

Chapter Leader Exchange

September 16 – 17, 2024

San Antonio, TX | JW Marriott



Logistics

Venue

- JW Marriott San Antonio Hill Country Resort & Spa
 - o 23808 Resort Parkway, San Antonio, Texas, USA, 78261
 - o (210) 276-2500
 - o 14 miles from San Antonio International Airport
 - Hotel Guests: Check-in 4:00pm; Check-out 11:00am

Pre-Event

- Attire:
 - Monday: Business casual
 - Tuesday: Optionally, represent your chapter's territory through your attire, feel free to be casual (ex. Local sports team, tourist attractions, etc.)
- Meeting material:
 - o <u>https://clra.himsschapter.org/event/chapter-leader-exchange-4</u>

Onsite Locations

- Registration: Exhibit Foyer
- Main sessions: Exhibit Hall C
- Meals:
 - Monday: Exhibit Hall B
 - o Tuesday: Exhibit Hall A
- Reception: Exhibit Hall B
- Chapter advocacy workshop (Tuesday only): Periwinkle-Verbena
- 1:1 Staff Discussions: Peony

Onsite Information

- Wi-Fi: Network: JWMarriott_Conference Password: HIMSS2024
- Session questions: Your questions are encouraged. Please use the standing mics so that all attendees can hear you clearly.

Agenda

Monday, September 16

12:00pm	Lunch
1:00pm	Welcome & Chapter Recognition
1:10pm	Fireside Chat with HIMSS President & CEO
1:55pm	The Breadth and Depth of HIMSS
2:35pm	Networking Break
2:45pm	Chapter Governance & Technical Updates
3:30pm	Panel: Members First Engagement Best Practices
4:15pm	Engaging Your Local OAs
5:00pm	Networking Reception
6:00pm	End of scheduled activities

Tuesday, September 17

- 8:00am Breakfast
- 9:00am The Power of Advocacy!

Chapter Advocates Depart for Workshop | Periwinkle-Verbena

- 9:30am Panel: Event Production Successes & Challenges
- 10:30am Networking Break
- 11:00am Marketing with Purpose | Crafting Strategies that Drive Results
- 12:00pm Panel: Managing an Effective Chapter Board
- 12:45pm 2025 HIMSS Global Health Conference and Exhibition
- 1:00pm Wrap-up and Closing (Grab-and-Go Lunch)

Welcome & Chapter Recognition

2023 Chapter Recognition



Applying for 2024 Recognition

HIMSS recognizes chapters that have had a strong impact on their geographical region in a meaningful way through the works of the chapter to produce health information and technology-centered events, education, initiatives, collaborations, advocacy, and more. The Chapter Recognition levels spotlight the amazing work dedicated volunteers perform every year and illustrate the impact chapters have on the HIMSS mission and the chapter program. Chapter size will be considered when reviewing the applications.

- Submission open August 1, 2024, to November 1, 2024
- Deliverables based on July 1, 2023, to June 30, 2024 term
- Submit: <u>https://forms.office.com/r/WZ3hQAxL4R</u>

Bronze Level

Chapter Engagement team verifies, no nomination needed.

- Chapter must be in good standing for the full fiscal year.
- Meets the minimum requirements: offer ten education hours, distribute four communications, and hold four board meetings.
- Meet all expectations established through the HIMSS Governance and Policy Manual.
- Submitted the complete HIMSS Accountability Reporting components by each deadline.
- Chapter board members actively participate in HIMSS webinar trainings (a minimum of two board members attend two trainings).

Silver Level

To achieve Silver Level recognition the chapter must meet Bronze level. A short essay is required to justify why the chapter has accomplished this level of recognition.

