HIMSS Global Health Conference
Preconference & Specialty Programs
Collaborator Toolkit


March 9-13, 2020 | Orlando, FL
Orange County Convention Center

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Welcome, HIMSS20 Conference Collaborator!

At the 2020 HIMSS Global Health Conference & Exhibition, preconference forums and specialty programs are optional add-on events, focused on the top health IT trends shaping the future of healthcare. These programs offer specialized educational opportunities supplementary to the main conference. All are welcome to register for these add-on events, with or without HIMSS20 general registration.

Inside this toolkit, we are providing sample marketing language that you can share with your networks. Please feel free to adjust the language to fit your organization’s voice and communication templates.

**Forums:**
- Aging & Tech Forum: Addressing the Silver Tsunami
- Cloud Forum
- Consumerization of Health Forum
- Cybersecurity Forum
- Innovation Forum: Driving Transformation, Creating Value
- Machine Learning & AI for Healthcare Forum
- Patient Engagement & Experience Forum
- Pharma Forum
- Pop Health & SDoH Forum
- Revenue Cycle Optimization Forum

**Specialty Programs:**
- Clinical Research Informatics for the Pharma Industry Workshop
- Health 2.0 VentureConnect
- Scaling Your Startup: A Workshop for Entrepreneurs

**Symposia:**
- AMDIS/HIMSS Physicians’ Executive Symposium
- Big Data Symposium
- Blockchain Symposium
- Career Development Symposium
- Digital Health Organization Symposium
- Interoperability and HIE Symposium
- Nursing Informatics Symposium
- Telehealth Symposium
Aging & Tech Forum: Addressing the Silver Tsunami

March 9, 2020 • Orlando, FL

#HealthyAging | https://bit.ly/2S9bNIL

SOCIAL MEDIA POSTS:

• The U.S. aging population will more than double over the next three decades, causing a greater need for healthcare professionals. How do we reinvent care delivery while keeping humanity at the heart of health? #HealthyAging https://bit.ly/2S9bNIL

• Join us at #HIMSS20 to explore how #virtualcare and other technologies are being used to help seniors manage chronic care at home and assist them in maintaining their independence. #HealthyAging https://bit.ly/2S9bNIL

ENEWS BLURB:

Aging & Tech Forum: Addressing the Silver Tsunami at HIMSS20

March 9, 2020 • Orlando, FL

HIMSS20 continues the conversation but through a different lens: half the day will be devoted to managing chronic care for seniors in the home, and half to helping active seniors, who are living longer than ever, maintain their independence and role in society.

LEAD THE CHANGE >
Cloud Forum
March 9, 2020 • Orlando, FL

#HITcloud | https://bit.ly/2s6hhjb

SOCIAL MEDIA POSTS:

• Continue the conversation around cloud computing in healthcare. Hear speakers from healthcare orgs share their IT strategies, best practices and lessons learned. #HITcloud https://bit.ly/2s6hhjb

• #HIMSS20 will examine real-life use cases to demonstrate how healthcare organizations have implemented the cloud to better adapt to market forces and achieve both clinical and business goals. #HITcloud https://bit.ly/2s6hhjb

ENEWS BLURB:

Cloud Forum at HIMSS20
March 9, 2020 • Orlando, FL

With the acceleration of cloud computing in healthcare, the 2020 Cloud Forum will address questions around security and implementation, as well as demonstrate real-life use cases to show how healthcare organizations have approached and overcome barriers to achieve their goals.

