

INTRODUCING

THE HIMSS

INNOVATION

CENTER

A STATE-OF-THE-ART DEMONSTRATION
AND TESTING FACILITY



Be part of this center of excellence
specializing in health IT interoperability.
Create a more sophisticated, efficient
care experience for patients. **Become a
HIMSS Innovation Center Corporate
Collaborator today.**

OPENING OCTOBER 2013
AT THE GLOBAL CENTER
FOR HEALTH INNOVATION

www.himssinnovationcenter.org

himss[®]

transforming healthcare through IT™



DEMONSTRATE YOUR COMMITMENT AND PROVE YOUR INTEROPERABILITY

HIMSS is committed to leading global efforts that optimize health engagements and care outcomes using information technology. To further its mission, HIMSS is building the **INNOVATION CENTER**, the first collaborative environment open year-round in which all healthcare stakeholders can work together to evolve the interoperability capabilities needed to improve healthcare.

COLLABORATE YEAR ROUND

The Innovation Center is a permanent demonstration and testing facility serving as a global resource where health solutions providers can work side by side with other state-of-the-art technology companies on major initiatives including mobile health, consumer-driven health, accountable care, coordinated care and more.

As a Corporate Collaborator, you are part of an elite team of innovators collaborating and facilitating health information exchange, and demonstrating the critical role technology plays in value-based patient care.

PLAY A ROLE IN THE FUTURE OF HEALTH AND HEALTHCARE

The Innovation Center is open to healthcare providers, technology solutions providers, policy makers, health services organizations, patient advocates, and the general public. This physical and virtual platform is the only year-round environment where you can demonstrate your innovations in care coordination, risk mitigation, revenue cycle management, health and wellness services and more. **There is no better place to demonstrate the power of your leadership in healthcare innovation.**

Be part of this **bold initiative to integrate real solutions** that can transform patient care. Become a HIMSS Innovation Center Corporate Collaborator. www.himssinnovationcenter.org

HIGH PROFILE EXPOSURE AND A MATCHLESS EXPERIENCE

BECOME A CORPORATE COLLABORATOR

Corporate Collaborators are part of an elite team of innovators, working together and leading the advancement of health information management by optimizing the use of technology. Becoming a Corporate Collaborator and aligning your organization with the HIMSS Innovation Center means that:

- You will be recognized as a distinguished leader in pursuit of improved healthcare as your products and services are featured in use case demonstrations in the Demonstration and Testing Environment.
- You will ensure that health IT products and services will have a platform for testing, demonstration and education.
- You will receive exclusive use of the virtual and physical facility where you can validate the interoperability of your technologies in real time, allay concerns, and collaborate with industry thought leaders and policy makers to mitigate risk and enable the improved delivery of patient care.

THE FUTURE OF HEALTH AND HEALTHCARE

The Global Center for Health Innovation (GCHI) is adjacent to the Cleveland Convention Center, a premier location that attracts healthcare providers year-round. The Global Center for Health Innovation is the only facility in the world that displays the future of health and healthcare. Participating visionaries in the GCHI have global reach and reputation. The HIMSS Innovation Center is proud to join Cleveland Clinic, GE Healthcare, Johnson Controls, University Hospitals and Philips Healthcare as charter tenants in the Global Center for Health Innovation.

The Innovation Center is the only environment dynamic enough to prove that your solutions meet the sophisticated requirements for secure electronic information exchange. **Are you ready to become a HIMSS Innovation Center Corporate Collaborator?**

THE DIRECTION OF HEALTHCARE IS **LIMITLESS**

THIS IS YOUR EXCLUSIVE OPPORTUNITY TO CHART THE COURSE

As technology advances and regulations and mandates change, the Innovation Center is the one place where you can assure customers that your solution meets government requirements, solves specific challenges and contributes to the efficiency and quality of care.

INNOVATION CENTER EXCLUSIVE

THE DEMONSTRATION AND TESTING ENVIRONMENT

Engage in a dynamic, simulated health information exchange that allows you to show your systems' capabilities at a transaction or workflow level. Bring your customer use cases to the center to develop integrated solutions with your technology partners. Establish your credibility in meeting regulatory requirements and exceeding the expectations of healthcare providers.

YEAR-ROUND VISIBILITY

THE HEALTHCARE TECHNOLOGY SHOWCASE

Focusing on current and emerging issues, including mobile health, health information exchange, consumer-driven healthcare, evidence-based care, value-based purchasing and more, this permanent, world-class exhibit space will feature your products and solutions as thousands of conference attendees and HIMSS members visit each year. Acting as an extension of your demonstration within the HIMSS Innovation Center use cases, your exhibition will position your company as a catalyst for industry improvement.



ENGAGEMENT OPPORTUNITIES

FOUNDING COLLABORATOR

HIMSS Innovation Center Access

Priority hosting of thought leadership events

- Participate in quarterly virtual events with HIMSS provider communities to identify challenges and create use case solutions that will demonstrate industry leadership
- Present your product success story at one quarterly event
- Present your product in use case(s) in the interactive Demonstration and Testing Environment
 - Use cases will be video-produced so that your industry leadership will be shown and available in the resource library while you continue to do business in other locations
 - All use case videos will be included in the HIMSS Annual Conference Interoperability Showcase™ demonstration
- Feature your success stories in the virtual Resource Library
- Priority use of the Innovation Center, including the Demonstration and Testing Environment for client visits to prove your industry leadership and integration with other products
 - Priority access to Innovation Center meeting rooms
 - Priority access to the state-of-the-art Immersion Theater
- Technology Showcase-themed exhibition with focused areas on mobile health, interoperability, patient-centered medical home, consumer-driven health and usability
 - 10' x 20' exhibition space in Technology Showcase with electric and internet included

Web Presence

The Innovation Center will offer two websites for your benefit: a public website and a private site with a sponsor portal.

