

Annual Conference & Exhibition

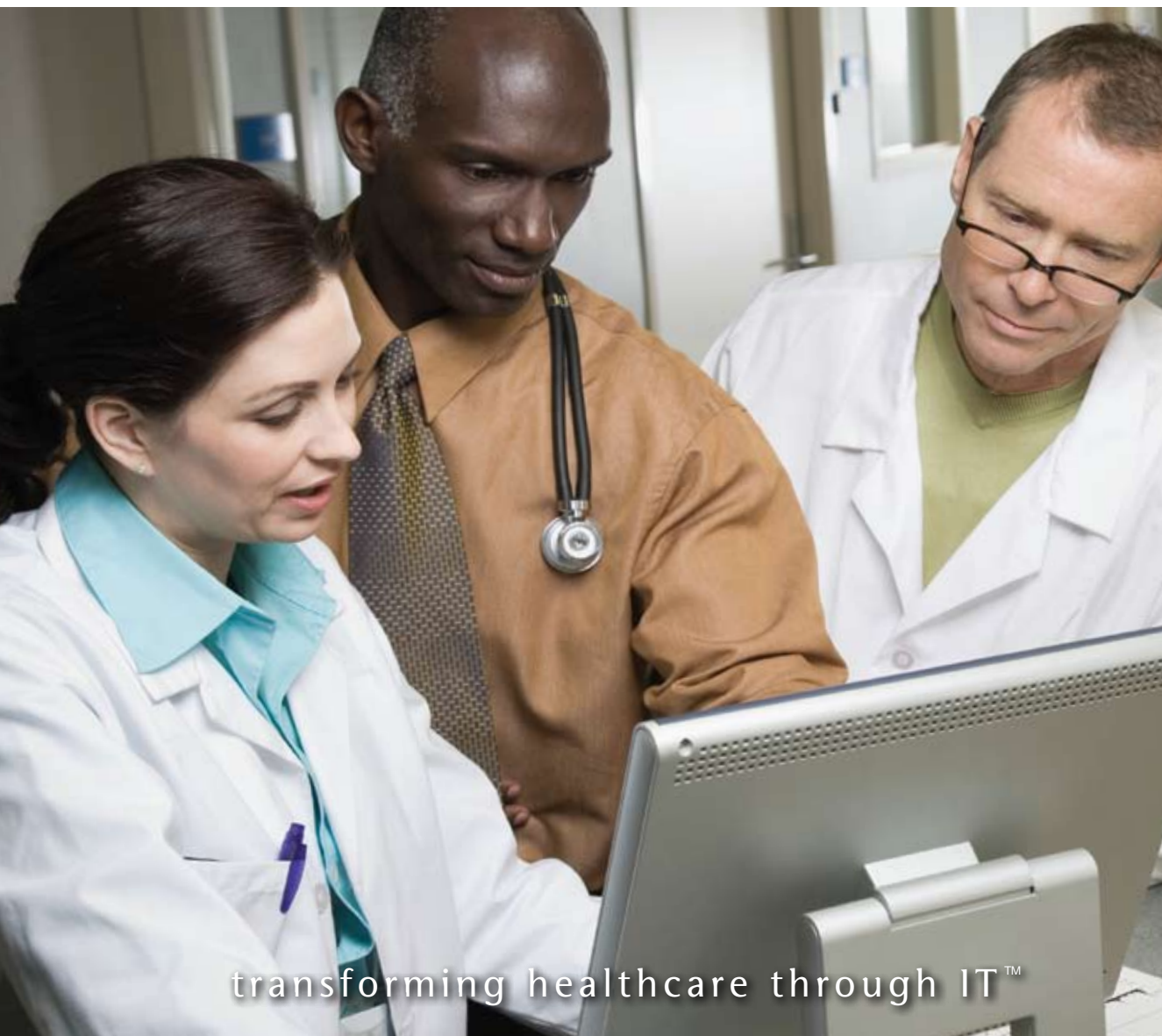
March 1-4, 2010 | Atlanta | Georgia World Congress Center

www.himssconference.org

HIMSS10
is an excellent
opportunity to earn
continuing education
credits!

