



HIMSS19 Session Titles and Descriptions: Proposal Submitter Guidelines

General:

- **Employ short copy:** Minimize copy length whenever possible – say more with less.
- **Use keywords:** Include relevant keywords to help search engines help users find your content.
- **Be consistent with word usage:**
 - *3-D*, not *3D*
 - *Congress*, but *congressional*
 - *cyberattacks*, not *cyber attacks*
 - *cybersecurity*, not *cyber security*
 - *decision maker*, not *decision-maker*
 - *email*, not *e-mail*
 - *end user*, not *end-user*
 - *health IT*, not *healthcare IT* nor *HIT*
 - *healthcare*, not *health care*
 - *mHealth*, not *m-health*
 - *online*, not *on-line*
 - *policymaker*, not *policy-maker* nor *policy maker*
 - *population health* or *pop health*, not *PopHealth*
 - *smartphone*, not *smart phone*
 - *U.S.*, not *US*
 - *website*, not *web site*

Specific:

- **Acronyms:** Use acronyms for commonly known industry terms (ex: *HIE* instead of *health information exchange*, *EHR* instead of *electronic health record*, *IT* instead of *information technology*).
 - If defining an acronym, do not capitalize the words in the definition unless they are proper nouns (ex: *virtual learning environment (VLE)*, not *Virtual Learning Environment (VLE)*).
 - Unless possessive, do not use apostrophes with acronyms (ex: *Connecting with CIOs*, not *Connecting with CIO's*).

- **And vs. ampersands (&):** Only use ampersands when they are part of a proper name or commonly associated with phrases (ex: *clinical & business intelligence*) – otherwise, use *and*.
- **Commas:** Do not put a comma before the conjunction in a simple series (ex: *news, trends and developments*).
- **Compound modifiers:** Hyphenate compound modifiers (ex: *value-based, high-profile*).
- **Designations:** No periods in designations (ex: *PhD, MA, EdD*).
- **Hyphens vs. dashes:**
 - Hyphen (-): Use for compound modifiers, prefixes, numbers (ex: *high-profile meeting, re-read, two-year-old program, thirty-eight*).
 - Dash (–): Use to introduce extra material (ex: *No such tools have existed – until now.*).
- **Meaningful use:**
 - Do not capitalize if used on its own (*meaningful use*).
 - Capitalize if referring to *Meaningful Use Stage 3*, etc.
- **Numbers:**
 - Write out numbers one through nine.
 - Use numerals for numbers 10 and higher.
- **Quotes:** Use double quotes (“”), not single quotes (‘’).
- **Semicolons:** In long lists, use semicolons to make the sentence clearer (ex: *Speakers included Brenda Swanson, CEO, Scripts for All; Robert Carlmore, Senior Director, Product Management, Healthmine; and Justine Lawson, CMO, CareerCom*).
- **Slashes (/):** No space before or after a slash (ex: *Explore strategies to integrate mobile/wireless technology*).
- **Spacing:** Use a single space (not double) after colons and at the end of all sentences.

Titles:

- **Content:** Be informative – encourage viewers to read your session description.
- **Capitalization:**
 - Capitalize all words except short prepositions (ex: *by, in, out, over, with*), conjunctions (ex: *and, but, or*), and articles (ex: *a, an, the*).
 - Capitalize longer prepositions (ex: *About, Forward, Through*).
 - Capitalize other smaller words (ex: *As, Is*).
 - Capitalize the second part of a hyphenated word (ex: *Value-Based*), unless the second word is a preposition (ex: *Walk-in*).
- **Acronyms:**
 - Do not define acronyms in titles; only define them in session descriptions.

Descriptions:

- **Capitalization:** Only capitalize proper nouns; do not capitalize other words, including industry terms (ex: *Explore the value of health IT and achieve compliance*, not *Explore the value of Health IT and achieve Compliance*).