- Premium logo placement on home page of Innovation Center website with link back to your company site
- Publication of two articles/white papers/use cases
 - Included in quarterly e-newsletter, distributed to a broad HIMSS audience
 - Publication on website in an appropriate content area
- Exclusive access to Innovation Center Portal
 - Notification of HIMSS Innovation Center, Global Center for Health Innovation and Cleveland Convention Center events will allow you to develop relationships with new customers
 - Access to monthly lead list, including all on-site and website Innovation Center visitors

Signage

Large atrium sign visible from all floors of the Global Center for Health Innovation Designation as a Founding Collaborator with logo placement on Innovation Center marketing materials such as the website, emails, event invitations and signage

Logo and three-minute video advertisement included on Innovation Center interactive entrance and virtual displays

Investment: \$100,000

STRATEGIC COLLABORATOR

HIMSS Innovation Center Access

Participation in thought leadership events

- Participate in quarterly virtual events with HIMSS provider communities to identify challenges and create use cases
- Present your product in use case(s) in the interactive Demonstration and Testing Environment
 - Use cases will be video-produced so that your industry leadership will be shown and available in the resource library while you continue to do business in other locations
 - All use case videos will be included in the HIMSS Annual Conference Interoperability Showcase™ demonstration
- Feature your success stories in the virtual Resource Library
- Use of the Innovation Center, including the interactive Demonstration and Testing Environment for client visits to demonstrate your industry leadership and integration with other products
 - Access to meeting rooms to host user groups or other client meetings
 - Access to the state-of-the-art Immersion Theater
- Technology Showcase-themed exhibition with focused areas on mobile health, interoperability, patient-centered medical home, consumer-driven health and usability
 - 10' x 15' exhibition space in Technology Showcase with electric and internet included

Web Presence

The Innovation Center will offer two websites for your benefit: a public website and a private site with a sponsor portal.

- Logo placement on home page of Innovation Center website
- Publication of one article/white paper/use case
 - Included in quarterly e-newsletter, distributed to a broad HIMSS audience
 - Publication on website in an appropriate content area
- Exclusive access to Innovation Center Portal
 - Notification of HIMSS Innovation Center, Global Center for Health Innovation and Cleveland Convention Center events will allow you to develop relationships with new customers
 - Access to monthly lead list, including all on-site and website Innovation Center visitors

Signage

Designation as a Strategic Collaborator with logo placement on Innovation Center marketing materials such as emails, event invitations and signage

Logo and two-minute video advertisement included on Innovation Center interactive entrance and virtual displays

Investment: \$50,000

HIMSS Innovation Center Access

Participation in thought leadership events

- Participate in quarterly virtual events with HIMSS provider communities to identify challenges and create use cases
- Use of Innovation Center, including the interactive Demonstration and Testing Environment for client visits to prove your industry leadership and integration with other products
 - Access to the state-of-the-art Immersion Theater
- Technology Showcase-themed exhibition with focused areas on mobile health, interoperability, patient-centered medical home, consumer-driven health and usability
 - 10' x 10' exhibition space in Technology Showcase with electric and internet included

Web Presence

The Innovation Center will offer two websites for your benefit: a public website and a private site with a sponsor portal.

- Logo placement on Innovation Center website
- Publication of one article/white paper/use case
 - Publication on website in an appropriate content area
- Exclusive access to Innovation Center Portal
 - Notification of HIMSS Innovation Center Global Center for Health Innovation and Cleveland Convention Center events will allow you to develop relationships with new customers

Signage

Logo and one-minute video advertisement included on Innovation Center interactive entrance and virtual displays

Investment: \$25,000

HIMSS Innovation Center Access

Use of the Innovation Center, including the interactive Demonstration and Testing Environment for client visits to demonstrate your industry leadership and integration with other products

- Access to the state-of-the-art Immersion Theater
- Technology Showcase-themed exhibition with focused areas on mobile health, interoperability, patient-centered medical home, consumer-driven health and usability
 - One Interoperability Showcase™-style kiosk in Technology Showcase with electric and internet included

Web Presence

The Innovation Center will offer two websites for your benefit: a public website and a private site with a sponsor portal.

- Logo placement on Innovation Center website
- Exclusive access to Innovation Center Portal
 - Notification of HIMSS Innovation Center, Global Center for Health Innovation and Cleveland Convention Center events will allow you to develop relationships with new customers

Signage

Logo included on Innovation Center interactive entrance, virtual and kiosk displays

Investment: \$10,000

MAKE YOUR MARK

The Innovation Center is the worldwide hub for health IT demonstration, exhibitions and the latest breakthroughs. This is **your exclusive opportunity** to guide the next phase in healthcare transformation.

Become a HIMSS Innovation Center Corporate Collaborator.

CONTACT:

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BE A PART OF THE CENTER OF EXCELLENCE SPECIALIZING IN HEALTH IT AND INTEROPERABILITY.

Become a Corporate Collaborator today.

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