

Welcome

Vision

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

Mission

Reform the global health ecosystem through the power of information and technology.



Thank You



Logistics

- Agenda and meeting materials
 - clra.himsschapter.org/event/chapter-leader-exchange-4 (right column on homepage)
 - Need access? Email chapters@himss.org
- Wi-Fi
 - **Network: JWMarriott_Conference**
 - **Password: HIMSS2024**
- Questions – audience mics
- Meals – Exhibit Hall B today, Hall A tomorrow
- Restrooms
- Video recordings and interviews



HIMSS Staff

- We are here to help!
- Questions? Come by the staff table
- Dedicated room for discussions

Congratulations to our 2023 Chapters!



Alabama
British Columbia
Central & North Florida
Central & Southern Ohio
Central Texas
Greater Illinois
Houston
Indiana



Kansas
Kentucky Bluegrass
Maryland
Midwest Gateway
Nevada
Northern Ohio
Virginia
Washington



Iowa
Louisiana
North Carolina
Wisconsin

Eastern Canada
Georgia
Michigan
National Capital Area
New England
South Carolina
South Florida

2024 Submissions

- **Submission open August 1, 2024 to November 1, 2024**
- Deliverables based on July 1, 2023 to June 30, 2024 term
 - Bronze is automatically awarded to eligible chapters
 - Submission required for Silver and Gold

Chapter Recognition for 2023-
2024



Rewards & Recognition Timeline



Bronze

All operational minimum requirements met.

Silver

Meets Bronze plus:
The chapter implements best practices for **Member Engagement** and **Board Management** that provide a positive member experience.

Gold

Meets Silver & Bronze plus:
The chapter makes a **Local Impact** and has **Positive Outcomes** that provides members and the community with a meaningful experience.

2024-2025 Recognition Requirements
Utilize checklist to ensure all requirements are met.

2024-2025 Recognition Requirements

Bronze	Silver	Gold
<ul style="list-style-type: none"> <input type="checkbox"/> 10 education hours <input type="checkbox"/> 4 communications <input type="checkbox"/> 4 board meetings <input type="checkbox"/> On time Accountability Reporting submission <input type="checkbox"/> Chapter webinar attendance 	<ul style="list-style-type: none"> <input type="checkbox"/> Up to date website <input type="checkbox"/> Offer events & education <input type="checkbox"/> Utilize marketing toolkits <input type="checkbox"/> Engage via email & social media <input type="checkbox"/> Engage in recruitment & retention efforts <input type="checkbox"/> Onboard new members <input type="checkbox"/> Board orientation & transition program <input type="checkbox"/> Financial management <input type="checkbox"/> Committee structure <input type="checkbox"/> Other member engagement opportunities 	<ul style="list-style-type: none"> <input type="checkbox"/> Local impact <input type="checkbox"/> Innovative programs & processes <input type="checkbox"/> Event at Global Conference <input type="checkbox"/> Succession planning <input type="checkbox"/> Positive volunteer experience <input type="checkbox"/> Meet membership goals <input type="checkbox"/> OA Ambassadors <input type="checkbox"/> Other positive outcomes

Rewards & Recognition



Bronze

- **Global Conference**
 - Bronze badge ribbon
 - Inclusion in opening reception/keynote slides
 - Invitation to opening reception VIP area
 - Recognition at Chapter Leader Lunch
- **Virtual**
 - Recognition announcement in newsletter, CLRA, webinars, social media
 - Provided with Bronze seal



Silver

- **Global Conference**
 - Silver badge ribbons
 - Inclusion in opening reception/keynote slides
 - Invitation to opening reception VIP area
 - Recognition at Chapter Leader Lunch
- **Virtual**
 - Recognition announcement in newsletter, CLRA, webinars, social media
 - Provided with Silver seal
 - Invited to present on Chapter Spotlight Series webinar



Gold

- **Global Conference**
 - Gold badge ribbons
 - Inclusion in opening reception/keynote slides
 - Invitation to opening reception VIP area
 - Recognition at Chapter Leader Lunch
 - Invited to present at Chapter Leader Lunch
- **Virtual**
 - Recognition announcement in newsletter, CLRA, webinars, social media
 - Provided with Gold seal
 - Invited to present on Chapter Spotlight Series webinar

Chapter Leader Exchange

Fireside Chat



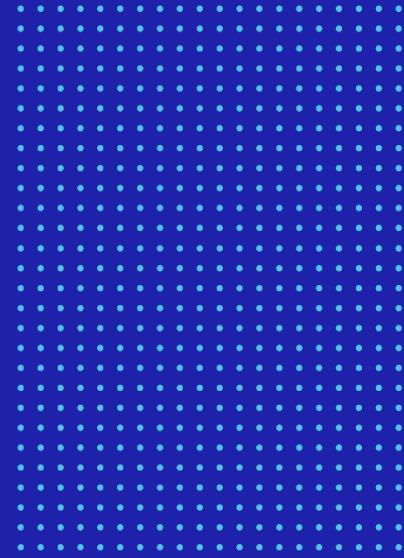
Hal Wolf

President & CEO, HIMSS



Howard Rosen

Chair, Chapters Task Force



The Breadth and Depth of HIMSS



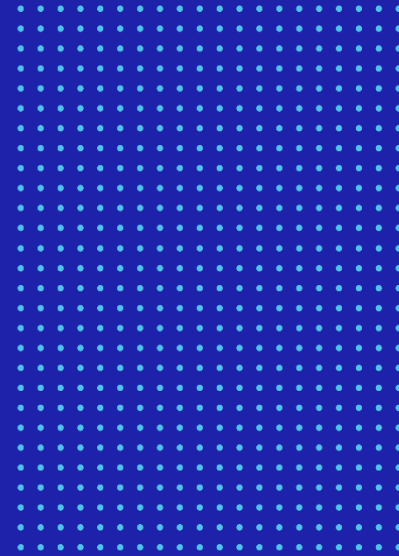
Reid Oakes

Chief Products Officer, HIMSS

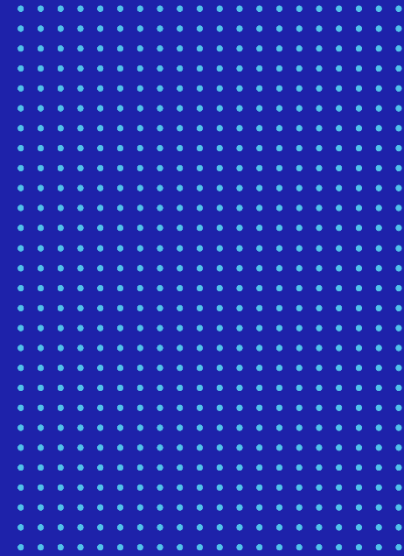


Jim Burnett

Vice President, Engagement Strategies



HIMSS Product Portfolio



Community Engagement

COMING TOGETHER TO SERVE THE GREATER GOOD

Dedicated
professionals
serving
healthcare IT



125,000+

Individual Members



500+

Non-Profit Partners



550+

Corporate Members



430+

Organizational Affiliates

HIMSS Product Constellation

Over 60 years
supporting members
in global healthcare
information and
technology



Primary Product Objectives

Focus on people, process, and technology

1

Workforce Development

How do we cultivate and prepare tomorrow's workforce?

3

Industry Expertise

How can we enhance our knowledge to streamline operations and improve efficiency?

2

Digital Health Acceleration

How can we lower costs, boost efficiency, and enhance patient outcomes?

4

Public Advocacy and Social Impact

How do we proactively address global regulatory and social impact priorities?



Engage Today's Professionals

Create the Workforce of the Future

1

Advance Professional Skills

Provide certifications, micro-credentialing, webinars, case studies, post-event content and research.

2

Collaborate and Network

Connect with peers through global events, 56 regional chapters and 25+ topic-driven communities.

3

Leverage Thought Leadership

Discover valuable resources and innovative strategies to enhance your organization's digital health maturity.

4

Access Recruiting and Retention

Leverage Career Services resources and recruiting tools to attract new staff and support existing resources.



Accelerate Digital Health

Reduce Costs. Increase Efficiencies. Improve Outcomes.

1

Transform Health, Digitally

Develop a roadmap to digital transformation by leveraging HIMSS Maturity Models.

2

Engage in Collaborative Consulting

Use experienced guides to ensure maximum return on your digital maturity investments.

3

Compare Data and Insights

Compare your progress against peer-reviewed research and data to mitigate risks and drive innovation.

4

Drive Continuous Improvement

Gain digital health maturity insights and learn the steps you need to advance on your journey.



Enhance Your Industry Expertise

Grow Knowledge. Optimize Operations.

1

Network for Best Practices

Connect with healthcare IT experts at global, regional, and local conferences.

2

Advance and Innovate

Access thousands of hours of CPE-accredited conference content 24/7 through an online portal.

3

Make Data-Driven Decisions

Leverage HIMSS Insights and the Office of Scientific Research to understand best practices tailored to your specific areas of opportunity.

4

Collaborate for Innovation

Access and contribute to thousands of case studies, articles, research, and collections designed to optimize your organization's performance.



Advocacy and Social Impact

Stay Ahead of Global Priorities

1

Make Your Voice Heard

Engage in hundreds of global regulatory policy decisions spanning AI, privacy, cybersecurity, telehealth, and more.

2

Anticipate the Future

Stay informed about regulatory and compliance changes to minimize risk for your organization.

3

Promote Health Equity

Drive positive change by actively participating in and promoting health equity initiatives.

4

Elevate the Dialogue

Join dedicated work groups and task forces focused on advancing critical issues such as Cybersecurity, AI, Privacy, and Informatics.

HIMSS by the Numbers: Global Impact and Advancement

Workforce Development



42,000+
Volunteers



110,000+
Virtual Learners



75,000+
Event Attendees



600,000
Hours of Online Learning

Digital Health Acceleration



830,000,000+
Patients Using HIMSS
Analytics



175+
Engaged Congressional
Offices



500+
HIMSS
Non-Profit Partners



700+
Global Government
Conference Attendees

HIMSS Membership Program Evolution



Membership Development Timeline

Strategy Development Overview



May – December 2023

- Onsite membership evolution meetings held
- Membership surveys and analysis completed
- Member focus groups held and data collected
- All member input synthesized into Benefit Themes
- Current and Future States of membership defined

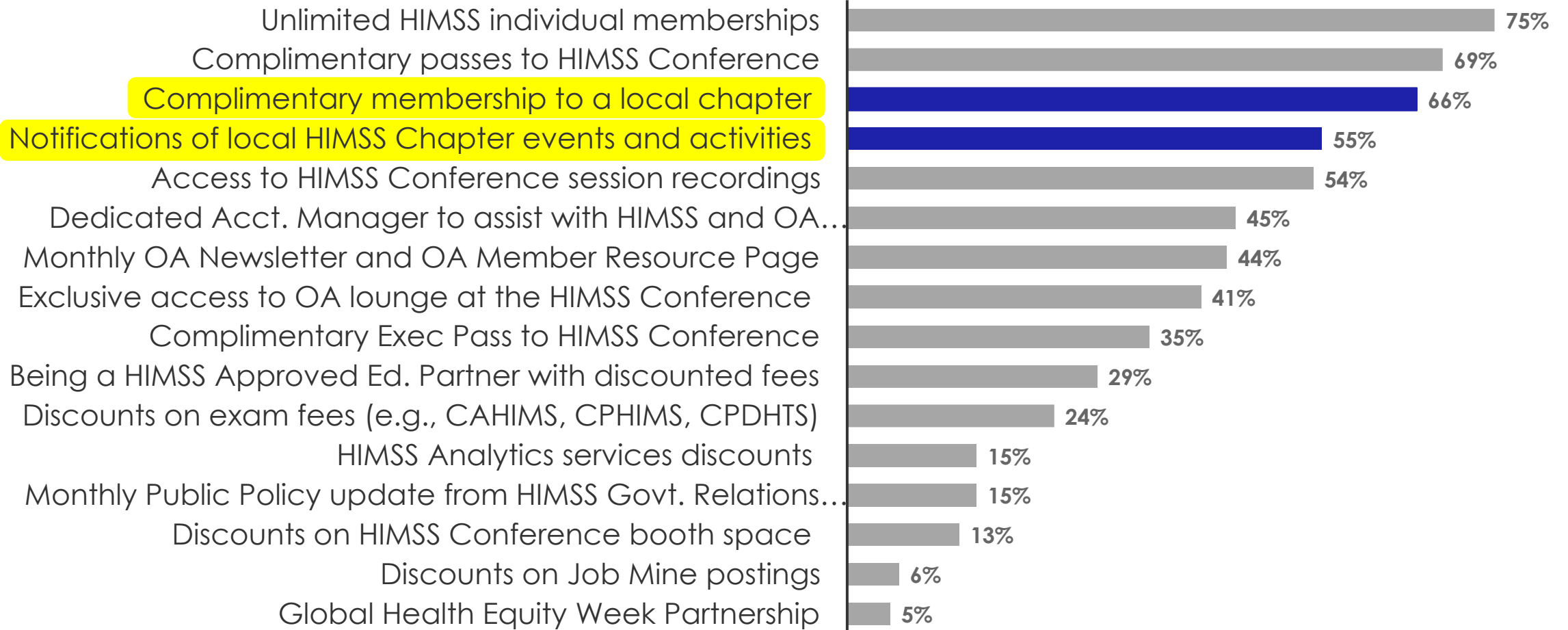
January – August 2024

- Member Value Working Group deployed
- All member benefits consolidated and analyzed
- Draft strategies created and socialized internally and externally
- Collaborative input integrated into revised membership strategies