OPTIMIZE THE CLOUD >
Consumerization of Health Forum
March 9, 2020 • Orlando, FL
#HealthConsumer | himssconference.org/coh

SOCIAL MEDIA POSTS:

• Join us at #HIMSS20 for a precon forum that examines the technology and strategies that provider organizations have deployed to build loyalty and give patients more consumer-type control. #HealthConsumer himssconference.org/coh

• The patient-to-consumer revolution is here. Healthcare consumers are demanding the same control and confidence they experience in the rest of their lives. #HealthConsumer himssconference.org/coh

ENEWS BLURB:

Consumerization of Health Forum at HIMSS20
March 9, 2020 • Orlando, FL

With consumers demanding more control over their healthcare, and disruptors like Amazon eyeing the healthcare market, we see consumer desires continuing to shape the direction of healthcare. This program dissects the direction of care delivery, the growing patient-consumer expectations and proven strategies from provider organizations. Join us at HIMSS20 to hear case studies on ‘consumerized’ healthcare approaches offering patient convenience, and learn about the tactics for personalized engagement and real-time insight.

BE READY FOR WHAT’S NEXT >
Cybersecurity Forum
March 9, 2020 • Orlando, FL
#HITsecurity | https://bit.ly/2Z74TeW

SOCIAL MEDIA POSTS:
• 82% of U.S. hospitals have experienced a significant security incident in the past year, a @HIMSS survey found. Information security is a key challenge facing healthcare - it’s time to make cybersecurity a critical priority for your org. #HITsecurity https://bit.ly/2Z74TeW

• Hear how leading provider organizations are protecting healthcare’s expanding digital footprint and securing data inside and outside the hospital at the Cybersecurity Forum at #HIMSS20. #HITsecurity https://bit.ly/2Z74TeW

EMAIL BLURB:

Cybersecurity Forum at HIMSS20
March 9, 2020 • Orlando, FL
This program focuses intently on how cybersecurity and transformation go hand in hand, with an emphasis on securing innovation and new models of care. Hear how leading provider organizations are protecting healthcare’s expanding digital footprint and securing data inside and outside the hospital, including technologies that enable more patient-centric care, such as telehealth, remote monitoring, wearables.
SECURE YOUR DIGITAL FOOTPRINT >
Innovation Forum: Driving Transformation, Creating Value
March 9, 2020 • Orlando, FL


SOCIAL MEDIA POSTS:


- Turning an idea into a solution that produces value for patients, clinicians and the org is key to improving healthcare for everyone. Join us at the #HIMSS20 Innovation Forum to learn how to create and scale a framework for #HealthcareInnovation. https://bit.ly/38SgPWe

ENEWS BLURB:

Innovation Forum at HIMSS20
March 9, 2020 • Orlando, FL

The can’t-miss health information and technology event of the year is offering a preconference program devoted to developing a framework for innovation, and making innovation accessible for all to address their individual goals and challenges.

BE READY FOR WHAT’S NEXT >
Machine Learning & AI for Healthcare Forum

March 9, 2020 • Orlando, FL

#smartHIT | https://bit.ly/2Mi9rK9

SOCIAL MEDIA POSTS:

• Don’t miss your chance to add the popular Machine Learning & AI for Healthcare Forum to your #HIMSS20 registration! Hear how real organizations are applying machine learning and artificial intelligence to improve care. #smartHIT https://bit.ly/2Mi9rK9

• Join us for the Machine Learning & AI for Healthcare Forum at #HIMSS20 as we build from a focus on analytics competency, and move into real-world applications and best practices for implementation and integration into clinical workflows. #smartHIT https://bit.ly/2Mi9rK9

ENEWS BLURB:

Machine Learning & AI for Healthcare Forum at HIMSS20
March 9, 2020 • Orlando, FL

When it comes to machine learning and artificial intelligence, healthcare is seeing the influence of these technologies within workflows. However, the successful implementation that drives results depends on achieving analytics maturity and ensuring data quality and governance. This educational program focuses on implementation and integration into clinical workflows.

