HIMSS Media
2015 Events

Where innovation meets insight
Welcome to HIMSS Media Events

Come meet the innovators and thinkers reshaping healthcare and driving better patient outcomes through effective use of technology and business intelligence.

HIMSS Media is an organization with a passion for covering the technology news, analysis and trends that are shaping modern healthcare. Through our market leading brands such as Healthcare IT News and Healthcare Finance, teams of experienced and independent editors and analysts identify what really counts and deliver it in formats our busy readers rely on.

That’s why we’ve partnered with HIMSS to provide an engaging, series of in-person events that bring together the industry’s thought leaders and innovators around four distinct topics: Privacy & Security, Big Data Analytics, Revenue Cycle Solutions and Patient Engagement. Now in our second year, we’re proud to announce that we’re expanding our program and adding more dates to meet demand.

With a strong focus on combining strategy with real-world insights from chief innovators working in the field, our events are designed to give you immediate and actionable insights and unparalleled networking opportunities.

Join us!

FEBRUARY
9-10
Patient Engagement Summit
Hyatt Regency
Orlando, FL

MARCH
5-6
Privacy & Security Forum
Manchester Grand Hyatt
San Diego, CA

APRIL
12
Revenue Cycle Solutions Summit
McCormick Place
Chicago, IL

13
H.I.T. Men & Women Reception
McCormick Place
Chicago, IL
Attend our events and...

HEAR from expert panelists and keynote speakers about current trends, innovative strategies and programs.

LEARN from best practices and case studies. Our programs are broad and deep, practical, and grounded in real-life experience.

SHARE ideas with your peers, industry leaders and subject matter experts.

MEET new contacts and strengthen existing relationships.

GAIN new knowledge that will benefit you professionally and your organization.

Learn more at HIMSSmedia.com/Events
The Revenue Cycle Solutions Summit will provide you with best practices, case studies, innovative approaches, and valuable tools. Stay ahead of key market trends and challenges so you can optimize your payment process and improve your financial outcomes.

Attendees will learn how to:

- Improve your revenue cycle by engaging patients
- Work more closely with clinicians
- Partner with IT
- Use analytics to optimize billing

The end result will be a more collaborative and efficient RCM process that improves your organization's ability to navigate healthcare's ongoing consolidation and transition to value-based care.

Who Attends:

- CFO, VP/Dir Finance
- Controller, Treasurer
- Collections, Coding, Reimbursement Executives
- Managed Care VP/Dir/Mgr
- Managing Director
- General Manager

Past Speakers:

- Albert R. Zimmerli
  Executive Vice President and Chief Financial Officer
  Intermountain Healthcare

- Sandra J. Wolfskill
  Director, Healthcare Finance Policy
  Revenue Cycle MAP
  HFMA

- Jeffery D. Hurst
  Senior Vice President of Finance
  Florida Hospital

- Linda K. Burt
  Vice President, Finance and CFO
  Nebraska Methodist Health System

From Organizations Such As:

- Beth Israel Deaconess Medical Center
- Boston Children's Hospital
- Intermountain Healthcare
- John Hopkins University
- Mayo Clinic
- Mount Sinai Medical Center
- Northwestern Medical Center
- Rutgers Cancer Institute of New Jersey
- UMass Memorial Medical Center
Patient engagement – getting patients to actively participate in their own care – has been dubbed the blockbuster drug of the 21st century. This dramatic paradigm shift has the power to reduce healthcare costs and improve care outcomes.

The Patient Engagement Summit offers a content-rich agenda that will edify you on the “how’s” and “why’s” of patient engagement.

- Gain expert insights into technology, tools, and strategies being used right now to successfully engage patients in their own care.

- Find out what patient engagement means in tangible and meaningful ways.

Who Attends:

**Worksites**
- 44% Hospital / Healthcare Provider
- 26% Healthcare Solutions Provider
- 12% Government / DOD
- 12% Healthcare Payer
- 5% Other

**Titles**
- 24% C-Suite
- 21% Director
- 18% VP
- 13% Manager
- 12% Healthcare Solutions & Service Provider
- 6% Other
- 5% Other
Secure your data. The mantra of the healthcare IT industry is becoming louder and more insistent. With data breaches making frequent headlines, now is the time to learn how to best protect your organization’s data assets. We’ve got the experts who can teach you.