September 2024 →

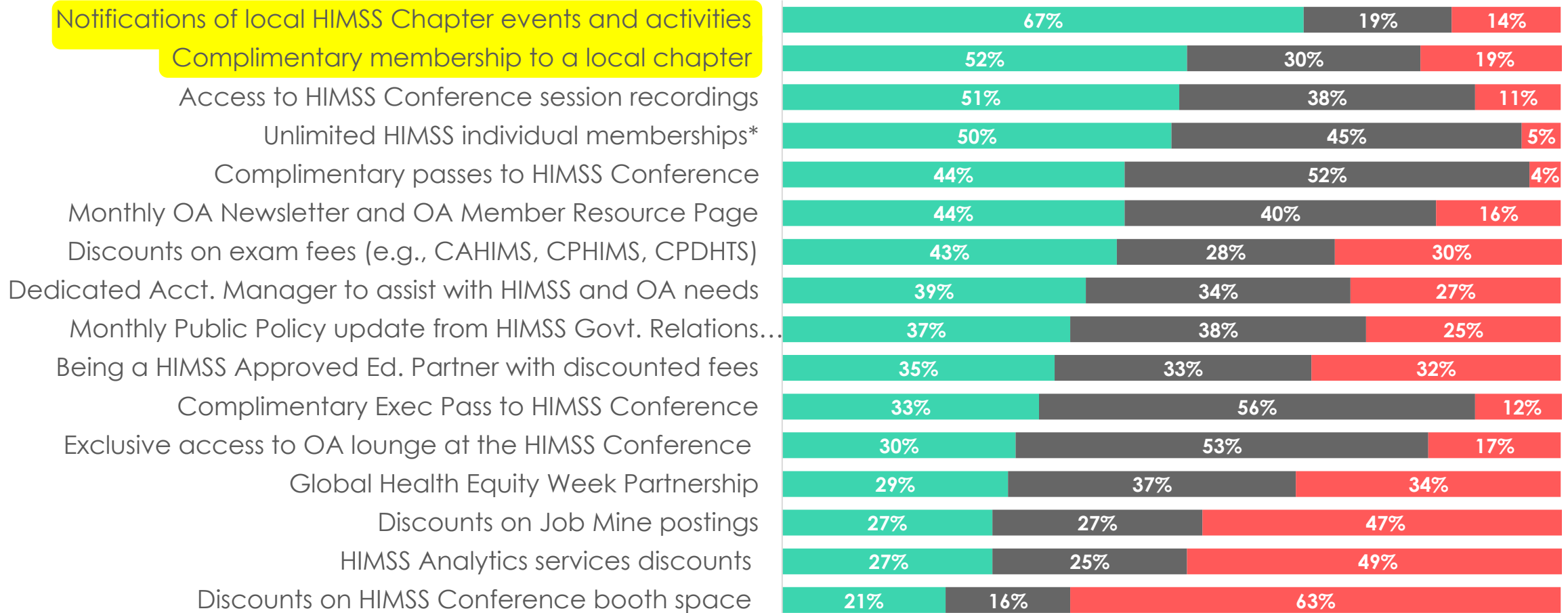
- Launch 2025 Membership Packages
- Develop new recruiting programs for non-members
- Content gating and new personalization workflows optimized
- APAC member strategy development & launch (Q3 '25)
- EMEA member strategy development & launch (late '25 / early '26)

Key Insight: Member Benefit Usage



Key Insight: Member Benefit Interests

■ We would like to learn more about this benefit ■ I/my organization was not aware of this benefit ■ We do not have a need for this benefit



HIMSS Membership Value Drivers

HIMSS WILL TAKE A “MEMBERS FIRST” APPROACH TO EVERYTHING, EVERY TIME.

- Optimize internal tools and processes for existing benefit delivery
- Develop new programs and enhance existing solutions to drive member engagement across the portfolio
- Increase networking and collaboration opportunities for all member types



Member Experience

What: Improve member experience through web properties, personalization efforts, and world-class member service
Audience: All member types



Benefit Expansion & Delivery

What: Increase exposure of existing benefits and expand product offerings for all members
Audience: All member types



Community Engagement

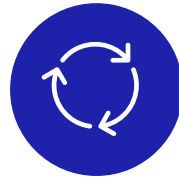
What: Drive member participation through new community development and networking/matchmaking and ensure members can be impactful on the future of healthcare
Audience: All member types

Membership 3-Year Strategic Roadmap



2025 Year

- Improved Member Packages
- Expanded Chapter Exposure
- New HIMSS.org Web Properties
- Enhanced Member Reporting
- Matchmaking & Mentorship Programs
- Redefined Executive Network
- HIMSS Rewards Programs
- Non-Profit Partner Program Collaborations
- OA and Corporate Ambassador Programs



2026 Year

- Iterate:
 - Matchmaking & Mentorship
 - Expanded Rewards Programs
 - Chapter Engagement
- Career Services Expansion
- Analytics Product Development
- Deeper Engagement with APAC & EMEA Communities
 - Strategic Membership Development
- Corporate Buyers Guide
- Expand Executive Network Activities



2027 Year

- Automate Mentorship & Matchmaking Programs
- Community Networking Online Environment Development
- Individual Member Dues Optimization
- Expanded Community Development

2025 Individual Membership Enhancements



Member Experience

Member Experience and Benefit Discovery

- Improve/advance HIMSS.org web ecosystem
- Enhanced member engagement reporting
- Personalization & persona content delivery
- Member journey mapping and “jobs to be done”
- Student Continuation Program*



Benefit Expansion

New Product Development Inclusions

- Member-Restricted HIMSS Resource Center Access
- Access to Select Global Conference non-CEU Content (e.g., Keynotes, Forums)
- Access to the Global Proposal Submission Portal
- Revamped Career Services Portfolio



Community Engagement

Develop Richer Collaboration across all Member Tiers

- Centralized Volunteer Opportunity Program
- Chapter Engagement Opportunities*
- HIMSS Member Mentorship Program Access
- HIMSS Champions Rewards Program*

2025 OA Membership Enhancements



Member Experience

Improved Member Experience and Benefit Discovery

- Enhanced Organizational Engagement Reporting
- New OA Onboarding & Benefit Navigation Tools
- Personalization & persona content delivery
- OA Ambassador Program



Benefit Expansion

New Product Development Inclusions

- Maturity Model Assessment Inclusion
- Consultation with HIMSS SMEs
- Complimentary Access to GC Session Recordings
- Branding Development with HIMSS Media
- Leadership Exposure
- Buyers' Guide Development
- AOA Faculty Membership Inclusions



Community Engagement

Develop Richer Collaboration across all Member Categories and Tiers

- Participation in Government Relations Activities
- Workforce Development Programs
- HIMSS OA Loyalty Program*
- Strategic Partner Collaborations
- Chapter Engagement Opportunities*
- HIMSS Member Matchmaking Program Access

2025 Corporate Membership Enhancements



Member Experience

Improved Member Experience and Benefit Discovery

- Corporate Buyers Guide
- Enhanced Organizational Engagement Reporting
- New Corporate Onboarding & Benefit Navigation Tools
- Corporate Ambassador Program*



Benefit Expansion

New Product Development Inclusions

- Inclusion Option of EHRA Membership at Purchase
- Branding and Amplification Opportunities
- Nominate Executives for HIMSS Speakers Bureau

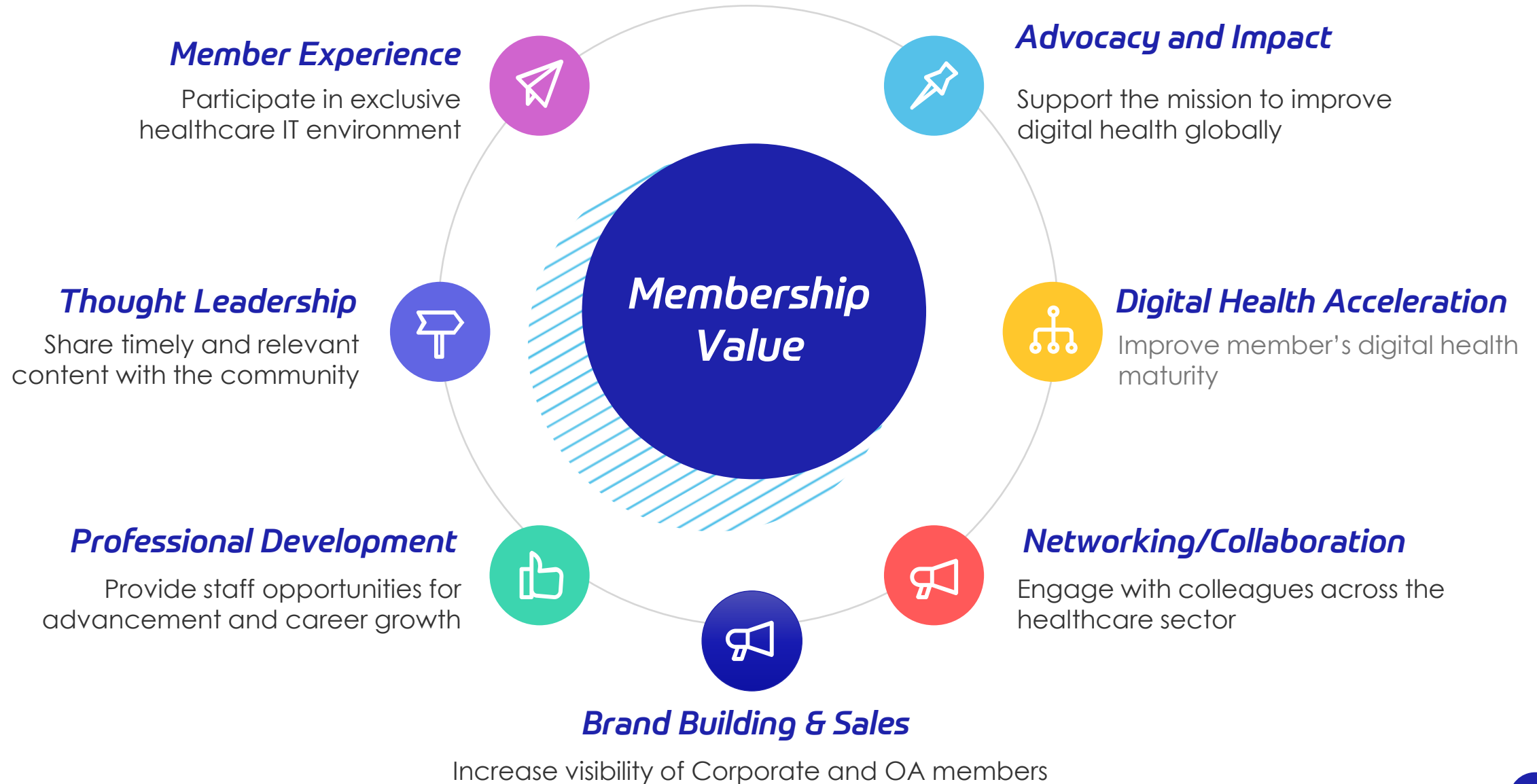


Community Engagement

Develop Richer Collaboration across all Member Categories and Tiers

- Corporate - Chapter Engagement Opportunities
- HIMSS Corporate Loyalty Program*
- Redesigned Career Services Portfolio
- Engagement Opportunities in Executive Network
- HIMSS Member Matchmaking Program Access

Why HIMSS?