JOIN THE CONVERSATION >
Patient Engagement & Experience Forum

March 9, 2020 • Orlando, FL


SOCIAL MEDIA POSTS:

• The Patient Engagement & Experience Forum at #HIMSS20, presented by @ClevelandClinic and @HIMSS, will focus on digital and human-to-human approaches to improving care by boosting #PatientEngagement, satisfaction and empowerment. https://bit.ly/38ZxuHy

• Join @ClevelandClinic & @HIMSS at the #PatientEngagement & Experience Forum at #HIMSS20 as speakers explain how personalizing the patient experience and boosting engagement not only improves health outcomes, but also the bottom line. https://bit.ly/38ZxuHy

ENEWS BLURB:

Patient Engagement & Experience Forum at HIMSS20
March 9, 2020 • Orlando, FL

In collaboration with the Cleveland Clinic, this HIMSS20 preconference program is focused on the innovative ways to advance clinical care by personalizing the patient experience and boosting engagement to improve outcomes and the bottom line. This year’s program will evolve the discussion by focusing more on the clinician experience, engaging and training staff, behavioral health, and other connected care approaches. 

REVIVE YOUR CLINICAL APPROACH >
Pharma Forum
March 9, 2020 • Orlando, FL
#InnovatePharma | https://bit.ly/34D9NBq

SOCIAL MEDIA POSTS:

• The pharma world is changing and must learn to innovate in the medical-therapeutic landscape that involves providers, payers and patients. At #HIMSS20 Pharma Forum, delve into topics like data sharing and disruptive technologies. #InnovatePharma https://bit.ly/34D9NBq

• Join us at the Pharma Forum at #HIMSS20 to hear healthcare leaders discuss emerging collaborations and partnerships between pharma, payers, providers and patients destined to revolutionize healthcare. #InnovatePharma https://bit.ly/34D9NBq

ENEWS BLURB:

Pharma Forum at HIMSS20
March 9, 2020 • Orlando, FL
The Pharma Forum convenes leaders across sectors of the healthcare ecosystem to discuss emerging collaborations and partnerships between pharma, payers, providers and patients destined to revolutionize healthcare. Topics include data sharing, disruptive technologies, collecting real-world evidence for clinical trials and patient engagement. Dive into the rapidly evolving pharma world at this preconference event. REVOLUTIONIZE CARE >
Pop Health & SDoH Forum
March 9, 2020 • Orlando, FL

#PopHealthIT | https://bit.ly/2s5F0Qo

SOCIAL MEDIA POSTS:

• Addressing SDoH is critical to achieving health equity to promote health and wellness for every human, everywhere. Join us for this brand new #HIMSS20 precon event delivering better outcomes for vulnerable populations. #PopHealthIT https://bit.ly/2s5F0Qo

• At the Pop Health & SDoH Forum at #HIMSS20, learn how leading healthcare organizations are using digital technologies and other personalized approaches to transform the patient experience to deliver better outcomes for vulnerable populations. #PopHealthIT https://bit.ly/2s5F0Qo

ENEWS BLURB:

Pop Health & SDoH Forum at HIMSS20
March 9, 2020 • Orlando, FL

The HIMSS20 preconference event will help attendees gain a deeper understanding of how leading healthcare organizations engage providers and vulnerable patients to develop effective strategies to promote health and wellness. Experts will share best practices and lessons learned on how to maximize the effectiveness of current technologies in patient engagement – as well as the human role in connecting care.

HEALTHCARE FOR EVERYONE EVERYWHERE >
Revenue Cycle Optimization Forum

March 9, 2020 • Orlando, FL

SOCIAL MEDIA POSTS:

• Examine the patient-centric revenue cycle and explore how technology can boost efficiency, improve the patient experience and address issues of pricing transparency. #RethinkRCM  https://bit.ly/2SeB22S

• Join us at this #HIMSS20 precon event as experts dissect the patient-centric revenue cycle and address how providers are dealing with the steep increase in uninsured patients and high-deductible health plans. #RethinkRCM  https://bit.ly/2SeB22S

• Join us at the Revenue Cycle Optimization Forum at #HIMSS20 to explore how providers are approaching transparency and developing different payment options to reduce unpaid collectibles. #RethinkRCM  https://bit.ly/2SeB22S

ENEWS BLURB:

Revenue Cycle Optimization Forum at HIMSS20
March 9, 2020 • Orlando, FL
The Revenue Cycle Optimization Forum will continue the discussion on technology driving the patient-centric revenue cycle and address pricing transparency and how healthcare providers are dealing with the steep increase in uninsured patients and high-deductible health plans.