- Engagement
 - Maintain an up to date and engaging website. Only utilize current HIMSS branding.
 - Offers outstanding value to members through events, education, innovative initiatives, and collaboration with HIMSS chapters and like-minded organizations.
 - Utilizes Global Healthy Equity Week and Global Health Conference marketing toolkit to promote engagement of global HIMSS initiatives.
 - Regularly engage with members through email and social media channels.
 - Actively engages in member recruitment and retention efforts.
 - Outreach to students through mentorship, scholarship, or other engagement opportunities.
- Board Management
 - Chapter has an onboarding process for making all members feel welcomed and gives opportunities to engage and volunteer.
 - Chapter has established a successful board orientation and transition program that includes training new leadership and provides peer-to-peer mentorship.
 - Follow financial management best practices.
 - Clear committee structure to cultivate volunteer pipeline and engage members in all facets of chapter development, including micro-volunteer opportunities.

Gold Level

To achieve Gold Level recognition the chapter must meet Bronze and Silver levels. A short essay is required to justify why the chapter has accomplished this level of recognition.

- Local Impact
 - Chapter has made a positive health IT impact in the chapter territory.
 - Chapter adjusts to change by innovating programs and improving processes year over year.
 - Leads initiative or program that provides additional value to members.
 - Hosted an event during Global Conference.
- Positive Outcomes
 - Supports succession planning by engaging members and volunteers at different engagement and professional levels.
 - Provides positive volunteer experience and board relations for all volunteers.
 - Shown growth in chapter membership through meeting or exceeding membership recruitment and retention goals.
 - Utilizes OA ambassadors to engage with local organizations and maintain current relationships.

Fireside Chat with HIMSS President & CEO, Hal Wolf

An intimate VIP conversation with **Hal Wolf** addressing HIMSS strategic questions interviewed by the **Chapters Task Force Chair**, **Howard Rosen**.

HIMSS Mission

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

HIMSS Vision

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

Executive Leadership

https://www.himss.org/who-we-are/executive-leadership/

How Is HIMSS Leading Change?

FIVE KEY STRATEGIES



Enhance the value

delivered to HIMSS

members

2

e Thought Leadership

Advance the ecosystem through leadership



Maturity Model Reach

Develop the breadth and reach of HIMSS adoption models (beyond EMRAM)



Innovation

Expanded opportunities for engagement through new innovationcentric offerings



Expand International

Expand our international footprint to become the global leader in health innovation

The Breadth and Depth of HIMSS

Reid Oakes, Chief Products Officer, dives into an overview of HIMSS products, the value, and impact on members/chapters.

Jim Burnett, VP Engagement Strategies, highlights voice of the customer data that led to our new membership model. Jim will provide an overview of HIMSS membership, practical member engagement opportunities, and the long-term strategy for creating an impactful member experience.

Chapter Governance & Technical Updates

Elizabeth Jasper, Chief Legal and Information Officer, Joseph Wiener, Senior Director, Strategic Business Engagement, and Abdallah Yusuf, Senior Director, Systems Infrastructure, will be sharing updates including proposed changes to chapter governance documents and ongoing technical tool transition. HIMSS Legal and IT will be available for questions throughout the meeting.

https://clra.himsschapter.org/bylaws-1

PROPOSED CHAPTER BYLAWS AMENDMENT BACKGROUND AND ANALYSIS

BACKGROUND

In 2019, the Chapters Task Force and several additional chapters asked HIMSS to consider several substantive and clarifying changes to the Chapter Bylaws during its next review cycle. HIMSS Chapter Engagement, Legal and the 2024 Chapters Taskforce have revisited these initial recommendations and have been working together to bring these recommendations forward for the good of the order. The recommendations summarized below reflect collective feedback over the last 5 years, updated language to allow for more modern business practices, and different options to empower chapters with increased flexibility to engage their members in ways that best meet their needs.

The new template is for US Chapters. The Canadian and India chapters will be updated in a similar fashion, pending the approval of the Task Force's recommendations.

