

# Driving Public Health **FORWARD**

A DYNAMIC RESPONSE TO WORKING TOGETHER

June 29–July 1 2021 | VIRTUAL



## HIMSS Interoperability Showcase™ at the 2021 NACCHO 360 Virtual Conference

The National Association of County and City Health Officials (NACCHO) and Healthcare Information and Management Systems Society (HIMSS) welcomes your organization to participate in the HIMSS Interoperability Showcase at the NACCHO 360 virtual conference taking place June 29–July 1, 2021.

This showcase will feature how health information technology systems utilize standards to support interoperability that enables healthcare providers and public health departments to send, receive, exchange, and use secure data.

Your exhibit and sponsorship will put you in front of participants from public and private sectors across the country at the local, state, and federal levels including:

- Health information technology professionals
- Informatics researchers and academic leaders
- Public health practitioners representing a variety of disciplines and programs
- Community-based organizations
- Healthcare professionals

### Demonstrate your thought leadership

Interoperability demonstrations are collaborative projects between organizations using interoperability standards to exchange information and improve the quality and value of care. Together, organizations develop a person-driven storyline that contextualizes the value of their product or solution. NACCHO provides a technical expert to help support the organizations, facilitate communication, and meet deadlines. By participating in the HIMSS Interoperability Showcase at the 2021 NACCHO 360 virtual conference, you are not only elevating your thought leadership but also the work you do in the market today to facilitate cooperation, interoperability, and improved health outcomes.

### Minimum expectations for participating organizations

- You must use an interoperability standard to exchange information (such as a HL7 Profile, IHE Profile, DICOM, IEEE, Continua, etc.).
- Your solution is part of a person-centered scenario highlighting services and activities that public health departments and healthcare providers are able to conduct with standards-based, interoperable health information technology systems, platforms, and frameworks.
- Participation on weekly demonstration planning calls starting in May 2021.
- Participate in one or more live virtual demonstrations.
- You or your designee must be available during the following times:
  - Two days prior to the NACCHO 360 event for demonstration set-up
  - All [NACCHO 360 exhibition hours](#)
- You must be able to demonstrate real-time connected exchange within the demonstration. Static content must be available in the event connectivity goes down.



**Services and activities must be relevant to public health departments, for example:**

- Electronic case reporting (eCR)
- Immunization registry reporting
- Healthy weight management
- Vital record reporting
- Health information exchange
- Specialized registry or surveillance reporting
- Diabetes management
- Syndromic surveillance
- Health equity and social determinants of health

## Pricing

### **Interoperability Showcase Participation Only**

**\$2,000**

#### **Interoperability Showcase**

- Your (1) solution will be used to present a use case alongside other industry solutions
- Your logo will be included in the case demonstrations and as part of demonstration promotion efforts.
- Your logo will appear on the website

#### **Passes:**

- 1 full registration

#### **Attendee List:**

- Lead list of conference attendees after the conference (mailing addresses only)

### **Interoperability Showcase Participation + Virtual Sponsor Gallery Microsite Package**

**\$2,500**

In addition to participating in the Interoperability Showcase, companies can showcase their product or services to participants in the Sponsor Gallery on the NACCHO 360 virtual platform.

Our new sponsor gallery allows you to build a custom microsite that is housed within the conference platform. The custom microsite gives you the ability to share your programs, products, and services with our virtual attendees. This webpage will include your organization's name, contact information, social media links, company description, and up to five linked resources. The microsite also includes a video message (up to two minutes) that can be used to introduce your organization to our NACCHO 360 attendees.

**For more information on participating, please contact  
Danielle Frisby at [dfrisby@sponsorshipboost.com](mailto:dfrisby@sponsorshipboost.com) or 301-200-4616 x105**