himss[®]10

change is everywhere...opportunity is here



transforming healthcare through IT™

KEYNOTES



Dan Hesse
CEO, Sprint Nextel



David Blumenthal, MD, MPP
National Coordinator, ONC



Sanjay Gupta, MD
CNN Correspondent



Harry Markopolos, CFA
Fraud Investigator



Chesley B. "Sully"
Sullenberger, III
Pilot, US Airways

Change is everywhere

HIMSS10 A Positive Return on Your Investment	
HIMSS10 Valuable Benefits/Offerings	The Value
5 ARRA funding education sessions (12 total ARRA sessions offered at HIMSS10)	\$750 Value*
4 education sessions on ROI	\$600 Value*
12 education sessions on leadership and strategic planning (28 sessions offered at HIMSS10)	\$1,800 Value*
7 face-to-face meetings with vendors and their clients talking about real-world IT solutions on the exhibit floor	\$2,100 Value**
Continue to achieve upward mobility for you and your employees through important industry CE credit and certification (e.g., CPHIMS)	The professional market value for both the company and the individual is priceless.
A unique opportunity to experience a famous and visionary keynote	The knowledge and insight obtained by the speaker is priceless.
Network with other professionals at conference networking events	\$120 (food, beverage & entertainment)
Value of HIMSS10 (per person)	\$5,370
<i>This matrix was developed based on a leading industry CIO's perspective of the value of the HIMSS Annual Conference & Exhibition.</i>	

Everywhere you look in healthcare today... you come face-to-face with change.

Healthcare reform...meets the transition to electronic medical records...meets ARRA's stimulus dollars...meets strategies and solutions...**now.**

For some, it can't come too soon. For others, it comes at the perfect time. For many, it brings challenges. One thing is certain: it's knocking at your front door...**now.**

No matter where you are on this ready-or-not scale – now is the time to get fully prepared...or get left behind. That means putting best practices for IT strategies in place, learning the latest on how to quality for meaningful use and optimizing ROI. HIMSS10 is the ONLY place you can...

- **join** the critical discussions on the hottest topics
- **meet** professionals from across the spectrum of healthcare
- **learn** how others have solved issues that are facing you
- **obtain** the critical knowledge, tools and connections to help your organization succeed
- **develop** new business relationships
- **find** the decision-makers, the trendsetters, the thought leaders... *all in one place...at one time*

If you can attend only one industry conference next year, **HIMSS10** is the one offering the best return on your investment.

*Average cost for one industry educational Webinar is \$150.

**Average cost of an IT consultant is \$300 an hour.

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opportunity is here

Industry Superstars Transforming Change into Opportunity

Views from the Top

MONDAY, MARCH 1

The Joint Commission 2010 National Patient Safety Goals

Garth Graham, MD, MPH *(Invited)*
Deputy Assistant Secretary for Minority
Health, Department of Health and
Human Services



**Patricia Adamski, RN, MS,
MBA**
Director, Standards
Interpretation Group and the
Office of Quality Monitoring
The Joint Commission

TUESDAY, MARCH 2

Data Driven Quality: More Bang for Your HIT Buck



Susan DeVore
President and Chief Executive
Officer
Premier, Inc.

Clinical Groupware: Is It Disruptive Innovation or Just Disruptive?



David C. Kibbe, MD, MBA
Senior Advisor
American Academy of Family
Physicians

Finding Keepers: The New Rules for Recruiting Healthcare IT Talent



Dan DeMaio
Director of Strategy and
Business Development
Monster Worldwide

KLAS and HIMSS Analytics Speak Out: What's Real and What Isn't?



Kent L. Gale
Founder and Chairman of the
Board
KLAS



Dave Garets, FHIMSS
President and CEO, HIMSS
Analytics & Executive VP
HIMSS

WEDNESDAY, MARCH 3

Promoting Health through Better Personal Health Information Management



**Patricia Flatley Brennan, RN,
PhD**
Lillian L. Moehlman Bascom
Professor, School of Nursing and
College of Engineering
University of Wisconsin-Madison

THURSDAY, MARCH 4

Driving Total Health with Health IT and Health 2.0



Ted Eytan, MD, MS, MPH
Medical Director, Delivery Systems
Operations Improvement
The Permanente Federation, LLC



Holly Potter
Vice President, Public Relations
and National Stakeholder
Management
Kaiser Permanente

The False Claims Act

Harry Markopolos, CFA
Fraud Investigator



**Register today! Visit www.himssconference.org and
come face-to-face with opportunity.**

Change is everywhere

Continuing education credit at HIMSS10...
Earn as you learn!