ANALYSIS:

Periodically reviewing and updating the bylaws is important for several reasons:

- 1. **Legal Compliance**: Laws and regulations change over time. Regularly updating the bylaws ensures the Society remains compliant with current legal requirements, reducing the risk of legal disputes or penalties.
- 2. **Improving Governance**: Revising the bylaws allows HIMSS chapters to adopt best practices, enhance decision-making processes, and engage members.
- 3. Addressing Ambiguities: Over time, ambiguities or inconsistencies have been identified. Regular reviews help HIMSS clarify language and ensure that the bylaws are clear and unambiguous.
- 4. **Risk Management**: Outdated bylaws can expose a company to risks, including governance issues and potential conflicts among stakeholders. Regular updates help to mitigate these risks.

5. **Facilitating Business Operations**: Streamlined and up-to-date bylaws contribute to smoother operations by clearly defining roles, responsibilities, and procedures, which can improve efficiency, decision-making, and, ultimately, help drive HIMSS's mission.

The following provides an explanation for the proposed changes:

Article 1 – Name, Purposes and Territory

- 1.1 Separate bylaws will be provided for US, Canadian and India chapters.
- 1.2 Purpose. Broadened the language to reflect more accurately all the activities chapters undertake to engage members and promote HIMSS's mission; Added a link to HIMSS's Policies and Procedures for convenience.

<u>Article 2 – Membership</u>

2.1 Updated to reflect current practices. HIMSS members in good standing may select their own chapter, instead of being assigned to a chapter by HIMSS. This process was updated based on feedback from chapter members who often work remotely for companies outside of their residential areas.

2.2 Provided a link within the bylaws to the HIMSS Code of Ethics.

Clarified that Chapter Only members shall be afforded all privileges of Regular Members except the right hold elective office.

2.3 Defined each membership category, including Regular, Student, Retired, Life and Member Emeritus, in accordance with the HIMSS Bylaws definitions.

2.4 Defines Voting Members as Regular Members, Chapter-Only, Life Members and Members Emeritus.

2.6 Clarified the grounds and procedures for discipline. A majority of the Chapter voting members, instead of the HIMSS Board of Directors, may discipline a member and provide written notice to HIMSS. HIMSS reserves the right to discipline a Chapter member in its sole discretion, based on the grounds for discipline described in the bylaws.

Article 4 – Membership Meetings

4.2 Special meetings may be called by the President, a majority of the Chapter Board of Directors, or at the written request of 10% of the Chapter's voting members. The time and place for holding special meetings shall be determined by the Chapter Board of Directors.

4.7 Electronic meetings – updated language to allow virtual meetings.

4.8 Mail and Proxy Voting – updated language to allow email voting in place of regular mail voting.

Article 5 – Chapter Board of Directors

5.1 Clarified that the Chapter Board of Directors has operational control of chapter affairs within the limits of the chapter bylaws, HIMSS bylaws and HIMSS Policies and Procedures. Chapter Policies and Procedures may not contradict the affiliate agreement, HIMSS Policies and Procedures, or HIMSS Bylaws.

5.2 Revised to give the chapter flexibility by making the Immediate Past President position optional.

5.4 Revised to give the chapter flexibility to set the length of terms and corresponding term limits; Chapter shall notify HIMSS of Directors' terms.

5.7 Allows for virtual meetings; simplified language by referring to the Notice section.

5.14 Resignation and Removal. Resigning Directors shall submit resignations to the Chapter and HIMSS vs. Chapter only. Directors who have violated the HIMSS Code of Conduct may be removed by a 2/3 majority vote of the Chapter, instead of having to petition HIMSS to remove the Director.

5.15 HIMSS may fill vacancies on the Chapter Board of Directors at its discretion, if the Chapter is unable or unwilling to do so.

<u>Article 6 – Ethics and Discipline</u>. The HIMSS Code of Ethics is now linked in the Bylaws and grounds and procedures for discipline have been moved to a separate policy.

6.3 Elections and Terms. Term lengths shall be established by the Chapter, except no Officers may serve no more than 4 years in the same office without HIMSS's approval.