OPTIMIZE YOUR REVENUE CYCLE >
SPECIALTY PROGRAMS
Clinical Research Informatics for the Pharma Industry Workshop

March 10, 2020 • Orlando, FL

#InnovatePharma | https://bit.ly/2s6hjib

SOCIAL MEDIA POSTS:

• Join us at #HIMSS20 for a new workshop, presented by HIMSS, Duke University MMCi and Pfizer, aimed at bringing the pharma workforce up to speed on informatics competencies and principles. #InnovatePharma https://bit.ly/2G4fzCe

• Deep dive into the core competencies needed by pharma leaders to embrace the new sciences, technologies and changing clinical workflows in healthcare today at #HIMSS20. #InnovatePharma https://bit.ly/2G4fzCe

• A new workshop at #HIMSS20 will examine the core principles, value and impact that informatics can have on the pharma ecosystem. #InnovatePharma https://bit.ly/2G4fzCe

ENEWS BLURB:

Clinical Research Informatics for the Pharma Industry Workshop at HIMSS20

March 10, 2020 • Orlando, FL

At HIMSS20, in collaboration with Pfizer and Duke University School of Medicine Master of Management in Clinical Informatics (MMCi), focus on your career at this newly created workshop enabling the pharma workforce to gain an understanding in informatics competencies and principles. Attendees will be awarded certification of completion from Duke University School of Medicine MMCi. GET EDUCATED>
Health 2.0 VentureConnect
March 11, 2020 • Orlando, FL
#HealthcareInnovation | www.himssconference.org/health20

SOCIAL MEDIA POSTS:

- Seed to Series A health tech companies can apply for the chance to pitch on the #Health2Con stage and be recognized as the most promising startup by a panel of investor judges. - Applications close Jan. 8, 2020 #HealthcareInnovation himssconference.org/health20
- #HIMSS20 sets the stage for the pivotal health tech trends, top-notch industry insights and collaborative cross-market connections. #Health2Con VentureConnect is the intersection of all these elements. #HealthcareInnovation himssconference.org/health20
- Panels of venture capitalists, corporate investors and rising startups discuss the latest market trends, scouting strategies and areas of caution when it comes to finding your next venture. #HealthcareInnovation himssconference.org/health20
- Don’t miss the rapid-fire Pitch Competition at #HIMSS20: @HIMSS & @Health2Con have found 16 cutting-edge entrepreneurs who will present their health tech solutions and compete for the title of “Most Fundable Startup.” #HealthcareInnovation himssconference.org/health20

ENEWS BLURB:
Health 2.0 VentureConnect at HIMSS20
March 11, 2020 • Orlando, FL
Get an inside look at tech solutions and investment trends at HIMSS20 at the one-day Health 2.0 program, featuring panels with a diverse group of investment leaders from across healthcare, relevant research trends and successful startups with early stage stories—plus a rapid-fire pitch competition featuring 16 vetted Seed to Series A health tech companies. If Health 2.0 startups SilverCloud Health and Medisafe are any indication of the potential of Health 2.0 VentureConnect Startups, you won’t want to miss this HIMSS20 specialty program. Past Health 2.0 Startup Champ, SilverCloud Health is now making headlines with Microsoft AI collaborations. Fellow Health 2.0 winner, Medisafe was announced as Apple’s first major partnership within the digital health sphere.
SEE HEALTH TECH HISTORY IN THE MAKING >
Scaling Your Startup: A Workshop for Entrepreneurs

March 10, 2020 • Orlando, FL

SOCIAL MEDIA POSTS:

• Gain the knowledge and tools needed to navigate the healthcare landscape as a budding #HealthcareStartup at the Scaling Your Startup workshop at #HIMSS20. https://bit.ly/2SjGPUR