More than 300 Education Sessions

Categories Include:

- Ambulatory Information Systems
- Clinical Decision Support and Business Intelligence
- Clinical Informatics
- Community Health Initiatives
- Economic Stimulus
- EHR
- Emerging Technologies
- Enabling Technologies
- Enterprise Information Systems
- Financial Information Systems
- Globalization
- Healthcare Consumerism and Personal Health Records (PHRs)
- Health Information Exchange, including RHIOs and NHIN
- Interoperability and Standards
- IT Infrastructure and Architecture
- Leadership and Strategic Planning
- Privacy and Security
- Process Improvement
- Public Health and Population Health
- Public Policy Initiatives
- Quality, Patient Safety and Risk Management
- Regulatory Compliance

Everywhere you look at HIMSS10 – timely and relevant education will be presented by the who's who of healthcare. This is the critical knowledge you must have to master healthcare changes. With more than 300 education sessions across 22 categories, you can customize a curriculum according to where you are on the change readiness scale.

Synergy Sessions

Synergy Sessions provide niche audiences a forum for themed discussions. Three back-to-back Synergy Sessions will be offered on Monday, March 1, for each of the five Communities of Profession – Federal Health, Management Engineering and Process Improvement, Nursing Informatics, Physicians and Senior Executive IT. Synergy Sessions are complimentary to registered HIMSS10 attendees.

Ambulatory Professional Practicum

On Tuesday, March 2, three consecutive, interactive educational sessions will focus on health IT adoption and use in the ambulatory community, and examine the ambulatory medical practice following the implementation of ARRA incentives. The sessions will feature practices and physicians who have experienced the value of health IT in the ambulatory setting. A private Interoperability Showcase tour will be offered to Ambulatory Professional Practicum attendees at the series conclusion. The Practicum is complimentary to registered HIMSS10 attendees.

Learn at Your Convenience with E-Sessions

These computer-based, 20-minute education modules allow you to take a break and learn strategies and tactics online from case studies, best practices and research projects.

Career Planning Workshop

HIMSS and Monster.com have partnered to deliver the HIMSS Career Planning Workshop, providing tools and resources to help displaced IT professionals, incumbent healthcare professionals, veterans and others transition into a HIT career. Based on aspects of Monster.com's "Keep America Working" Career Fair, attendees will participate in career planning, resume building and interview tips and techniques. Space is limited.

Fee: \$140

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and so is education at HIMSS10!

EDUCATION SESSIONS

MONDAY, MARCH 1

9:45 am – 1:15 pm

TUESDAY, MARCH 2

8:30 am – 10:45 am

1:00 pm – 3:15 pm

WEDNESDAY, MARCH 3

8:30 am – 10:45 am

1:00 pm – 3:15 pm

THURSDAY, MARCH 4

10:00 am – 12:15 pm

Cisco's Community for Connected Health Summit **MONDAY, MARCH 1**

The annual Community for Connected Health Summit brings together the power of healthcare innovators and Cisco experts in a single forum of unparalleled networking, education and best practice sharing. You'll be the first to hear about breakthrough solutions available today...and what's on the horizon for tomorrow. *Fee: \$110*

- ▶ Attend the Summit at no additional charge when you register for HIMSS10 at the same time!

Microsoft Health Users Group Exchange **SUNDAY, FEBRUARY 28**

This one-day event will feature new ideas, best practices, knowledge exchange, user-driven presentations and proven tactics that translate into working solutions. Advance your career by learning from experts sharing their expertise as IT pros and developers in either the Patient Experience, Operating Efficiency or Clinical Informatics tracks or joint sessions. *Fee: \$250*

- ▶ Plus, you can broaden your industry knowledge even further by attending HIMSS10. Save \$100 on the HIMSS Annual Conference & Exhibition when you register for both events at the same time!

2010 CIO Forum Presented by CHIME and HIMSS

SUNDAY, FEBRUARY 28

CIOs from across the country will explore new ideas and trends with colleagues and experts alike. You must be a CHIME member to attend.

Fee: \$295

Commercial Supporters: **3M** **Epic** **Stoltenberg consulting inc.**



Change is everywhere

Pre-Conference Workshops

SUNDAY, FEBRUARY 28

Start on Sunday, and get the most out of your conference experience – at the Pre-Conference Workshops! If you're looking for a real hands-on approach for achieving meaningful use, effective leadership, regulatory compliance and more... you've come to the right place. Be prepared to roll up your sleeves and participate in collaborative simulations and project exercises. Separate fees apply.