The Privacy & Security Forum series supports healthcare IT professionals as they navigate the unpredictable waters of protecting patient data. These events are designed to help you assess your security programs and address attendant challenges.

Past Speakers

- **Jim Doggett**
  Senior Vice President, Chief Security Officer & Chief Technology Risk Officer
  Kaiser Permanente

- **Edward Marx**
  Senior Vice President, Chief Information Officer
  Rexas Health Resources

- **Karl West**
  Chief Information Security Officer
  AVP Information Systems
  Intermountain Healthcare

- **Neha Patel**
  Director of Quality
  Penn Medicine

Who Attends

We welcome healthcare IT professionals who are charged with safeguarding their organizations’ data assets: CEOs, CFOs, CIOs, CISOs, CMIOs, COOs, CPOs, and directors and managers of IT security.

Worksites

- Hospital / Healthcare Provider: 38%
- Healthcare Solutions Provider: 13%
- Government / DOD: 20%
- Healthcare Payer: 11%
- Other: 16%

Titles

- C-Suite: 29%
- Director: 29%
- VP: 16%
- Manager: 11%
- Healthcare Solutions & Service Provider: 11%
- Other: 4%
Don't miss our expanded national program in Boston in December!

- 3 days of programming
- Keynotes, case studies, breakouts, tracks, training workshops
- Expanded table-top exhibit service
- Networking events
Past Speakers

Dr. Jeanne Huddleston
Center for the Science of Healthcare Delivery
Mayo Clinic

Dr. John Mattison
Kaiser Permanente

Dr. Robert Wachter
Department of Medicine at the University of California, San Francisco

Dr. Stephen Fihn
Office of Analytics and Business Intelligence
Veterans Health Administration

Healthcare is undergoing a massive transformation. The ability to use analytics to transform data into actionable information – smarter business and clinical decisions – will play a big role in who survives this transformation.

The Big Data & Healthcare Analytics Forum brings together:
• Leading providers
• Payers
• Researchers
• Government officials

Join these industry leaders as they provide their expert insights into how healthcare organizations are currently using analytics to mine data to improve clinical care, financial performance, and administrative decision-making.

Who Attends:

Worksites
- C-Suite 21%
- Director 19%
- VP 12%
- Manager 16%
- Healthcare Solutions & Service Providers 24%
- Other 8%

Titles
- Hospital/Healthcare Provider 50%
- Healthcare Solutions Provider 23%
- Government/DOD 10%
- Healthcare Payer 13%
- Other 4%

From Organizations Such As:

Hospital Sisters Health System
Adventist Healthcare Inc.
John Hopkins University

Children's Healthcare of Atlanta
South Shore Hospital
Mayo Clinic

JFK Health System
Newark Beth Israel Hospital
Rutgers Cancer Institute of NJ
“The Big Data Forum was a very successful event for Jvion. We had solution demos pre-scheduled prior to the conference. Over 50% are now late-stage sales potentials with a significant closure rate projected.”

Todd Schlesinger, VP of Business Development, Jvion
**Sponsorship Opportunities**

**Be recognized as a thought leader**

Sponsorships provide exceptional exposure to our audience of leading healthcare providers, allowing you to position your organization as an industry driver. Make the right connections for relationship building, new business development and networking.

We offer a variety of packages or will create a custom opportunity to help you meet your goals, and budget.

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  ✔ One on One Networking: Custom dinner event with 10 attendees of your choice  
  ✔ Thought Leadership: 15-minute presentation as part of agenda  
  ✔ And MUCH MORE |
| **PLATINUM** |  
  ✔ Thought Leadership: 30-minute breakfast presentation  
  ✔ One on one networking: Host high level provider attendees at lunch  
  ✔ And MUCH MORE |
| **GOLD** |  
  ✔ Thought Leadership: 15-minute presentation as part of agenda  
  ✔ Branding and awareness: Video Interview posted to Healthcare IT News  
  ✔ And MUCH MORE |
| **SILVER** |  
  ✔ Thought Leadership: Seat on the panel of your choice  
  ✔ Branding and awareness: Recognition as co-sponsor of the refreshment break  
  ✔ And MUCH MORE |
| **SUPPORT** |  
  ✔ Networking: Table-top exhibit  
  ✔ Branding and awareness: Recognition on promotional material and website as sponsor  
  ✔ And MUCH MORE |

**For full sponsorship information please contact:**

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