Networking Break

Return at 2:45pm

Chapter Governance Updates



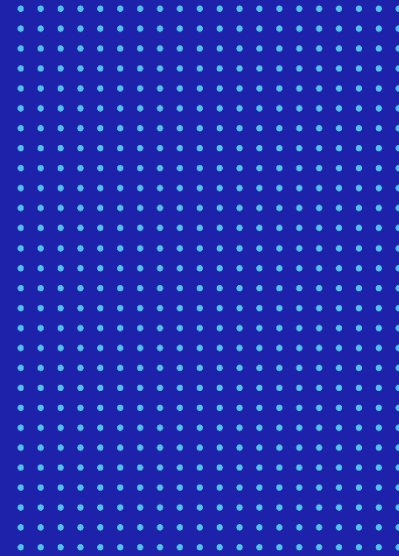
Elizabeth Jasper

Chief Legal & Information Officer, HIMSS



Howard Rosen

Chair, Chapters Task Force



Technical Updates



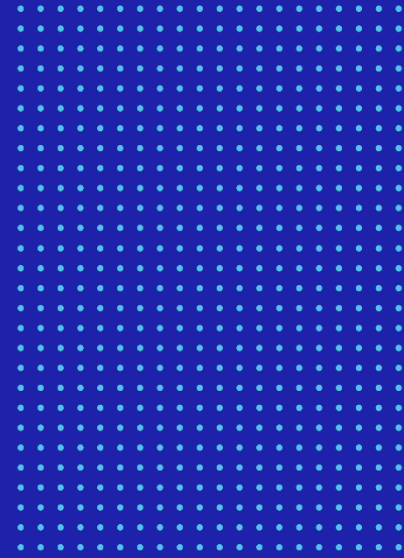
Joseph Wiener

*Senior Director,
Strategic Business Engagement, HIMSS*



Abdallah Yusuf

*Senior Director,
Systems Infrastructure, HIMSS*



Members First | Engagement Best Practices

Nick Kagal

*Dallas Fort-Worth
Moderator*

Chad Cothorn

Louisiana

Elsie Gori

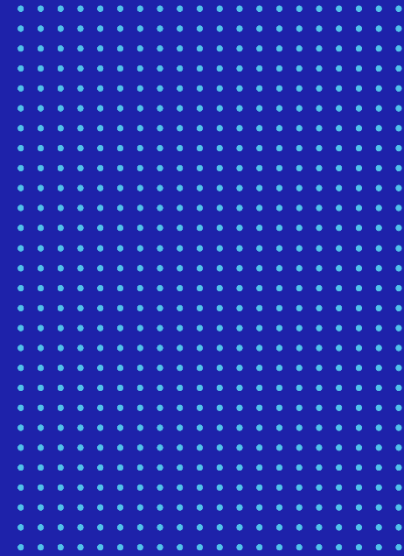
Central Texas

Kathryn Whitmore

Maryland

Treena Hoffman

Wisconsin



Engaging Your Local OAs



Kathy Shaw

Director, Provider Relations, HIMSS

Organizational Affiliate (OA) Overview

Members:

- Hospitals, health systems, other organizations that provide care
- Government agencies
- Health plans and payers
- Colleges and universities

Program benefits:

unlimited individual memberships, workforce development, digital health acceleration, networking, collaboration, advocacy, and more.

“An OA membership affords my organization the most efficient access to HIMSS resources by providing full membership to me and my entire technology staff. I highly recommend the OA membership to any healthcare organization hoping to improve the value of its technology investments.”



How OAs Can Benefit Your Chapter

- increase **membership** in your chapter
- increase **attendance** at your events
- bring more **provider members** to your chapter
- provide **volunteers, speakers, and chapter leaders**
- bring **more sponsors** to your events



OA Members Love Their Chapters!

- “I love my HIMSS membership because it connected me to two great local state chapters. Greater Illinois Chicago and Indiana HIMSS to be specific.
- I’ve learned so much but additionally, I’ve made new friends amongst like-minded fellow industry fellows. They have enriched my work life and contributed greatly to my work-life balance later in my life. “

“HIMSS and SFLHIMSS have helped me achieve personal and professional goals that I never thought I could.

I’m especially grateful for the OA program providing me with an avenue to be part of these fantastic communities at a reasonable amount for a full-time student. “

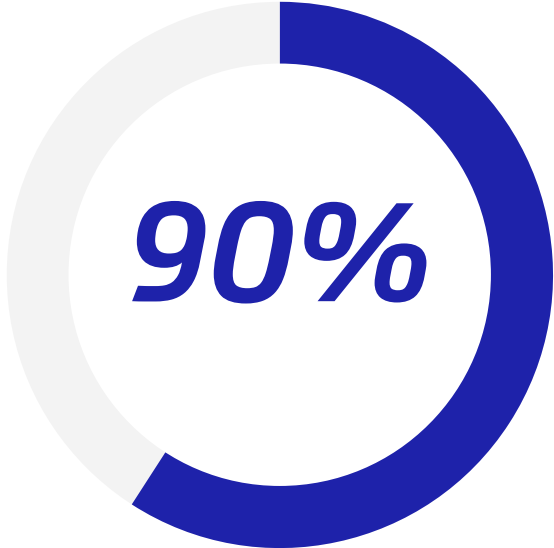
Organizational Affiliates by the Numbers



Number of OAs



Number of members from OAs



OA renewal rate



New Organizational Affiliates by the Numbers

Number of new OAs in 2024: 43

- These clients are in **27 different chapters**
- These clients joined at all levels: 8 academic, 21 Associate, 10 Pioneer, 2 Principal, 2 Executive
- “I look forward to getting involved in HIMSS and engaging my staff and others so they can acquire
- new knowledge, a wonderful network of colleagues in the industry and a chance to continue their
- healthcare related professions to a higher level!”



New Organizational Affiliates by the Numbers

Why are we seeing **an increase** in OAs?

- **New team** selling OA memberships
- **New approach** to sharing the value of OA membership
- **Marketing campaigns**
- **Chapters** sharing more leads

OA sales process and chapter opportunities



OA Team Responsibilities

- New client sales
- New client onboarding (including a chapter leader introduction email)
- Primary Contact (PC) management and relationship building
- OA program benefits value messaging and fulfillment
- OA renewals (including individual member renewals)
- Invoicing for new and renewing clients
- OA newsletter
- Global Health Conference registration
- Customer engagement with all OA clients, PCs, and individual members from OAs



OA Member Survey

Earlier this year, we surveyed the OA members on **chapter engagement** preferences



OA Chapter Ambassador Program

Launching later this month!



How they want to engage

OA members shared their preferred activities and communication methods



Why they do and don't participate

OA members have myriad reasons for participating in chapter activities or serving as volunteers, and a variety of reasons that they can't



Easy OA Engagement Ideas

- **Spread the word!**
 - Share the OA member sign-up link (www.himss.org/oa-signup)
 - Share the OA and Academic OA flyers and fact sheets with providers and colleges in your chapter area
- **Reach out to OA contacts** before or during the renewal cycle
- **Welcome new OA clients** when they join, and encourage them to learn more about your chapter activities
- **Celebrate OAs** at your events and in your newsletter
- **Build relationships** with OAs: invite them to your chapter activities, ask them to volunteer, hold a brown bag lunch at the OA site
- **Contact the OA team** for ideas and assistance with OA (or potential OA) clients in your chapter area



Chapter Success Stories

Chapter engagement increases the value of the OA program and will be a positive factor in the OA renewal decision.

How has your chapter successfully engaged OAs?



Networking Reception

5:00 – 6:00 pm | Exhibit Hall B



Dinner and evening activities on your own.



We recommend utilizing this time to connect with fellow chapter leaders.

The Power of Advocacy!

*Tom Leary, CAE, FHIMSS
SVP & Head of GR*





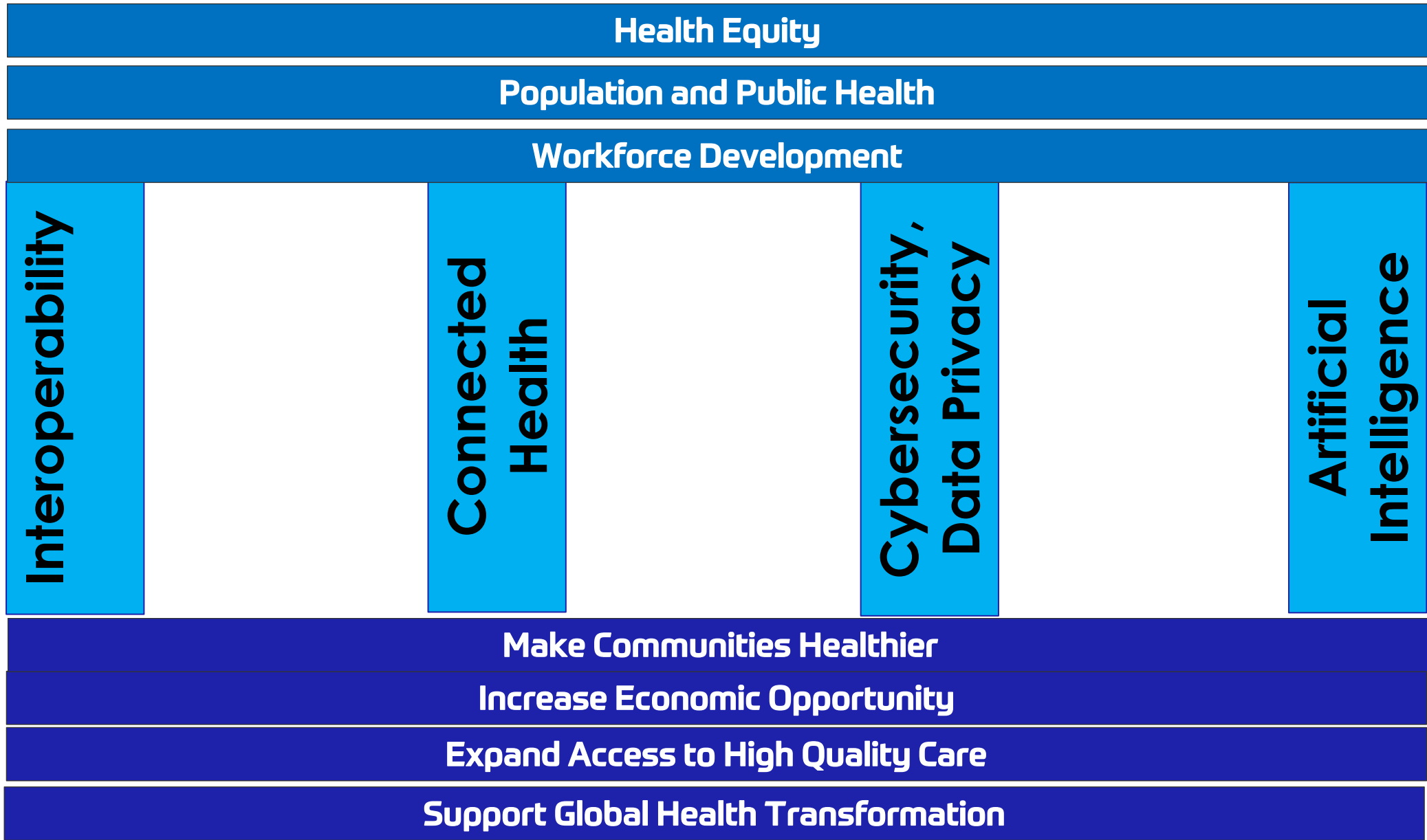
Vision

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

Mission

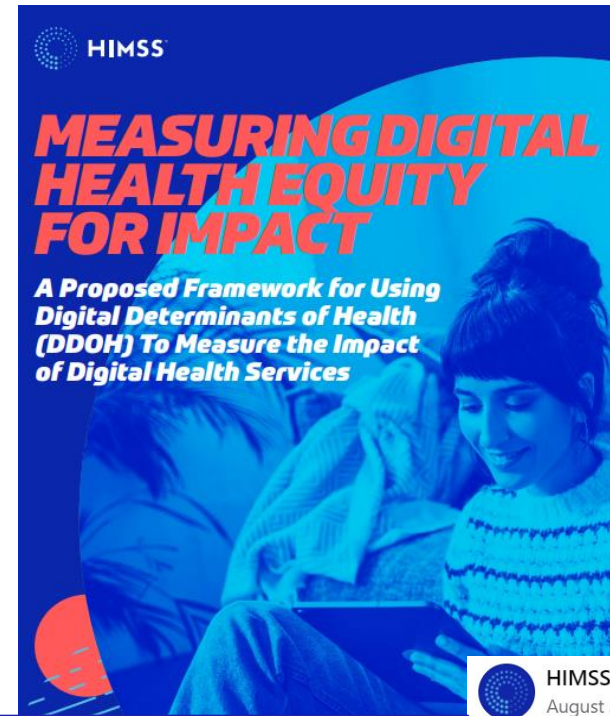
Reform the global health ecosystem through the power of information and technology.





