

Clinical & Business Intelligence Community Sponsorships

2019 – 2020

Sponsorship Opportunities: 2



HIMSS North America

Community Description

Clinical and Business Intelligence (C&BI) is the aggregation, analysis, and use of clinical, financial, operational, and non-traditional data captured inside and out of the healthcare setting to directly inform decision-making. Leveraging the power of C&BI improves our nation's entire healthcare system as well as the medical and economic wellness of patients.

HIMSS' C&BI Community helps members leverage the power of C&BI to positively impact patient care delivery, health outcomes, and business operations through:

- Sharing practical guidance and unbiased information on how to harness healthcare data
- Facilitating peer-to-peer networking, problem solving, solution sharing, and education
- Engaging with peers and fellow industry leaders

Our virtual learning sessions feature topics such as:

- Data aggregation and access through EDW, HIE, and cloud solutions
- Data management, validation, quality, and integration
- Descriptive, retrospective, predictive, and prescriptive analytics
- Governance – data and program
- Reporting, dashboards, and visualization techniques
- Resource management
- Population health management, including attribution and risk stratification
- Precision medicine
- Predictive modeling
- Staffing and skill development

Investment

- **\$7,000** for Corporate Members
- **\$7,700** for Non-Corporate Members

Community Profile and Sponsorship Benefits

Community Monthly Education and Update Meetings

Membership	Approximately 8,800
Audience	IT VPs, Directors, Managers; Data, Financial, Clinical Practice, BI Analysts; Informaticists; Analytics and BI VPs, Directors; Analytics and BI Solution Developers; C-Suite; clinicians; consultants; vendors; and students. <i>Note: HIMSS Communities are open to all HIMSS members in good standing.</i>
FY18 Participation	<ul style="list-style-type: none"> Total registration to date attendance to date: 1434 578 [Total FY17 registration attendance: 2345 981] Average registration to date attendance per event to date: 287 116 Average attendance percentage: <ul style="list-style-type: none"> C&BI Community: 43% All Communities (avg.): approx. 40%.
Number of Events	6Community virtual events are held annually from July 1, 2019 to June 30, 2020
Event Dates	3rd Thursday of the Month, 1:00 – 2:00 pm ET

Benefit	Detail	Value
Logo / Branding Placement	<ul style="list-style-type: none"> Sponsor logo/branding placement on Community homepage Logo linked to Sponsor’s preferred landing page Community home page will have a link to the Sponsor’s “About our sponsor...” paragraph at the bottom of the webpage or as appropriate Sponsor logo and verbal recognition of thank you for all Community calls Logo to be placed on all Community invitations for monthly programming 	Brand Awareness
Thought Leadership Presentation	<p>Sponsor may provide and participate in one (1) Thought Leadership presentation as part of a scheduled Community meeting/call.</p> <ul style="list-style-type: none"> Presentation length = approximately 30 minutes + Q&A HIMSS to approve speaker, scheduling and content (must be submitted 6 weeks before scheduled meeting) Presentation must be Thought Leadership-focused rather than promotional in nature HIMSS staff will advise on and work with Sponsor on topic selection and scheduling Sponsor will receive an attendee list for the sponsored presentation from HIMSS staff liaison on the monthly call (Name, Title, Organization and Mailing Address) Sponsor may provide customer/speaker introduction(s) Sponsors may ask one (1) polling question per sponsored meeting as available <p>Connected with the presentation, Sponsor may work with HIMSS Community Staff to guest author a thought leadership-oriented blog published the HIMSS C&BI/PopHealth blog series (or location as appropriate) to highlight the upcoming sponsored community event. HIMSS blog guidelines apply.</p>	Brand Awareness Thought Leadership Lead Generation