6.4 Vacancies. HIMSS may, in its discretion, fill vacancies outside of the election cycle if the Chapter is unable or unwilling to do so.

<u>Article 7 – Committees</u>

7.2 Clarified committees' authority. Committees may be established Chapter's Board of Directors resolution, which shall describe the purpose and duration of the committee. Committees may not have the full authority of the Board to act.

7.3 Composition – removed President's authority to appoint all committee members. Committee members shall be appointed by a 2/3 majority vote by the Board.

7.5 Vacancies on committees may be filled by appointment by a 2/3 vote by the Chapter Board or by HIMSS whenever it is in the best interest of the chapter or HIMSS.

7.6 The chapter may develop and approve its own policies and procedures, as long as they don't conflict with HIMSS bylaws, etc.

Article 9 – Contracts, Checks, Deposits and Bonding

9.1 Updated to allow electronic deposits. HIMSS recommends a minimum of two Chapter Board Members sign checks.

Article 10 – Financial Matters

10.4 Financial Review. Chapters shall conduct an annual financial review by an outside auditor or through a Financial Review Committee, as directed by HIMSS. HIMSS may conduct an audit at any time.

Article 12 – Amendments to Bylaws

13.1 A chapter may only amend its bylaws with a 2/3 majority vote of its voting members. The Chapter must use the HIMSS-approved standard template.

Members First | Engagement Best Practices

A panel of chapter leaders share their best practices for member outreach, identifying and meeting member's needs, creating a welcoming environment, growing participation, and ensuring local members receive tremendous value from the chapter.

- Moderator: Nick Kagal, Dallas-Fort Worth
- Chad Cothern, Louisiana
- Elsie Gori, Central Texas
- Kathryn Whitmore, Maryland
- Treena Hoffman, Wisconsin

https://clra.himsschapter.org/membership-1

Engaging Your Local OAs

Kathy Shaw, **Director Provider Relations**, shares OA chapter engagement data from surveys and focus groups. Learn new ways to engage OAs based on their desires and restraints. Volunteer for an opportunity to be on Family Feud!

https://clra.himsschapter.org/membership-1

https://www.himss.org/membership/organizational-affiliate-providers/

The Power of Advocacy!

Tom Leary, Senior Vice President and Head of Government Relations, shares how the power of advocacy can impact the U.S. election. He highlights actions we need to take and influential policies we should watch for.

https://www.himss.org/what-we-do-public-policy-advocacy/policy-center

https://clra.himsschapter.org/CAR

Event Production Successes and Challenges

A dynamic and diverse panel of chapter leaders brings to life the chapter event planning process and onsite support. Peer-to-peer learning and engagement through sharing successes and challenges.

- Moderator: Artina Mitchell, Washington
- Bert Hill, Minnesota
- Brittany Royal-Killam, Dallas-Fort Worth
- Jeremiah Clark, Northern Ohio
- Michael Wall, Michigan

https://clra.himsschapter.org/event-planning

https://clra.himsschapter.org/marketing-materials-0

https://clra.himsschapter.org/sponsorship-5

Marketing with Purpose | Crafting Strategies that Drive Results

Christine Buck, Chief Marketing and Communications Officer, provides an overview of how to implement a strategic marketing plan and will share some best practices to tune up your email and social media outreach in ways that will engage and delight our members.

Tool: Strategic Plan on a Page

This template provides guidance to create an overview of a chapter's strategic marketing plan.

- Current State: determine relevant metrics that describe the as-is state that must be monitored to measure progress toward the target state.
- Plan: Focus on communicating your objective, be specific, focus on key results, and articulate risks to the plan.
- KPIs: determine how goals can help reach a future state that is measurable and achievable.