Workshop 200: ARRA Privacy and Security Workshop

Attendees will discuss the statutory provisions in ARRA for privacy and security and how these provisions relate to HIPAA regulations. Experts will guide consideration of the related guidance and rulemaking by HHS, compliance timelines and implications/impacts for implementing your organization's plans. **Fee: \$275**

Workshop 201: Executive Dashboards for Process Improvement

Learn how to leverage your organization's data for decision-making purposes including, but not limited to, clinical, quality, operational and financial indicators. Our workshop will simulate a multi-disciplinary approach to defining measures for use in an executive dashboard. You will be able to develop a storyboard to show how the dashboard will actually be used at your organization. **Fee: \$275**

Workshop 202: Teach It, Don't Assume It: Ensuring Project Management Effectiveness in the Healthcare Setting

In this one-day session you will learn how to teach project management concepts to a multitude of staff across the organization. Attendees will leave with a curriculum and a list of course materials that may be used within the attendee's organization (internal use only). **Fee: \$275**

Workshop 203: Introduction to Healthcare and IT Enabling Technologies: All You Wanted to Know and Were Afraid to Ask

This workshop is designed to give individuals new to the healthcare arena, or who simply want to understand it in greater depth, an understanding of the role of IT within our healthcare system. Healthcare leaders provide a unique, high-impact learning experience, making this an excellent workshop for professionals wanting to learn more. **Fee: \$275**

Workshop 204: Achieving Meaningful Use

Breakout sessions for this workshop will give you the chance to address concerns and questions by learning from experts and engaging your peers. We encourage you to come prepared with specific concerns related to ARRA implications. **Fee: \$140**

Workshop 205: The Realities and Strategies of Healthcare IT Leadership

This workshop helps attendees understand how healthcare policy and financing issues affect health IT and how best to apply management theories depending on the healthcare setting. Workshop leaders tackle hot topics relevant to HIT professionals. So we encourage you to come prepared with leadership issues you're facing today. **Fee: \$140**

Workshop 206: Interoperability: Leveraging the ONC/HITSP Roadmap for Cost-Effective Chronic Care Monitoring

Learn and discuss how to leverage the approved HITSP Remote Monitoring specifications to improve patient care. When done properly, these investments will also facilitate more reliable, safe, cost-effective, and secure interoperable health data collection, sharing and decision support for EHR, EMR, PHR, HIE and NHIN applications. **Fee: \$140**

Workshop 207: Reducing Risk in Healthcare IT Purchases: Avoiding and Resolving Disputes

Participants will learn how to reduce the risk of disputes through effective contract negotiation techniques and ongoing project management. This workshop will focus on how to avoid disputes and how to use mediation and arbitration to resolve disputes as alternatives to litigation. **Fee: \$140**

Workshop 209: Improving Processes and Achieving Quality Using Best Practices from the Davies National Awards of Excellence

With a focus on quality, two 2009 Davies National Awards of Excellence recipients will detail their journey of an EHR implementation with a focus on the quality component as related to ARRA. Workshop attendees can expect to receive hands-on instruction on the benefits realization methodology and implementing a process to capture and monitor data for quality reporting that satisfies the most recent ARRA criteria. **Fee: \$140**

300+ education sessions to earn continuing education credit.

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and so is education at HIMSS10!

Pre-Conference Symposia

SUNDAY, FEBRUARY 28

Deep dive into your industry's most crucial topics with leaders and colleagues. The symposia feature an industry-focused curriculum bringing the latest topics, leaders and colleagues together in: Clinical Engineering and IT, Financial Systems, HIE, Nursing Informatics, Payer, Pharmacy IT, Physicians' IT, Supply Chain and the all-new Personal Health Records.

Clinical Engineering and IT Symposium: Collaboration in a Time of Change

The environment of change is upon clinical engineers. Those taking proactive steps to understand the new rules and incentives, and to prepare for their impact, will be best positioned for the future. Clinical engineering and IT must design a seamless service and technology support system. This symposium will examine the changes that drive the system; the necessary elements of structure, resources and management; and take a deep dive into the high impact area of telehealth. **Fee: \$275**

Financial Systems Symposium: Follow the Money in 2010 – Understanding the Pressures and Impacts on Financial Systems

Healthcare reform is one of the current administration's top priorities, and a key component is financial administrative implication. This symposium explores this rapidly changing field of electronic financial administration and healthcare e-commerce. Take part in discussions focused on real time administrative processing, emerging partnerships between banks and providers and preparation of ICD-10. Get an update from CMS on its perspective on today's financial and administration activity. **Fee: \$140**