• Are you an executive officer or founder of a #HealthcareStartup? Gain practical advice for growing and building your company at the Scaling Your Startup workshop at #HIMSS20. https://bit.ly/2SjGPUR

• Join the ranks of past #Health2Con startups, who are making headlines. Learn operational insights and practical advice for growing and building your #HealthcareStartup at #HIMSS20. https://bit.ly/2SjGPUR

ENEWS BLURB:

Scaling Your Startup Workshop at HIMSS20
March 10, 2020 • Orlando, FL
Designed for executive officers and founders of startups, this event aims to equip entrepreneurs with the knowledge and tools needed to navigate the various aspects of launching and growing an early-stage venture, including: how to structure and hire a sales team inside your company, how to target, message to, and reach your ideal customers.

STRENGTHEN YOUR STARTUP >
SYMPOSIA
AMDIS/HIMSS Physicians’ Executive Symposium

March 9, 2020 • Orlando, FL


SOCIAL MEDIA POSTS:

• Improve healthcare delivery for your patients through innovative and effective usage of technology. Join us at #HIMSS20 to learn more. #Physicians http://bit.ly/30Du0GJ

• How can you reduce #physicianburnout? Find innovative, interoperable solutions at #HIMSS20. #Physicians http://bit.ly/30Du0GJ

ENEWS BLURB:

AMDIS/HIMSS Physicians’ Executive Symposium at HIMSS20

March 9, 2020 • Orlando, FL

See the ideal future of healthcare technology through disruptive solutions to advance the quadruple aim and shift the focus from computer work back to patient care. Discover ground-breaking solutions to improve healthcare delivery and reduce administrative burden for physicians.

SEE THE FUTURE OF PATIENT CARE >
Big Data Symposium
March 9, 2020 • Orlando, FL

#BigData | http://bit.ly/38sOq8p

SOCIAL MEDIA POSTS:

• Discover structured and advanced approaches for data-driven success and identify key challenges that interfere with your organization’s ability to drive change at #HIMSS20. #BigData http://bit.ly/38sOq8p

• At the Big Data Symposium at #HIMSS20, learn how to leverage #BigData to realize improved business outcomes, foster innovation and collaboration, and formulate new and strategic insights. http://bit.ly/38sOq8p

ENEWS BLURB:

Big Data Symposium at HIMSS20
March 9, 2020 • Orlando, FL

Turn data into knowledge and manage analytics challenges in healthcare. Discover digital health strategies that leverage advanced analytics and get actionable solutions to apply in your organization. MAKE BIG DATA WORK FOR YOU >
Blockchain Symposium

March 9, 2020 • Orlando, FL


SOCIAL MEDIA POSTS:


• At HIMSS20, get a real-world perspective on #blockchain and find out how healthcare organizations are leveraging the technology to drive value. [http://bit.ly/2udS7zW](http://bit.ly/2udS7zW)

ENEWS BLURB:

Blockchain Symposium at HIMSS20
March 9, 2020 • Orlando, FL

Join us at the Blockchain Symposium and explore real-world examples of large-scale blockchain implementation. Examine useful business cases, and discover how blockchain can be used to drive value in your organization.

DISCOVER THE IMPACT OF BLOCKCHAIN >
Career Development Symposium
March 9, 2020 • Orlando, FL

#CareerDevelopment | http://bit.ly/2R8FQ8V

SOCIAL MEDIA POSTS:
• Become a top contributor in your organization and advance your health information and technology career at #HIMSS20. #CareerDevelopment http://bit.ly/2R8FQ8V
• At the #CareerDevelopment Symposium at #HIMSS20, everyone from early careerists to senior professionals will find useful resources for advancement. Discover tools and trends to propel your career forward. http://bit.ly/2R8FQ8V

ENews Blurb:
Career Development Symposium at HIMSS20
March 9, 2020 • Orlando, FL
At the Career Development Symposium, hear from industry experts as they discuss career topics, including workforce trends, networking, career planning, advancement and emerging roles. Join roundtable discussions, explore certification initiatives and expand your healthcare information and technology network. GET A COMPETITIVE ADVANTAGE >
Digital Health Organization Symposium