Advocacy: Grassroots to Grass Tops

- The Content MegaTeam
- Why Advocate?
- Partnership with Chapters
- Election 2024
- Taking Action



 **HIMSS™** | HIMSS AI/ML Policy Principles

Policy Principles: Artificial Intelligence and Machine Learning

Preamble

To accelerate digital health transformation, we must foster seamless, secure, ubiquitous, and systemwide data access and interoperable health information exchange. Interoperable data exchange ensures the right people have the right access to the right health information in a usable format at the right time to deliver optimal care. Health information and technology serve as the catalyst for transforming the health ecosystem, modernizing care delivery, driving health innovation, and enabling health research.

Artificial intelligence and machine learning (AI/ML) drives numerous applications that can improve patient care, improve early detection of disease and enhance point of care and administrative efficiency. AI/ML tools are critical resources to driving innovation and digital transformation.

Policies should promote and accelerate the responsible governance and deployment of AI demonstrated to benefit stakeholders in the health and human services sector and ensure that AI is continually monitored and revalidated following deployment in the field.

 **HIMSS**
August 21 at 2:00 PM · 🌐

"Only recently have IT companies begun marketing cybersecurity products to mid-size and small hospitals." -Lee Kim

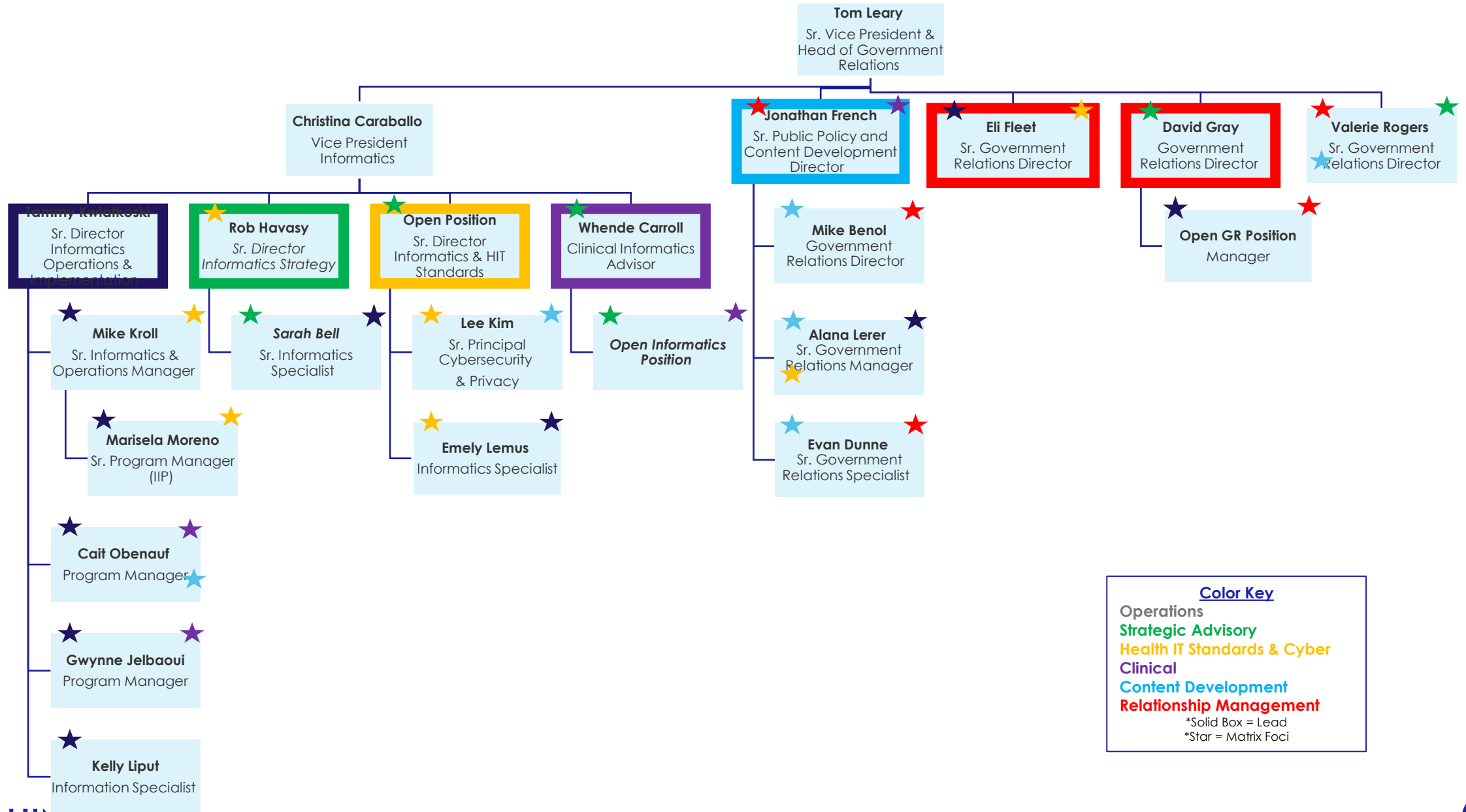
In a world where cyber threats are ever-increasing, how can smaller healthcare facilities stay safe? Find out here:



NPR.ORG

After health care attacks, tech giants will help small hospitals with cyber defenses

GR & Informatics Team Matrix



MegaTeam Responsibilities to Our Members

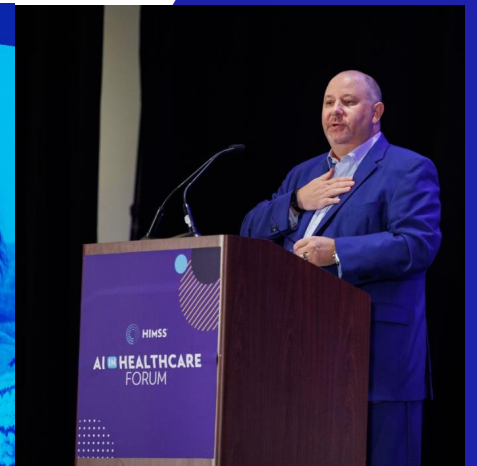
- Provide Content and SME engagement to the HIMSS Enterprise
- Create content and resources to inform, **drive action, and lead change**

Creating and Publishing High-Impact Content

- AI Global Public Policy Principles -- published
- TEFCA eBook published: Understanding National Interoperability Frameworks and Networks
- Whitepaper: Measuring Digital Health Equity for Impact – a Proposed Framework for Using Digital Determinants of Health to Measure the Impact of Digital Health Services
- Comment submitted to US Government: Physician Fee Schedule
- HIMSS Provides Comments in Response to CIRCIA Reporting Requirements
- HIMSS-SIIM Enterprise Imaging Community 10-years of Collaboration: From Data to Diagnosis: Advancing Enterprise Imaging Through Key Trends and Innovations

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HIMSS | HIMSS AI/ML Policy Principles

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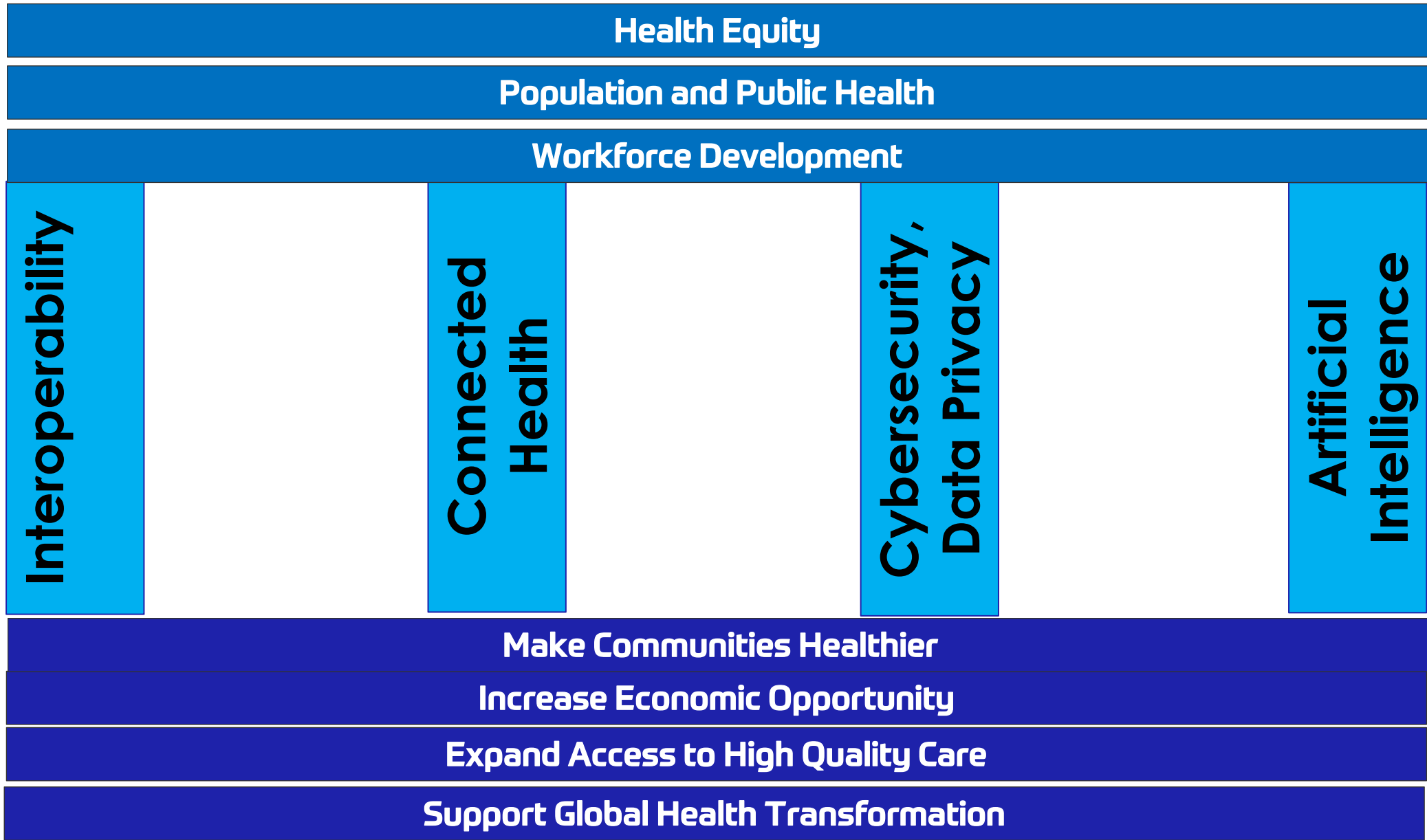
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2024 Key Policy Initiatives