Strategic Plan on a Page

Type in the fields below to draft your plan

Current State	Plan	KPIs
Measured by 4 to 7 metrics	Expressed as 1 sentence	Measured by 4 to 7 targets
	Constituted of 4 to 7 initiatives	
	Rationalized by 4 to 7 assumptions	

Managing an Effective Chapter Board

Gold Level Chapters share their best practices for effective board management including mitigating board member burnout, determining and evaluating board roles, distributing roles and responsibilities, documenting processes, new leader onboarding, and successful committee structure.

- Moderator: Lorna Waggoner, Iowa
- Howard Rosen, Eastern Canada
- Sepi Browning, Georgia

https://clra.himsschapter.org/board-management

https://clra.himsschapter.org/chapter-leader-development

2025 HIMSS Global Health Conference and Exhibition

https://www.himssconference.com/

https://clra.himsschapter.org/himss-global-conference

HIMSS25

- March 3 6, 2025
- Las Vegas, NV | The Venetian Convention & Expo Center, Caesars Forum, and Wynn

Connect with Chapters

Canada

Chapter	Website	Info Email
British Columbia	https://britishcolumbia.himss.org/	britishcolumbia.info@himsschapter.org
Canadian Prairies	https://canadianprairies.himss.org/	canadianprairies.info@himsschapter.org
Eastern Canada	http://easterncanada.himss.org/	EasternCanada-Est.info@himsschapter.org

East

Chapter	Website	Info Email
Delaware Valley	https://dvhimss.org/	dv.info@himsschapter.org
Keystone	https://keystone.himss.org/	keystone.info@himsschapter.org
Maryland	https://maryland.himss.org/	md.info@himsschapter.org
National Capital Area	https://nationalcapitalarea.himss.org/	nca.info@himsschapter.org
New England	https://newengland.himss.org/	ne.info@himsschapter.org
New Jersey	https://members.njhimss.org/	nj.info@himsschapter.org
New York State	https://nyshimsschapter.starchapter.com/	nys.info@himsschapter.org
Virginia	http://vahimss.org/	va.info@himsschapter.org

Midwest

Chapter	Website	Info Email
Central & Southern Ohio	https://centralsouthernohio.himss.org/	csohio.info@himsschapter.org
Greater Illinois	https://greaterillinois.himss.org/	greaterillinois.info@himsschapter.org
Greater Kansas City	http://greaterkansascity.himss.org	kc.info@himsschapter.org
Indiana	https://indiana.himss.org/	indiana.info@himsschapter.org
Iowa	https://iowa.himss.org/	iowa.info@himsschapter.org
Kansas	https://kansas.himss.org/	kansas.info@himsschapter.org
Michigan	https://michigan.himss.org/	michigan.info@himsschapter.org
Midwest Gateway	https://midwestgateway.himss.org/	midwestgateway.info@himsschapter.org
Minnesota	https://minnesota.himss.org/	mn.info@himsschapter.org
Nebraska	https://nebraska.himss.org/	nebraska.info@himsschapter.org
Northern Ohio	https://northernohio.himss.org/	northernohio.info@himsschapter.org

All resources available on https://clra.himsschapter.org/ Questions or access issues? Message <u>chapters@himss.org</u>

Wisconsin	https://wisconsin.himss.org/	wi.info@himsschapter.org
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Pacific

Chapter	Website	Info Email
Hawaii-Alaska	https://hawaiialaska.himss.org/	hiak.info@himsschapter.org
Nevada	https://nevada.himss.org/	nevada.info@himsschapter.org
Northern California	https://northerncalifornia.himss.org/	norcal.info@himsschapter.org
Oregon	https://oregon.himss.org/	oregon.info@himsschapter.org
Southern California	https://southerncalifornia.himss.org/	socal.info@himsschapter.org
Washington	http://washington.himss.org/	wa.info@himsschapter.org

Rocky Mountains

Chapter	Website	Info Email
Colorado	https://colorado.himss.org/	colorado.info@himsschapter.org
Dakotas	https://dakotas.himss.org/	dakotas.info@himsschapter.org
Idaho	https://idaho.himss.org/	idaho.info@himsschapter.org
Montana	https://montana.himss.org/	montana.info@himsschapter.org
Utah	utahhimss.org	utah.info@himsschapter.org

