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**Clinical Informatics Insights**  
Advancing Patient Care through IT



November 2012

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### In this Issue: Career Profiles of Informaticists

The November 2012 issue of *HIMSS Clinical Informatics Insights* highlights the careers of clinical informatics leaders. Each career profile explores how these professionals are transforming their organizations through their leadership roles and day-to-day activities. Each professional also shares career pointers for emerging professionals who are interested in becoming an informaticist. This issue also includes a new monthly feature –Trend Spotter–that offers expert insights around industry trends mined from the HIMSS Analytics database.

### State of the Industry

#### Informaticists, It's Time to Grow Your Analytics Know-how By Cynthia Davis, RN, FACHE



Health informatics is evolving to a point where there is a huge need - and an unmet demand - to extract and use the information from the IT systems that are being implemented. This shift in informatics to clinical and business intelligence means you should focus on growing your analytics know-how through applicable coursework.

[Read more](#)

### Meet an Informaticist

#### Caring for Patients as a Vendor CMIO By Robert Hitchcock, MD, FACEP



A former computer science major, I fell in love with emergency medicine after taking an EMT course for "easy" credit. Medical school soon taught me that medicine is a delicate synchronization of science, technology and art. Managing an EHR implementation in my emergency department (ED) quickly revealed how technology can impact care delivery, both positively and negatively. [Read more](#)

#### A Nurse's Career Journey to CCIO By Karie Ryan, RN, MS, BSN

### Tool Box Picks

Compiled by Cheryl D. Parker, RN, MSN, PhD, FHIMSS



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HIMSS Career Services is your employment, education and networking center. Through it you can link to academia, mentor opportunities, professional connections, associations and the a powerful job search engine for the industry.

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*Cheryl D. Parker, RN, MSN, PhD, FHIMSS, is chief nursing informatics officer at Rubbermaid Medical Solutions.*



Throughout my career, my goal has always been to improve the work culture for the nurses at the bedside and to improve the care for our patients, by making our organization the most desirable place to give and receive care. As a nursing leader, I experienced the frustrations of staff, nurses and physicians alike, as we moved to a highly electronic environment. Wanting to improve the adoption of the new systems, I gravitated to the role of nursing executive sponsor for several of our application implementations, including nursing documentation, eMAR, and CPOE. I believe technology is a tool that can dramatically improve the work culture for staff, but more importantly the safety of care provided to our patients. At the same time, the utilization of technology should facilitate "High Touch" care, not minimize it. I wanted to be a part of this evolution. [Read more](#)

## Strategies for Success

### Four Ways to Take Informatics to the Next Level

By Charles Boicey, MS, RN-BC, CPHIMS, and Brian Norris MBA, RN-BC



[MappyHealth](#), a social media collaboration, started with a tweet from [@Geek\\_Nurse](#), aka Brian Norris, "Do I have any connections out there that are familiar with the Twitter API?" Mark Silverberg ([@Skram](#)), an information systems management student at GWU, answered the tweet. They both reached out to Charles Boicey ([@N2InformaticsRN](#)) and the MappyHealth team was complete. MappyHealth was formed to answer the Assistant Secretary for Preparedness and Response challenge to build an application to mine the twitter feed for 25 diseases and visualize those diseases in real time. MappyHealth, one of 33 entries, went on to win the challenge. For clinical informatics, the MappyHealth experience demonstrates four ways to take informatics to the next level. [Read more](#)



## New! Trend Spotter

### Demand for Clinical Intelligence Signals a New Career Path

By Lorren Pettit, MS, MBA



The growing demand for clinical intelligence (CI) in hospitals presents as an attractive career path for informaticists. While anecdotes touting the incredible opportunities in this field thrive, individuals considering a career in clinical informatics are left to question if there is any substance to all the hype. Fortunately, data from the HIMSS Analytics database surrounding the capabilities of U.S. hospitals to store and mine clinical data provides some evidence around this suggested growth trajectory. [Read more](#)

## HIMSS News

[What Do the Election Results Mean for Health IT?](#)

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[Should more hiring managers consider advanced education as part of overall business experience when recruiting healthcare informatics professionals?](#)

The current approach in recruiting values years of experience over advanced education. This may not be sustainable model given the complex issues facing healthcare today and into the future.

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Upcoming Events

[How will the 2012 Presidential Election Affect the Healthcare IT Industry? Webinar](#)

Nov. 14, 2012

[IHE International Interoperability Virtual Briefing](#)

Nov. 15, 2012

[An Update on Quality Measures Development Webinar](#)

Nov. 28, 2012

[HIMSS eNursing Informatics Institute](#)

Nov. 30, 2012

[2012 mHealth Summit](#)

Dec. 3-5, 2012

Washington, DC

[HIMSS Privacy & Security Forum](#)

Dec. 12-13, 2012

Boston

[2013 North America Connectathon](#)

Now that the 2012 national elections are behind us, what does the future of health IT look like? Since the President won reelection and Democratic control of the Senate was strengthened, implementation of the Patient Protection and Affordable Care Act (ACA) will continue forward.

#### [2012 mHealth Summit Hits Washington DC this December](#)

Registration for the 4th Annual mHealth Summit—one of the largest gatherings of mobile health professionals—is now open. The Summit is scheduled for Dec. 3-5, at the Gaylord National Resort and Convention Center in Washington, DC. This year's theme is "Connecting the Mobile Health Ecosystem." The 2012 mHealth Summit will deliver new sponsors, partners and strategic affiliates; expanded exhibit hall showcasing more than 400 exhibitors; new healthcare delivery track; new global health track; mHIMSS Hospital Mobile Survey results; and keynotes from industry luminaries.

#### [Launch or Advance Your Career at HIMSS13](#)

HIMSS13 is the perfect place to launch or advance your career. Through HIMSS Professional Development and Career Services, attendees will find 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.

Jan. 28, 2013-Feb. 2, 2013

Chicago

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*Clinical Informatics Insights* is a monthly e-newsletter published by the Healthcare Information and Management Systems Society (HIMSS) that provides timely and comprehensive coverage on the effective integration of informatics across the continuum of care.

Editor's Note: The inclusion of an organization name, product, resource or service in this e-newsletter should not be construed as a HIMSS endorsement of such organization, product or service, nor is the failure to include an organization name, product or service to be construed as disapproval.

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