- **Health Equity as a key driver for all policy development!**
- Telehealth and Connected Care flexibilities
- Data Interoperability
- Trusted Artificial Intelligence in Healthcare
- Maternal Health – leveraging technology to reduce maternal mortality and eliminate disparities
- Public Health Data Modernization

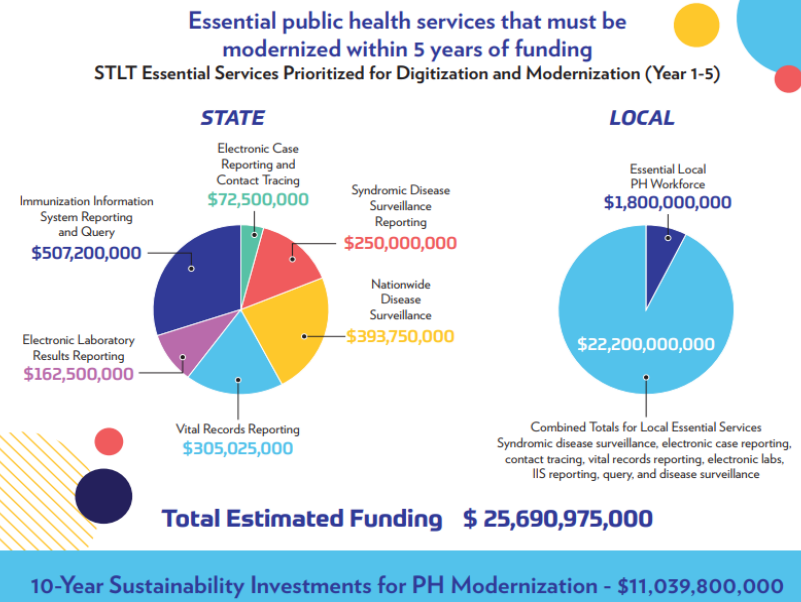


Carol M. Highsmith/Library of Congress

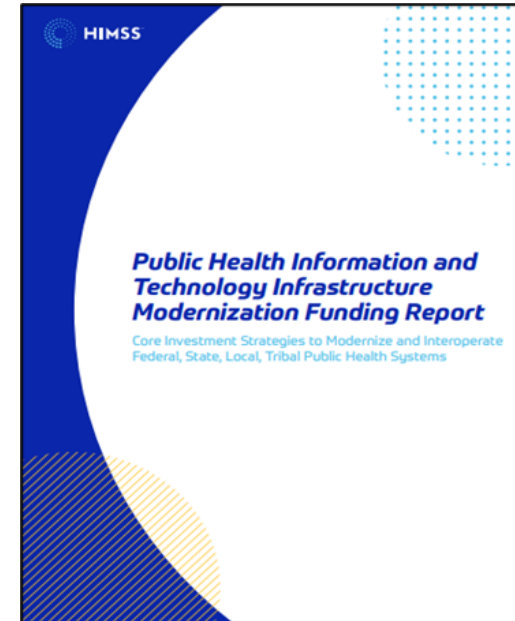
Fixing a Policy Gap!

- 2009: Public Health – Not part of ARRA
- Jan. 2019: Data Partners – Established Measles Outbreak 2019; Data from 2015
160+ disparate systems in CDC;
Unknown problem in STLT Community
- Advocating for Change
- 2021-2: HIMSS Report -- \$36B need
- 2020-23: \$50M grows to \$3B
- Sept. 2024: Just-in-Time Measles Data!!

Predates the Pandemic!



Public Health Information and Technology Infrastructure Modernization Funding Report

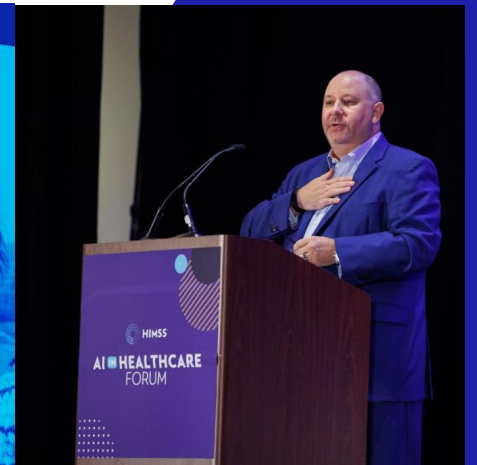


**Report
available here:**



Advocacy: Grassroots to Grass Tops

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- Why Advocate?
- **Partnership with Chapters**
- Election 2024
- Taking Action

This is a screenshot of the HIMSS AI/ML Policy Principles document. It features the HIMSS logo and the title "Policy Principles: Artificial Intelligence and Machine Learning". The document includes a preamble and several sections of text discussing digital health transformation, data access, and the responsible governance of AI.

HIMSS | HIMSS AI/ML Policy Principles

Policy Principles: Artificial Intelligence and Machine Learning

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Policies should promote and accelerate the responsible governance and deployment of AI demonstrated to benefit stakeholders in the health and human services sector and ensure that AI is continually monitored and revalidated following deployment in the field.

This block contains two items. The top item is a social media post from HIMSS dated August 21 at 2:00 PM, featuring a quote from Lee Kim: "Only recently have IT companies begun marketing cybersecurity products to mid-size and small hospitals." Below the quote is a question: "In a world where cyber threats are ever-increasing, how can smaller healthcare facilities stay safe? Find out here:". The bottom item is a snippet from NPR.ORG with the headline "After health care attacks, tech giants will help small hospitals with cyber defenses" and a photo of a hospital building.

***“Policy defines what you can do,
and what you must do.”***

***“If you do not advocate, then those
who define policy decide what you
can and must do, without you.”***

Engagement Strategies

- Connect and organize visits with government and partners
 - Legislative branch (State Senators and Representatives, Assemblymembers)
 - Executive branch
 - Non-profit partners
- Highlight and recognize governmental efforts and officials
- Host a chapter advocacy day, discussion, or event
- Integrate advocacy/policy into all chapter initiatives
- Write to your officials through HIMSS's Legislative Action Center



Success Stories in the Making

- HIMSS Health IT Roadmap
 - Colorado, Georgia, Rhode Island
- Advocacy Starter Fund
 - Alabama
- State and Provincial Officials
 - British Columbia, California, Louisiana,
 - Prairies, New Jersey, Florida, Washington,



HIMSS Chapter Advocacy Recognition



**Central Texas
Colorado
Dallas-Fort Worth
Georgia
Greater Illinois
Houston
Michigan
National Capital Area
New England
Northern Ohio
Tennessee
South Florida**



**Alabama
Greater Illinois
Iowa**



**Canadian Prairies
Eastern Canada
Maryland**



HIMSS Annual Call for Committee Members

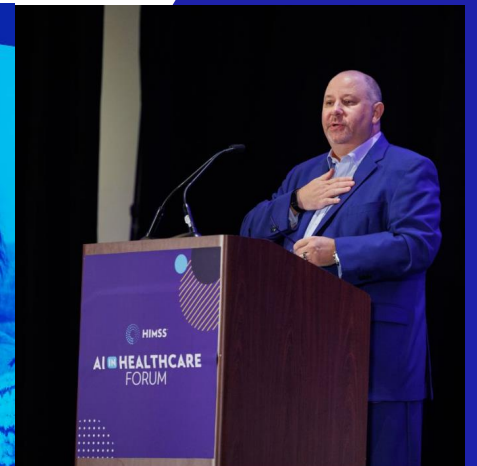
Be part of the pulse to lead and execute HIMSS's Strategic Initiatives!

- Develop tools and resources with fellow health information and technology IT experts
- Build a network of like-minded colleagues
- Contribute to the global advancement of health and healthcare
- Must be a HIMSS member for at least one year and qualifications specific to each committee
- Applications: Open Sept 17th at 12:00pm CT through 11:59pm CT on Oct 1st



Advocacy: Grassroots to Grass Tops

- The Content MegaTeam
- Why Advocate?
- Partnership with Chapters
- **Election 2024**
- Taking Action



HIMSS | HIMSS AI/ML Policy Principles

Policy Principles: Artificial Intelligence and Machine Learning

Preamble

To accelerate digital health transformation, we must foster seamless, secure, ubiquitous, and systemwide data access and interoperable health information exchange. Interoperable data exchange ensures the right people have the right access to the right health information in a usable format at the right time to deliver optimal care. Health information and technology serve as the catalyst for transforming the health ecosystem, modernizing care delivery, driving health innovation, and enabling health research.

Artificial intelligence and machine learning (AI/ML) drives numerous applications that can improve patient care, improve early detection of disease and enhance point of care and administrative efficiency. AI/ML tools are critical resources to driving innovation and digital transformation.

Policies should promote and accelerate the responsible governance and deployment of AI demonstrated to benefit stakeholders in the health and human services sector and ensure that AI is continually monitored and revalidated following deployment in the field.

HIMSS
August 21 at 2:00 PM · 🌐

"Only recently have IT companies begun marketing cybersecurity products to mid-size and small hospitals." -Lee Kim

In a world where cyber threats are ever-increasing, how can smaller healthcare facilities stay safe? Find out here:



NPR.ORG

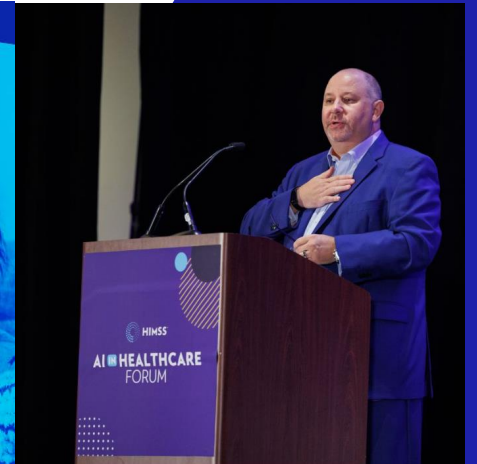
After health care attacks, tech giants will help small hospitals with cyber defenses

Election 2024

- U.S.: Presidential, Congressional, State, and Local Races
- Digital Health Transformation is a borderless, and mostly non-partisan issue
- Anticipate Harris or Trump Administration to continue the path of supporting digital health transformation; Approach for TEFCA, HIEs, QHINs, etc. may change.
- Data privacy, access, cybersecurity, and AI are "on the ballot"

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 **HIMSS™** | HIMSS AI/ML Policy Principles

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Time to Take Action

Telehealth; Critical Infrastructure; Health Equity; Maternal Health; Patient Identification





Conversation

Advocate Workshop

Advocates: Head upstairs
to Periwinkle-Verbena

Event Production Successes & Challenges

Artina Mitchell

*Washington
Moderator*

Bert Hill

Minnesota

Brittany Royal-Killam

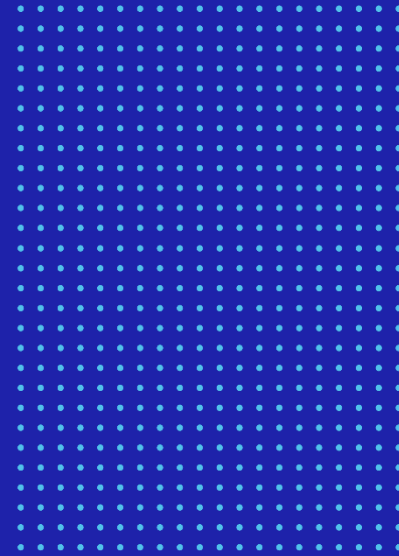
Dallas-Fort Worth

Jeremiah Clark

Northern Ohio

Michael Wall

Michigan



Chapter Leader Exchange

Networking Break

Return at 11:00am

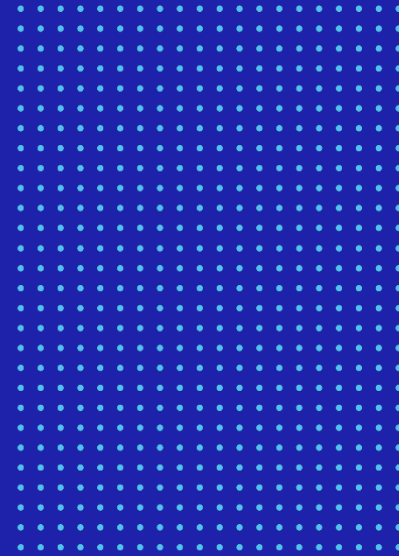
Marketing with Purpose

Crafting strategies that drive results



Christine Buck

Chief Marketing & Communications Officer, HIMSS





Vision

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

Mission

Reform the global health ecosystem through the power of information and technology.

Driving member-centric marketing that works



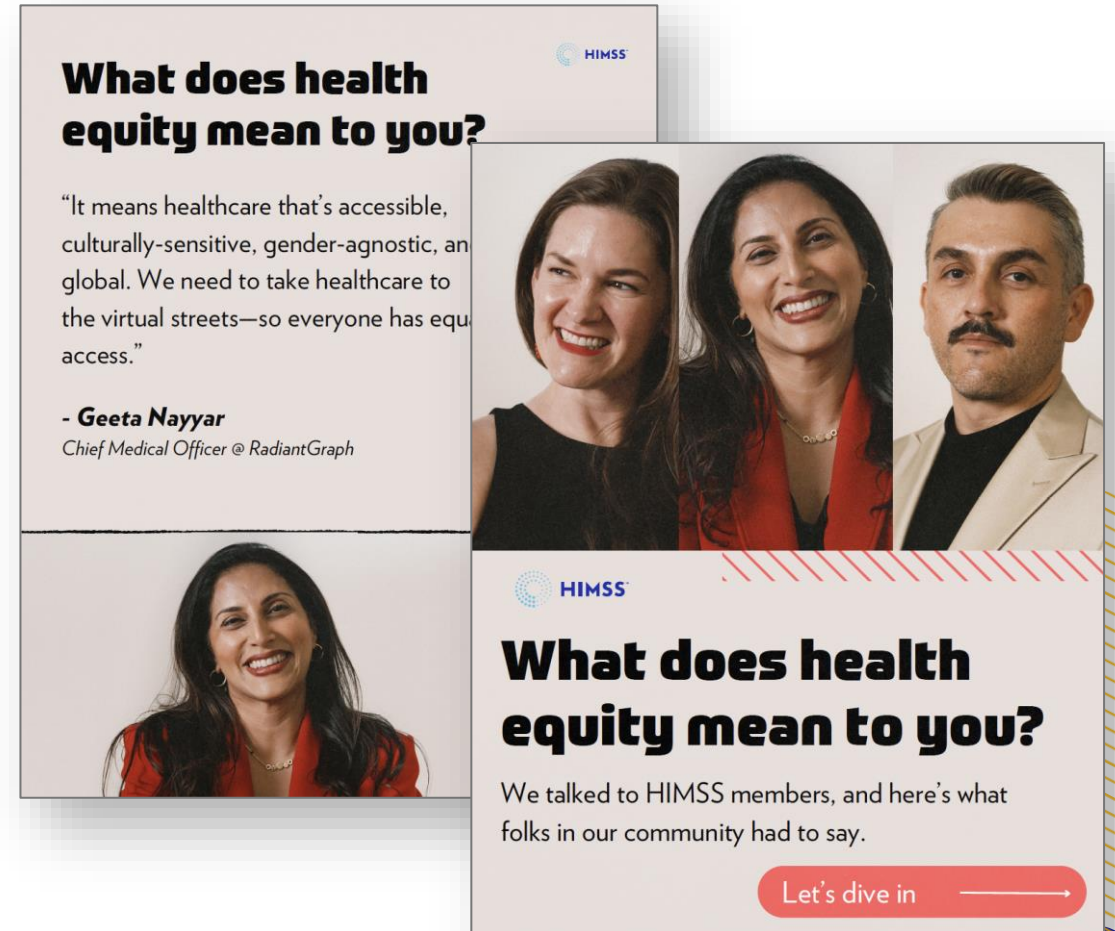
Why Member-Centric Marketing Matters

At HIMSS, the evolution of our marketing rests on messaging and visuals that center our members, creating a connective, multi-dimensional experience.

Membership will have its own look and feel, representative of neutral tones focused less on the brand and more on the member.

Campaigns will support:

- Social media conversations
- Paid ads and retargeting
- Email nurture campaigns
- Web experience and storytelling



What does health equity mean to you?

“It means healthcare that’s accessible, culturally-sensitive, gender-agnostic, and global. We need to take healthcare to the virtual streets—so everyone has equal access.”

- **Geeta Nayyar**
Chief Medical Officer @ RadiantGraph

What does health equity mean to you?

We talked to HIMSS members, and here’s what folks in our community had to say.

Let’s dive in →

Putting Members First

Our marketing is designed to reflect the central role our members have in realizing the HIMSS mission and vision. When members are the focus, it personalizes your storytelling.



A promotional graphic for HIMSS. At the top, a woman in a cheerleader outfit and a man in a suit smile. Below them is the HIMSS logo and the headline "How can we reduce clinical burnout?". A sub-headline reads "Providers on the frontlines are tired, and our members shared how technology can help lighten their burden." At the bottom, a red button says "Let's dive in" with a right-pointing arrow.

HIMSS

How can we reduce clinical burnout?

Providers on the frontlines are tired, and our members shared how technology can help lighten their burden.

Let's dive in →



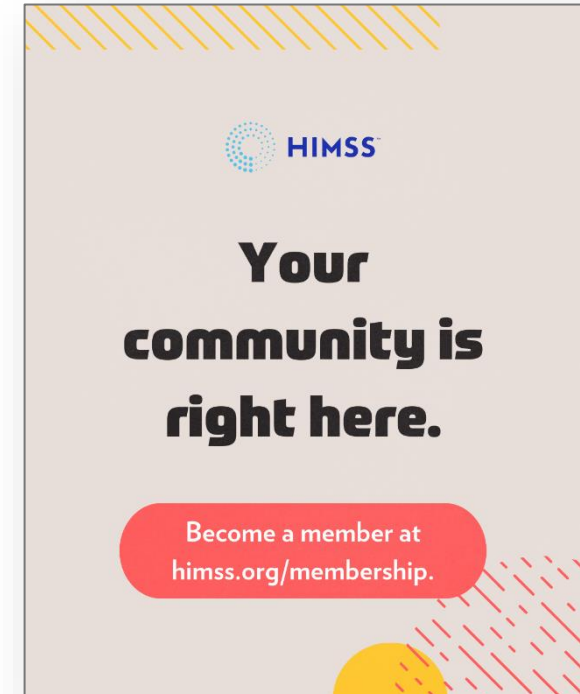
A promotional graphic for HIMSS. The top section features the headline "WHY ARE YOU A HIMSS MEMBER?" and a quote from Jasmin Ruiz: "All of the leaders in my IT department are actually part of HIMSS, and I've really learned the value of community as a student in healthcare technology." Below the quote is her name and affiliation: "- Jasmin Ruiz, Healthcare Informatics Student @ University of Central Florida". The bottom section shows two side-by-side photos of a woman in an orange shirt.

HIMSS

WHY ARE YOU A HIMSS MEMBER?

"All of the leaders in my IT department are actually part of HIMSS, and I've really learned the value of community as a student in healthcare technology."

- **Jasmin Ruiz**
Healthcare Informatics Student @ University of Central Florida



A promotional graphic for HIMSS. It features the HIMSS logo at the top, followed by the headline "Your community is right here." Below this, a red button contains the text "Become a member at himss.org/membership". The graphic includes decorative yellow and red diagonal lines and a yellow circle at the bottom right.

HIMSS

Your community is right here.

Become a member at himss.org/membership.



Your Member-first Marketing Strategy

Here are a few essential commandments to help you deliver a stronger marketing plan.

SET YOUR GOALS

Establish measurable and attainable goals and objectives for your programming.

Think about what you want to accomplish. Engagement? Attendance? Member growth? Once this is determined, you can set your own goals.

DEFINE SEGMENTS

Think at your audience needs and consider evolving to segmentation.

The spray and pray approach is not an effective tactic for email. You know your members well, so consider their needs via careful audience segments.

BUILD CHANNELS

Diversify your marketing by delivering across effective channels.

Email is a very effective way to communicate but consider experimenting with YouTube and various social channels to generate engaging discussions.

CREATE CONTENT

Create targeted, high-quality content you know your audience is looking for.

Make your member content connect and resonate through engaging site content and interactive experiences like interviews, video or infographics.



Best practices for email and social marketing



Focal Points for Marketing Engagement

1

Focus on your expertise and offering

Amplify content that centers your chapter as an expert by including events, training, awards or education.

2

Share relevant news and resources

Share new and exciting content on your site, in emails and across social media channels.

3

Amplify chapter member stories

Create content that spotlights the diverse stories of your chapter members.

4

Support important observances

If the observance is part of your chapter strategy, support via amplification, especially on social.

5

Highlight sponsored or partner events

Feature speakers and sponsors, and/or amplify events via marketing channels.

Social Dos and Don'ts

What you should do:

- **Closely check your grammar and spelling.**
- **Prioritize networks based on relevance.**
 - We see the most engagement on LinkedIn.
- **Set aside 10 minutes to respond to comments daily.**
- **Be consistent with posting and frequency.**
 - We recommend:
 - LinkedIn: 1x
 - X (formerly Twitter): 3-4x
 - Facebook: 4-5x
 - Instagram: 1-2x
 - TikTok: 1-4x
- **Use exciting and engaging visuals.**
 - Images with faces increase clicks.
 - Most algorithms prioritize video content.

What you should avoid:

- **Don't over-post each day.**
- Don't violate copyright laws by using images, videos, or other content without permission or proper licensing.
- **Don't disclose private or potentially sensitive information.**
- **Don't overuse hashtags.**
- **Hashtags should be 10 characters or less.**
- Don't spam your followers with excessive promotional content.
- Don't neglect negative comments—use them as an opportunity to build credibility.

Email Dos and Don'ts

What you should do:

- **Keep a consistent font style and size.**
- **Use relevant and energetic imagery.**
- **Understand the power of subject lines:**
 - Make your intentions immediately clear.
 - Keep subject lines under 50 characters.
 - A/B test to find the most effective voice.
- **Choose meaningful metrics to measure success:**
 - Open rates should be above 20%.
 - CTOR should be above 7%.
 - Deliverability should be above 90%.
 - Unsubscribe rates should be 0%.
- **Personalize your emails to enhance your connections with members.**

What you should avoid:

- **Don't over-send emails.** You should send about one email a day, with a maximum of two to three deployments a week.
- **Don't violate email regulations:** It's essential to comply with CAN-SPAM, GDPR and other important laws.
- **Don't use words that are likely to send your emails to spam:** Avoid words like buy, order, cash, free, price, cheap, earn, money, chance, miracle, sample, or diagnostic.
- **Don't lean on pitches.** Take this opportunity to show your expertise in health information and technology as opposed to using gimmicky language.
- **Don't be long-winded:** Keep emails brief and to the point by ensuring your message remains above the fold.

Sneak Peek

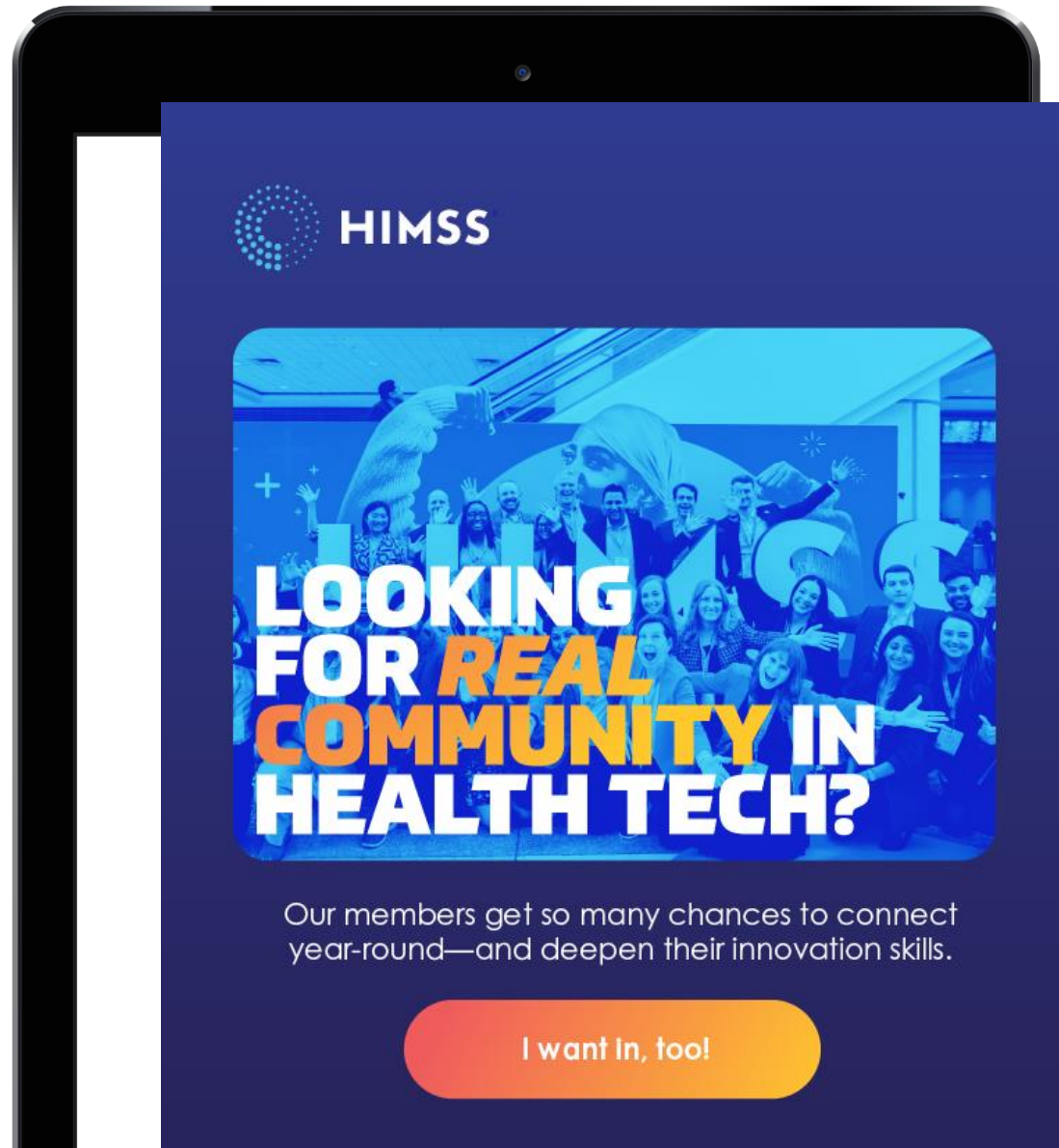
Where we're headed



Email Marketing



We've focused on optimized, redesigned templates that deliver better experiences for our current and potential members.

***Highly confidential: DO NOT SHARE.**



Throughout email, social and paid advertising, we are moving toward gradients and bold use of color.


*Highly confidential: DO NOT SHARE.




JOIN FORCES FOR A BETTER TOMORROW.

We're strengthening the community, one partnership at a time.

Become a HIMSS Non-Profit Partner.

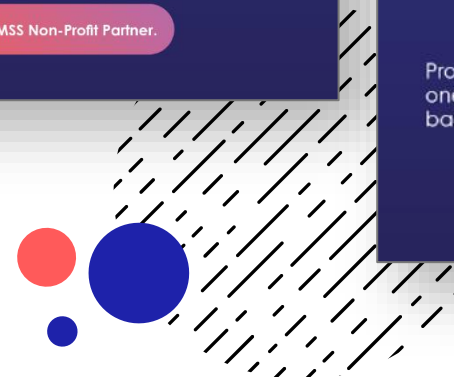


3 WAYS TO REDUCE CLINICAL BURNOUT



Providers are so tired, and clinical decision support is one of the best ways to give them some brain cells back. Your team deserves this kind of help, too.

Get my team support

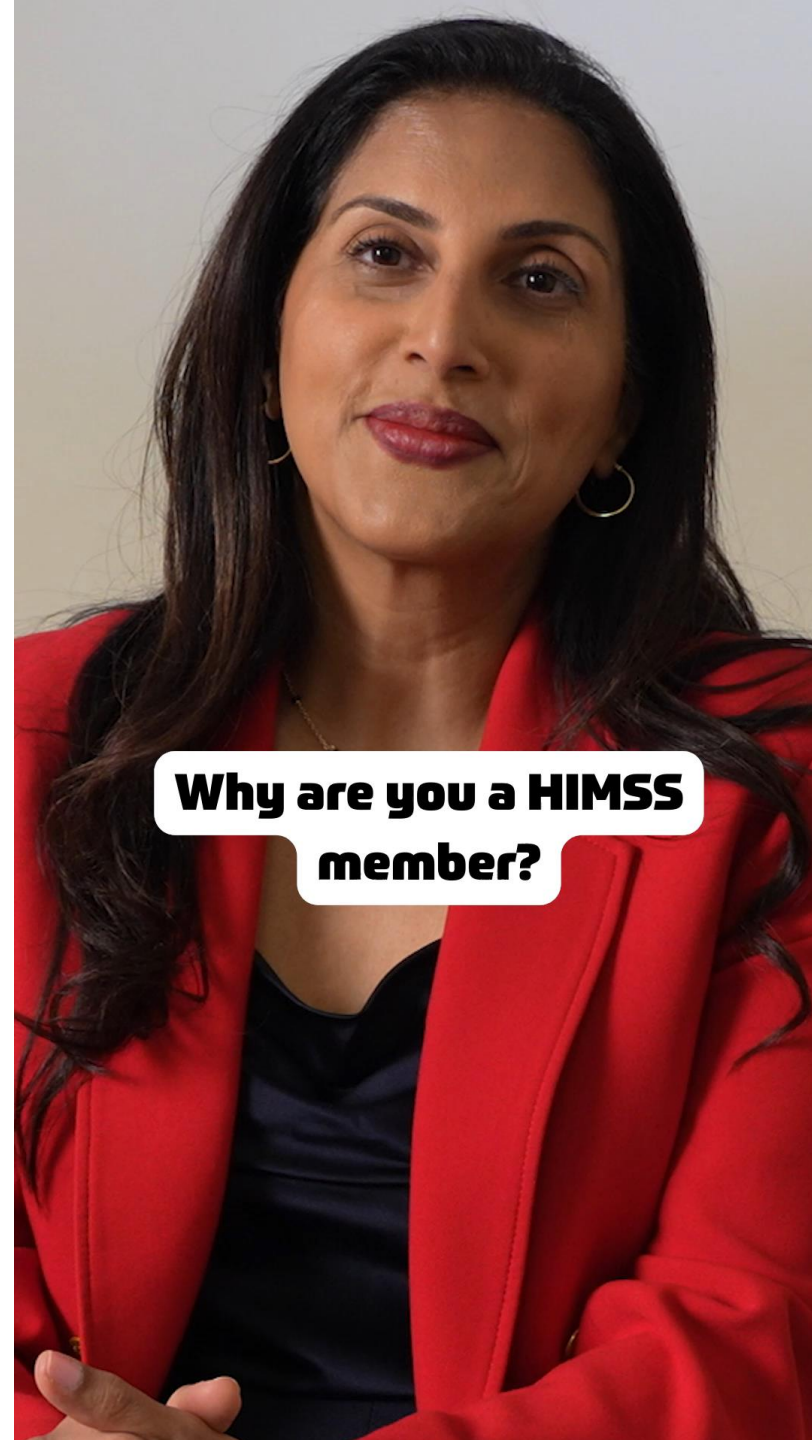


The Site

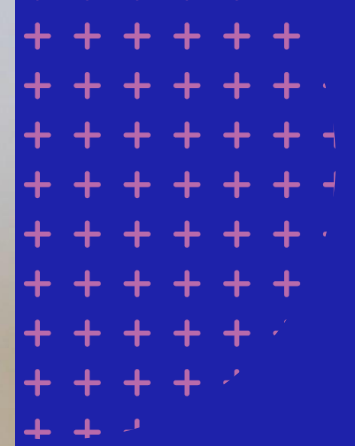
We're delivering vibrant web and mobile experiences that are user-friendly, interactive and easy to navigate.



In our visual storytelling,
we'll continue to focus
on the people who
inspire us the most.



**Why are you a HIMSS
member?**



Marketing Workshop



When to use the strategic plan on a page*

- Use this template to succinctly communicate marketing strategy with stakeholders. The template can be duplicated to communicate more than one priority.
- View the CLRA:
 - For a more comprehensive marketing strategy template.
 - To operationalize your marketing strategy, use an objectives and key results (OKRs) framework for goal setting.
 - For a step-by-step guide to marketing strategic planning.



Strategic Plan on a Page

Document key elements of your strategy. Examples are illustrative.

STATEMENT OF STRATEGY: To build market awareness and drive growth for HIMSS globally across our key business segments: Membership, Analytics, Global Events and Government Relations.

Current State

Measured by
4 to 7 metrics

- Determine the implications of the business strategy for the marketing function
- Diagnose any gaps in marketing's current capabilities that must be addressed
- Determine relevant metrics that describe the as-is state that must be monitored to measure progress toward the target state
- Be sure the metrics can be easily and accurately measured with sufficient granularity so that they are actionable by decision-makers

Examples

- Percentage of consumers purchasing company products online: 35%
- Site traffic totals 25,000 visitors per month

Plan

Expressed as
1 sentence

- Focus on succinctly communicating your **objective**
- Be specific about **what** you intend to accomplish
- Include **how** you intend to accomplish it at a high level

Example

Drive the company's top-line growth by building a preference for digital channels

Constituted of
4 to 7 initiatives

- Focus on **key results** required to demonstrate progress toward your stated strategic objective
- Determine **accountability** within marketing or with other stakeholders
- Include as much **specificity** as possible with regards to measurement and timing

Examples

- Improve online customer experience by enhancing digital product catalog to enable 65% of consumers to purchase online by year-end
- Invest in digital advertising to drive 50,000 visitors per month to the website within 6 months

Rationalized by
4 to 7 assumptions

Articulate **risks to plan** including external, environmental factors and internal dependencies

Example

Digital product assets will be standardized by mid-year

Future State

Measured by
4 to 7 targets

- Describe the organization's desired future state
- Set goals to determine when the future state will be reached
- Your future state should not be so distant from the current state that you are unable to measure progress toward it
- Your future state does not have to be your end goal; it may reflect progress toward more ambitious, long-term goals

Examples

- Percentage of consumers purchasing the company products online: 65% by year-end
- Site traffic: 50,000 visitors per month within 6 months



Strategic Plan on a Page

STATEMENT OF STRATEGY: To build market awareness and drive growth for HIMSS globally across our key business segments: Membership, Analytics, Global Events and Government Relations.

Current State

Measured by
4 to 7 metrics

Plan

Expressed as **1 sentence**

Constituted of **4 to 7 initiatives**

Rationalized by **4 to 7 assumptions**

KPIs

Measured by
4 to 7 targets



Thank you!