HIE Symposium: Meaningful HIE

There are more health information exchanges and health information organizations than ever before, but only a handful are well-positioned for exchanging health information that enables meaningful use. This symposium will face challenges, share success stories and equip participants with needed tools. Get an update from the Office of the National Coordinator on interoperability and the HIT Regional Extension Center program, as well as the latest on what's real in HIE. **Fee: \$275**

Nursing Informatics Symposium: Realizing the Promise of Health IT for Nursing

Be part of this dynamic symposium where you can participate in general sessions as well as educational tracks and join in the conversation on how to position yourself for implementation success and demonstrating the value of health IT in the nursing world. **Fee: \$275**

Payer Symposium: Collaboration in an Era of Health Reform

Ideal for all providers, payers and consumers, this symposium brings a

collaborative message from the payer community as it addresses healthcare finance and reimbursement, patient engagement, transparency in the patient/provider relationship and the future of healthcare reform. **Fee: \$275**

Personal Health Records Symposium: Are You Ready for Personal Health Records?

New this year, the Personal Health Record symposium focuses on lessons learned and successes in the adoption and use of a variety of PHR models. We will explore standards and policy topics related to PHR adoption and use. Attendees will have the opportunity to participate in a facilitated discussion on the future of PHRs with a panel of future healthcare leaders. **Fee: \$140**

Pharmacy IT Symposium: The Road to Implementation: At a Crossroads of Decisions, Integration and Patients

This symposium is for any pharmacy professional looking to maximize and develop the role as a key IT stakeholder. With the proliferation of electronic health record systems in healthcare, pharmacy professionals need the skills and know-how to lead change in their profession now more than ever. This symposium will address a spectrum of patient-centered approaches, from current regulation, research, emerging disciplines and health systems' practical approaches to improving the quality of care. **Fee: \$275**

Physicians' IT Symposium: What it Means to Be a Meaningful User

From the large organization to the small physician practice, this is a critical time for physicians to learn about health information technology. This highly acclaimed symposium will examine planning, implementation, workflow, vendor guidance and legal aspects of the EMR. Interactive, peer-based discussions will tackle meaningful use criteria. **Fee: \$275**

Supply Chain Symposium: Supply Chain without Walls: Actionable Strategies for Evolving Healthcare Informatics and Technology

This event has been structured to provide information on evolving trends that will impact a hospital's information system requirements to support supply chain activities, ensuring the organization's ability to deliver quality patient care and financial performance. **Fee: \$275**

The technology of change on

Take Home Practical Solutions from the Exhibition

Exhibit Hours

New Exhibition Hours!

Monday, March 1

12:30 pm – 5:30 pm

Tuesday, March 2

10:00 am – 1:00 pm

2:30 pm – 5:30 pm

Wednesday, March 3

10:00 am – 1:00 pm

2:30 pm – 5:30 pm

Looking to upgrade? Want help in implementation? Need to see what's market ready for your can't-wait challenges?

Then look no further than the exhibit floor at HIMSS10—where real innovation meets real-world applications. The HIMSS10 Exhibition is the “go-to” place for practical solutions, cutting-edge technology and industry insight. Everything's tracking for the exhibit floor to be bigger and better than ever!

- Explore more than **900+ exhibits** representing 30 product categories.
- Be the first to see **200+ companies** launch or display new products and services.
- Visit the **Interoperability Showcase** where the latest technology takes on real-world scenarios.
- Take home **“solutions to go” at the Pavilion Product Sessions**—featuring case study success stories presented by your peers.
- Experience **hands-on demonstrations** and talk live with vendors—asking them your toughest questions.

gets practical... the HIMSS10 exhibit floor

Exhibit

900 Booths Demonstrating Best-in-Class Solutions

You don't want to miss the 900 healthcare IT companies that will be represented on the HIMSS10 show floor this year. Where else can you go and find all of the new healthcare IT product launches, live demonstrations, case study presentations on products and services by the clients, network with your peers and learn about new companies? Attendees may schedule one-on-one appointments with exhibiting companies or just walk into the booth for a live demonstration.

Online Buyer's Guide

<http://onlinebuyersguide.himss.org>

For the most up-to-date exhibitor listing, please visit our dynamic Web tool to help you plan your time on the exhibition floor. Identify exhibitors whose products and services you would like to learn more about. Exhibitors are searchable by company name, descriptive keywords and product/service category. Use the Online Buyer's Guide to also learn which companies will be launching new products or services, or those providing a case-study product presentation in the Pavilion Product Theatre, as well as those that are exhibiting at HIMSS for the first time.