March 9, 2020 • Orlando, FL


SOCIAL MEDIA POSTS:

• See how #DigitalHealth technologies are helping healthcare leaders transition to value-based care. Join us at this #HIMSS20 symposium and find out how to lead an organization-wide culture that embraces innovation. http://bit.ly/2G9ggtS


ENEWS BLURB:

Digital Health Organization Symposium at HIMSS20

March 9, 2020 • Orlando, FL

At the Digital Health Organization Symposium at #HIMSS20, hear from leaders of high-performing digital organizations who have turned digital health challenges into real-world solutions. Discover methods to implement an innovative digital strategy that bring value to your organization.

LEAD THE DIGITAL HEALTH REFORMATION >
Interoperability & HIE Symposium

March 9, 2020 • Orlando, FL
#Interoperability | http://bit.ly/2Rb1YPX

SOCIAL MEDIA POSTS:

• At #HIMSS20, explore existing challenges to securing meaningful data exchange and discover innovative approaches to interoperability that are propelling organizations forward. http://bit.ly/2Rb1YPX

• At the Interoperability & HIE Symposium at #HIMSS20, discover how healthcare ecosystems are solving their biggest #interoperability challenges through secure, meaningful data exchange. http://bit.ly/2Rb1YPX

ENEWS BLURB:

Interoperability & HIE Symposium at HIMSS20
March 9, 2020 • Orlando, FL

Health information exchange systems are working to meet the challenge of streamlining data to create insights. Join this HIMSS20 symposium and find out how true interoperability is enabled when stakeholders have timely access to information, and explore innovative ways to fulfill the quadruple aim.

COLLABORATE THROUGH INTEROPERABILITY >
Nursing Informatics Symposium

March 9, 2020 • Orlando, FL

#NursingInformatics | http://bit.ly/2RBCeeq

SOCIAL MEDIA POSTS:

• Information is power in today’s healthcare ecosystem. Find out how #NursingInformatics supports data-powered health at this #HIMSS20 preconference symposium. http://bit.ly/2RBCeeq

• At the #NursingInformatics Symposium at #HIMSS20, explore how the nursing practice intersects with information and technology to guide success across the care continuum. http://bit.ly/2RBCeeq

ENEWS BLURB:

Nursing Informatics Symposium at HIMSS20
March 9, 2020 • Orlando, FL

Nursing informatics professionals are essential when it comes to managing the best use of information and technology. At this HIMSS20 preconference symposium, hear directly from the experts as they discuss standardizing information models, reducing the documentation burden and finding the necessary steps to implementing a successful clinical communications platform.

CELEBRATE THE YEAR OF THE NURSE >
Telehealth Symposium

March 9, 2020 • Orlando, FL

#Telehealth  |  http://bit.ly/37g2iTi

SOCIAL MEDIA POSTS:

• In healthcare organizations around the world, #telehealth is evolving to bring true value to the patient experience. Discover how direct-to-consumer strategies are enhancing the future of healthcare at #HIMSS20. http://bit.ly/37g2iTi

• Forward-thinking organizations are creating new #telehealth models that drive the future of the patient experience. Explore how telemedicine is being leveraged to transform health for better outcomes at #HIMSS20. http://bit.ly/37g2iTi

ENEWS BLURB:

Telehealth Symposium at HIMSS20
March 9, 2020 • Orlando, FL

Looking to fit telemedicine into your healthcare ecosystem? At the Telehealth Symposium at HIMSS20, explore how provider organizations are using telemedicine to create patient-centered experiences in a value-based world, and examine methods to create direct-to-consumer experiences, which allow patients to select the care options that suit them best.

EXPLORE THE HUMAN CONNECTION IN TELEHEALTH >
Thank you for leading the change in healthcare.

More collaborator resources: himssconference.org/collaborators/toolkit

Questions? Contacts: Jessica Bird, at: J Bird@himss.org