Christine Buck
cbuck@himss.org



Useful Resources



Additional Resources

Email marketing guidance:

- Improving your email subject lines | [Hubspot](#)
- Trigger words that push emails to spam | [Hubspot](#)
- Email metrics you should track | [Hubspot](#)

Social media guidance:

- How often should you post? | [Sprout Social](#)
- When are the best times to post? | [Sprout Social](#)
- Social metrics to consider | [Sprout Social](#)

Video

- Simple guidelines for filming | [LinkedIn](#)



Managing an Effective Chapter Board

Lorna Waggoner

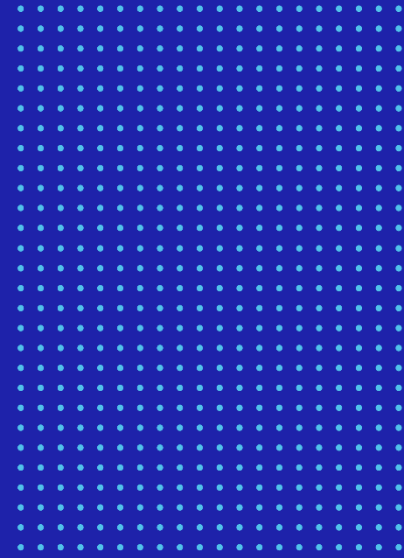
*Iowa
Moderator*

Howard Rosen

Eastern Canada

Sepi Browning

Georgia



HIMSS[®] 25

CREATING
TOMORROW'S
HEALTH

HIMSS25 GC CHAPTER OPPORTUNITIES

CREATING
TOMORROW'S
HEALTH



Lee Marana

Health IT Content Director
Informa Markets



Lauren Whittington

Head of Marketing
Informa Markets

WHAT'S NEW FOR HIMSS25

REVISED CONFERENCE
SCHEDULE

EXPANDED TOPIC
AREAS

TECHNOLOGY FOR
ENHANCED ATTENDEE
EXPERIENCE

MORE CURATED
EXPERIENCES

GREATER
SUSTAINABILITY

AMPLIFIED MARKETING
EFFORTS

HIMSS 25
March 3-6 | Las Vegas

NURSE

CREATING TOMORROW'S HEALTH

HIMSS 25
March 3-6 | Las Vegas

CLINICIAN

CREATING TOMORROW'S HEALTH

HIMSS 25
March 3-6 | Las Vegas

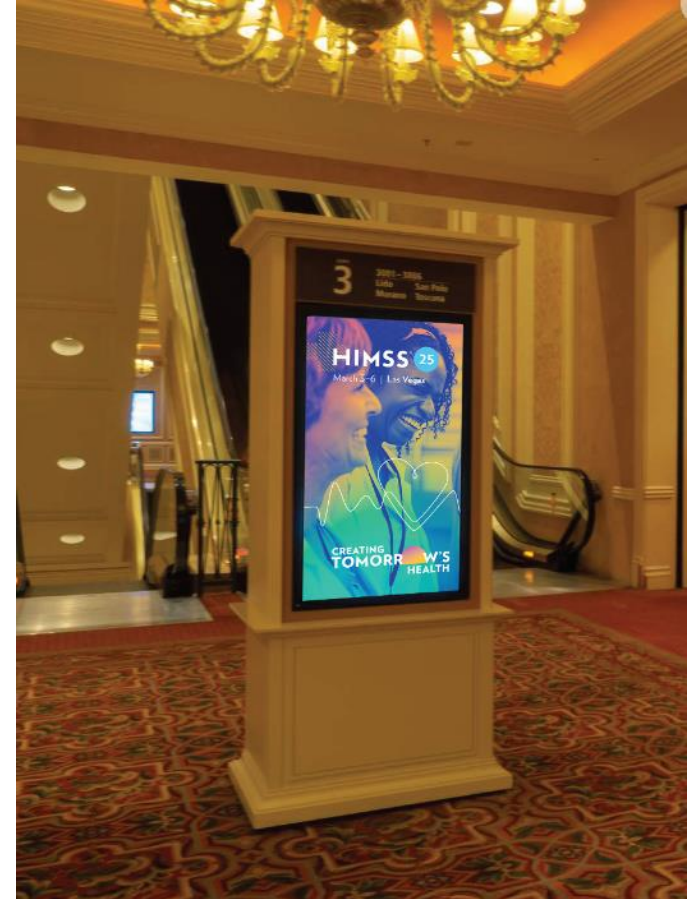
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CREATING TOMORROW'S HEALTH

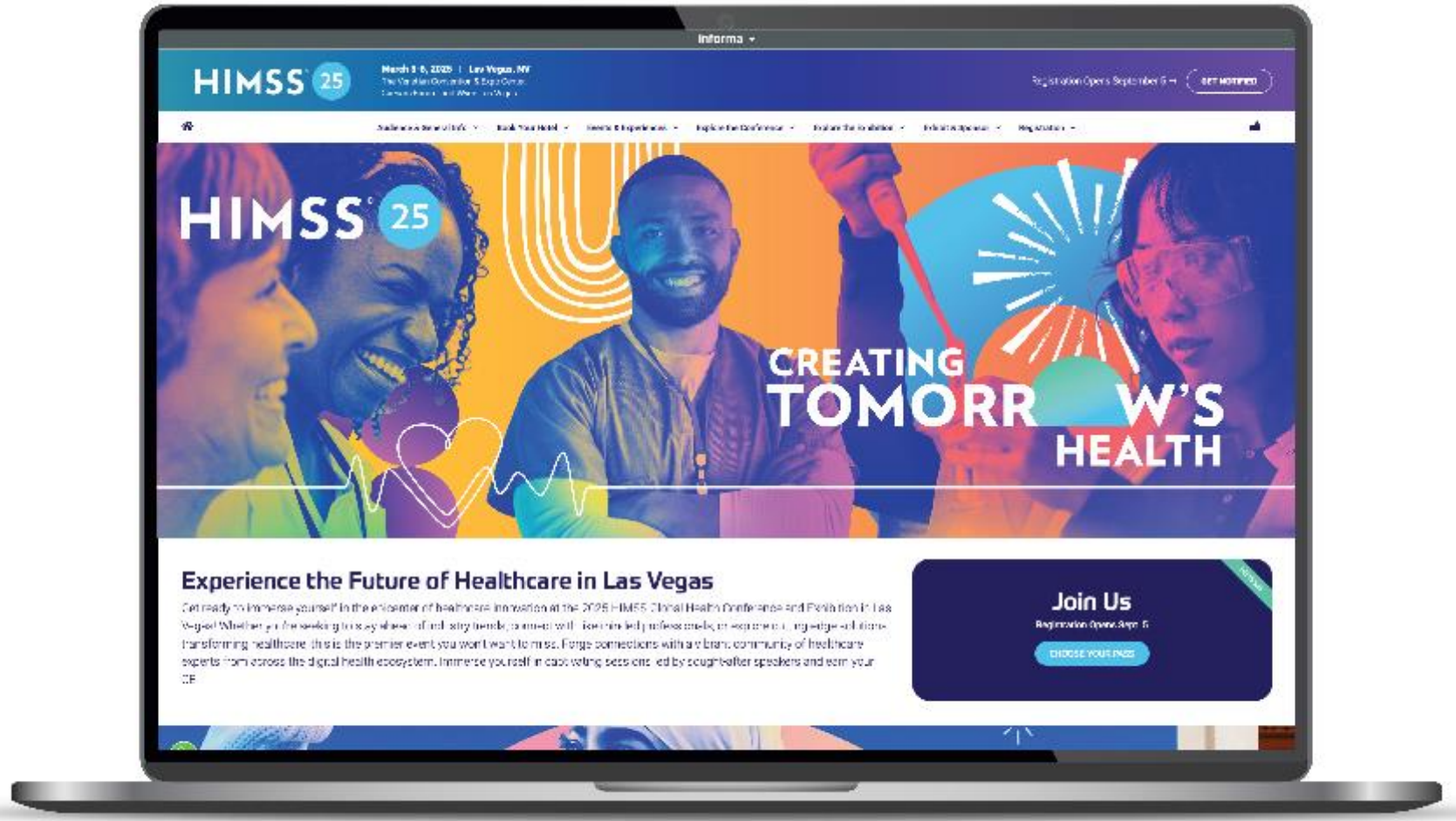
HIMSS 25
March 3-6 | Las Vegas

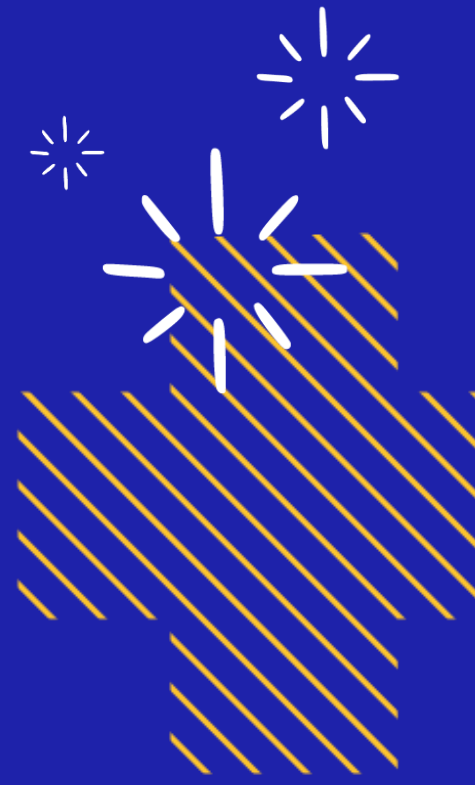
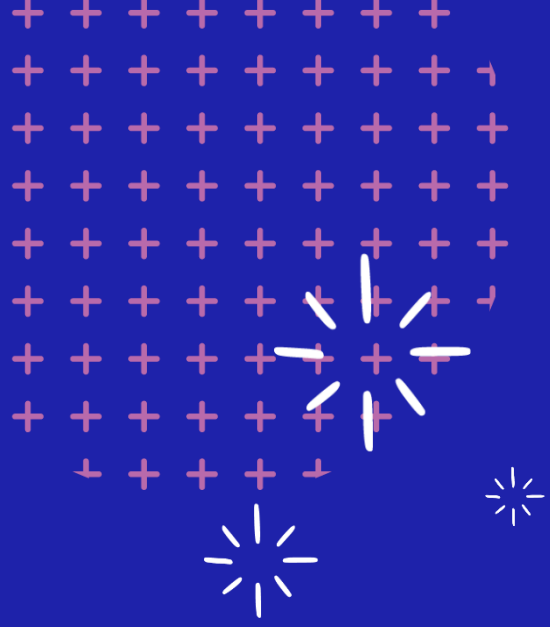
CNIC

CREATING TOMORROW'S HEALTH



www.himssconference.com





CHAPTER OPPORTUNITIES

CHAPTER INCENTIVES

1. HIMSS GC Registration Discounts

- Chapter Leaders: 10% (\$99) discount off the registration fee through February 10, 2025.
- Chapter Members: 10% (\$99) discount off the early bird registration fee. Discount will be offered starting September 15 – October 31, 2024.
- Discount codes will be provided.

2. HIMSS Chapters Registration Incentive

- Chapters will receive a one-time payment of \$3,500 to be paid post-event **OR** 5% of their Chapter's registration sales (whichever is larger) once a Chapter has registered 8% of their total Chapter for HIMSS GC.

3. Voice of a Chapter Member at Keynote

- One individual from six chapters to be selected to share 30 seconds, on stage collectively and one at a time with a spotlight, the value they receive from participating in a Chapter/Communities/Committees



CHAPTER INCENTIVES

4. The Call for Best of the Best Chapter Encore Content will be as follows:

- Submission Timeframe is Oct 1 – Oct 31, 2024, through a simplified survey link
- Winners will be announced on November 8, 2024
- Winners will receive an official invitation to present at HIMSS25.

5. HIMSS Chapter, Communities, Committees Open House

- Scheduled before the Opening Reception in/near the Opening Reception
- Invite Representatives to host a table and celebrate their Chapter/Communities/Committees
 - One 6' draped table and 2 side chairs to be provided by the HIMSS Global Conference

6. Refer a Colleague

- When referrals are initiated, the referring individual will be entered into a contest where one winner will receive a free hotel room (at the Venetian or Palazzo) for up to 4 nights during the 2025 HIMSS Global Health Conference and Exhibition.

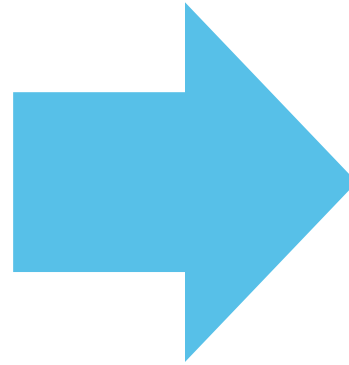
7. Complimentary Meeting Room:

- Chapters receive a complimentary meeting room to hold a board meeting during HIMSS GC. Chapters to email the HIMSS Chapter team with this request. Deadline: January 10, 2025.



SURVEY TIME - FEEDBACK WELCOMED

Please take a moment to answer these 3 questions, so we can understand how we can better serve you.



Questions?

Questions regarding chapter opportunities, please reach out to chapters@himss.org



Thank you!

- Grab-and-Go Lunch
- All resources available on CLRA
- Safe travels! See you in Las Vegas!
- Please take the 2 question CLE evaluation