New Product Launches

As the healthcare IT industry continues its forward movement as an increasingly critical component of healthcare, exhibitors are continually conducting research and development to bring the most up-to-date products and services to conference attendees. See which companies will be bringing new technology to HIMSS10 this year, by visiting the Online Buyer's Guide prior to the conference. There will also be a Pavilion Product Theatre on the show floor that will be dedicated to all new technology.

First-Time HIMSS Exhibitors

Each year approximately 200 companies exhibit at HIMSS for the first-time, bringing new ideas, new solutions and new products to the healthcare IT industry. Don't miss these innovative companies that could make a difference in your organization. Visit the Online Buyer's Guide for a complete list of HIMSS first-time exhibitors.

Create and manage your own virtual health record...Interoperability Showcase

The Interoperability Showcase—with more than 60 participating companies—will be a highlight of the conference. It will illustrate an interactive environment that demonstrates standards-based connectivity.

Investment

HIMSS10... Strong ROI

Do you need to demonstrate a strong ROI for your attendance at the HIMSS10 conference and exhibition?

ROI ANALYSIS

Member Early Bird Registration Rate: <i>(Includes full access to all 300+ education sessions, the exhibition hall and networking events)</i>	\$640
Average Costs of Travel Expenses <i>(hotel & airfare):</i>	\$1,100
Total Average Cost for HIMSS10 <i>(per person):</i>	\$1,740
Value of HIMSS10 <i>(per person):</i>	\$5,370
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ROI for HIMSS10 <i>(per person):</i>	\$3,630

No problem! Visit www.himssconference.org/ROI to obtain a ROI calculation and tools to help you obtain financial support from your company for HIMSS10.

Health IT Venture Fair

SUNDAY, FEBRUARY 28

Emerging companies looking for new sources of funding and investment firms in search of tomorrow's breakthrough opportunities will come together at the HIMSS10 Health IT Venture Fair. If your company is seeking funding, please contact Deborah Caruso at dcaruso@himss.org or 312-915-9505 for more information and a Venture Fair presenter application. *Fee: \$275*

Take the CPHIMS Exam via laptop and receive immediate results!

TUESDAY, MARCH 2 & WEDNESDAY, MARCH 3

Register through HIMSS by February 12, 2010

REVIEW COURSE Member rate: \$300

EXAM Member rate: \$300 (Non-Member rate: \$375)

CPHIMS Canadian Supplement (CA) \$75



Register today at
www.himssconference.org

Registration Information

	Early Bird before Dec 15	Standard Dec 15 – Feb 1	On-Site After Feb 1
HIMSS Member Rate	\$640	\$740	\$1,045
Non-Member Rate	\$895	\$995	\$1,095
Student Rate	\$120	\$120	\$120
Wednesday Exhibit Hall Only Pass*	\$295	\$295	\$395
Single Day Registration**	\$425	\$425	\$550
Government Rate	\$640	\$640	\$640

* Wednesday Exhibit Hall Only Pass — includes admittance to exhibit hall on Wednesday and tote bag materials (while supplies last)

** Monday, Tuesday or Wednesday registrations provide access to the exhibit hall and education sessions. Thursday registration grants access to the education sessions only.

Conference Hotel and Travel

Book early for the best selection! Call Ambassadors (HIMSS official housing company) at (877) 517-3038 for the most up-to-date hotel availability or book online at www.himssconference.org/travel. Take advantage of the cost saving deals HIMSS Travel Service has made available to book your air travel and car rental.



Postgraduate Institute
for Medicine

Earn Continuing Education Credits at HIMSS10

HIMSS10 offers an excellent opportunity for physicians, nurses, pharmacists and project managers to earn contact hours toward credential and certification renewal.

HIMSS10 is jointly sponsored by Postgraduate Institute for Medicine and HIMSS for continuing education credit. This conference is sponsored by educational grants from multiple commercial supporters. Visit www.himssconference.org for a complete list of commercial supporters.

Corporate Supporters as of October 30, 2009



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**NEW YEAR!
 THIS YEAR!**
 HIMSS is going paperless with continuing education! Attendees seeking CME, CNE or ASPE continuing education to apply the opportunity to apply online during the conference.

HIMSS¹⁰

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Connect with HIMSS

Get updates on HIMSS10 and expand your network by connecting to HIMSS on these social media sites:

