

**Inaugural Association Forum event at IMEX America**

**Medical and healthcare association professionals discuss trends and disruptors**

Medical and healthcare association professionals had the opportunity for tailored learning and networking at IMEX America, held recently in Las Vegas.

Association Forum, supported by the IMEX Group and sponsored by Visit Phoenix, delivered a bespoke pilot program for the healthcare association community. Association Forum brought its signature Healthcare Collaborative to IMEX America for the first time, delivering an in-depth conversation on *Trends and disruptors impacting healthcare and medical meetings* in conjunction withVisit Phoenix. The Healthcare Collaborative is an interdisciplinary community of healthcare associations and stakeholders convened to identify pressing issues to address in common, opposed to individually.

Academics, association CEOs and meeting planners all took part in the high-level roundtable discussion, which aimed to explore how the sector can be responsive to change while delivering value to stakeholders.

Keynote speaker, Dr. Hamed Abbaszadegan MD, MBA, FACP, Program director for the University of Arizona College of Medicine – Phoenix Clinical Informatics Fellowship program, shared his insights into the development of big data applications for front-line clinical care. “The proliferation of EHRs have allowed for structured data storage on a grand scale within health systems. This has led to new fronts in analytics long present in other industries. In order to future proof your memberships domain or practice in healthcare, you have to be intertwined with advanced analytics applications.”

The program which took place on Smart Monday, IMEX America’s pre-show day of learning, also covered content delivery and engaging experiences.

Carina Bauer, CEO of the IMEX Group, comments: “We’re delighted to partner with Association Forum to deliver a specially curated event for the medical association community.

“The opportunity to meet with and learn from people who share the same challenges is immensely important and goes a long way to furthering the industry as a whole. One of the core aims of the IMEX Group is to educate the industry, and opportunities for bespoke groups of people to collaborate are key.”

Michelle Mason, President and CEO of Association Forum, comments: “Association Forum is pleased to collaborate with IMEX America to bring healthcare medical meeting education to the conference. Healthcare and medical association meetings are experiencing an evolution. Providing expert content and education to inform decisions and decision makers is critical.”

Association Forum’s Healthcare Collaborative Roundtable joins the Association Leadership Forum, created by ASAE at IMEX America as a tailored learning and networking opportunity for association professionals, open to association leaders including CEOs, COOs, presidents, executive directors, secretary generals, chairs and board members.

IMEX America took place September 10 – 12 in Las Vegas.  
  
#IMEX19   
  
ENDS

**Notes to editors**

**IMEX AMERICA 2019**  
IMEX America 2019 took place September 10 – 12 at the Sands Expo® Convention Center preceded by Smart Monday, powered by MPI on September 9.  
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**IMEX AMERICA 2020**  
IMEX America takes place in September again next year: September 15 – 17, 2020 at the Sands Expo® Convention Center.  
#IMEXcited. Why? Because IMEX America is celebrating its 10th birthday in 2020. More details to follow soon.

**About Association Forum**

Association Forum is the “association of associations” in Chicago. Founded in 1916, Association Forum has more than 4,000 members today. The association community in Chicagoland represents more than 1,700 associations, which in turn serves nearly 29 million individual members and spends an estimated $10.3 billion annually on meetings alone in the Chicagoland area. Next to Washington, DC, Chicago is the nation’s largest association headquarters city. Additionally, more healthcare associations are headquartered in Chicagoland than anywhere else. To learn more about Association Forum visit [www.associationforum.org](http://www.associationforum.org)

**Healthcare Collaborative Sponsor:** Visit Phoenix www.visitphoenix/medical meetings