Kadrie, PhD, MHA,
Fullbright, FACHE, FACMPE, CPHIMS, BPE
Professor and Programs Directors,
The George Washington University
School of Medicine and Health Sciences

Amab Paul, MS PhD MBA
CEO, Patient Planet
Roster of Expert - Digital Health, WHO

Valencia Annik Payne, MS HI/HA,
BSN RN, BS Biology
m4students Education With A Twist
(SHIELD)
Global Health Conference Education Committee (GHCEC)

Robert C. Stillman, MA, RN, CPHIMS, FHIMSS
Director, Clinical Research Informatics
The Ohio State University, The James Comprehensive Cancer Center

Amora A. Upton, MSN, RN-BC
Nursing Informatics Specialist
U.S. Dept. of Veterans Affairs

Pamela H. Varhol, EdD, RHIA
Associate Dean, Health Professions
Southern New Hampshire University

Kathy Wambold, RN, DNP
Clinical Informaticist, CHI St. Joseph’s Health

Vladimir Zelenskiy
Ministry of Healthcare, Russian Federation

Gurhan Zincircioglu, MD, FHIMSS
CMIO, Orthopaedic Surgeon, Tire Public Hospital Izmir Turkey
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%

*Source: https://www.himss.org/global-conference/exhibition-global-health-conference-highlights
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 (100%)
- Accepted Proposals: 346 (61%)
- Declined Proposals: 222 (39%)
## HIMSS22 General Education by the Numbers

<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>
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<tr>
<td>Total # of Sessions Slotted</td>
<td>315</td>
<td>315</td>
<td>254</td>
<td>222</td>
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<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>Total # of Concurrent Sessions</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>Total # of Time Slots</td>
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<td>20</td>
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<td>Total # of Topic Categories</td>
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<tr>
<td>Total # of Sub-Topic Categories</td>
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<td>0</td>
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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
HIMSS23 Topic Categories

**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
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
HIMSS23 Topic Categories

**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 Proposal Structure

- 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.
Be sure your ideas can be validated.

Ensure any research has been completed.

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

A sound proposal sounds professional and polished.

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

Content must be free of commercial bias and/or influence.
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
  - Dedicate to help shape HIMSS educational programming.
  - Demonstrate advanced professional experience and expertise.

- 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
Professional Development
HIMSS
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
**Resources**

**HIMSS 23**
17-21 April | Chicago

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

**Preparation Resources**
- Become a HIMSS Global Health Conference & Exhibition Speaker
- Getting Started
- Speaker Requirements
- Speaker Photo Requirements
- Call for Proposals - Writing Guidelines
- How Proposals Are Evaluated
- HIMSS23 Topic Categories

**HIMSS.org**

<table>
<thead>
<tr>
<th>Exhibit &amp; Sponsorship Opportunities</th>
<th>Book your</th>
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<tbody>
<tr>
<td>Attend</td>
<td>Program</td>
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<tr>
<td>Program</td>
<td>Schedule</td>
</tr>
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**Presentation Formats & Requirements**
- Presentation Levels
- Professional Roles & Target Audience List
- Learning Objectives
- Enduring Credit Questions
- Presentation Content Outline
- Important Dates (pending)

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
Resources

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!

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17-21 April | Chicago