Southeast

Chapter	Website	Info Email
Alabama	https://alabama.himss.org/	alabama.info@himsschapter.org
Arkansas	https://arkansas.himss.org/	arkansas.info@himsschapter.org
Central & North Florida	https://centralnorthflorida.himss.org/	cnfl.info@himsschapter.org
Georgia	https://georgia.himss.org/	ga.info@himsschapter.org
Kentucky Bluegrass	https://kentucky.himss.org/	kentucky.info@himsschapter.org
Louisiana	https://louisiana.himss.org/	louisiana.info@himsschapter.org
Mississippi	https://mississippi.himss.org/	mississippi.info@himsschapter.org
North Carolina	http://www.nchimss.org/	nc.info@himsschapter.org
Puerto Rico	https://puertorico.himss.org/	pr.info@himsschapter.org
South Carolina	https://southcarolina.himss.org/	sc.info@himsschapter.org
South Florida	https://southflorida.himss.org/	sfl.info@himsschapter.org
Tennessee	http://tnhimss.org/	tennessee.info@himsschapter.org

All resources available on https://clra.himsschapter.org/ Questions or access issues? Message chapters@himss.org

West Virginia http://westvirginia.himss.org/	wv.info@himsschapter.org
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Southwest

Chapter	Website	Info Email
Arizona	http://arizona.himss.org/	arizona.info@himsschapter.org
Central Texas	https://centraltexas.himss.org/	centraltx.info@himsschapter.org
Dallas-Fort Worth	https://dallasfortworth.himss.org/	dfw.info@himsschapter.org
Houston	https://houston.himss.org/	houston.info@himsschapter.org
New Mexico	https://newmexico.himss.org/	nm.info@himsschapter.org
Oklahoma	https://oklahoma.himss.org/	oklahoma.info@himsschapter.org
South Texas	https://southtexas.himss.org/	southtexas.info@himsschapter.org
West Texas	westtexas.himss.org	westtexas.info@himsschapter.org

Chapter Team Contacts

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Carrie Simon

Manager, Chapter Engagement

Carrie.Simon@himss.org

General Questions

Chapters@himss.org

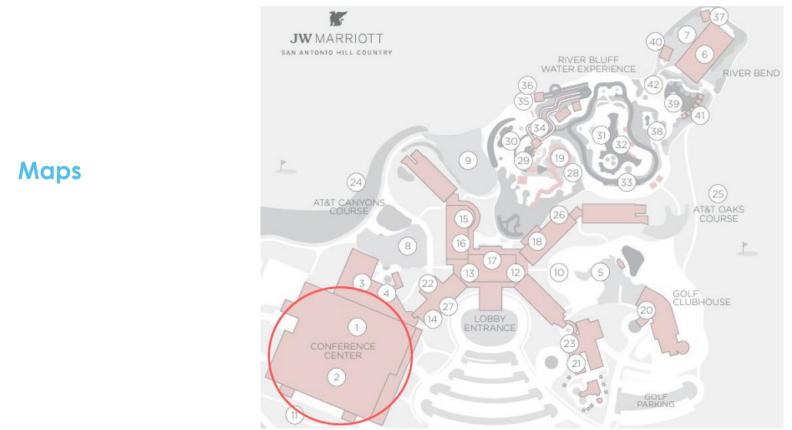
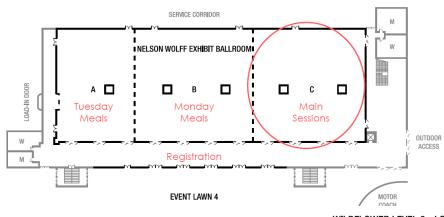


EXHIBIT LEVEL 1



WILDFLOWER LEVEL 3 - LOBBY LEVEL

