

The logo for CHIK Services is displayed vertically. The word 'CHIK' is in a large, bold, teal font with a red cross symbol above the 'I'. Below it, the word 'Services' is written in a smaller, teal, sans-serif font. The background features a stylized globe of the Earth with blue and white colors, set against a blue gradient with light rays.

**CHIK**  
Services

*A Window on the World of Health ICT*

# CHIK Services Asia Pacific Delegation

**HIMSS'10, Atlanta  
Georgia, USA  
1-4 March 2010**

**Information Pack**

**Delegation coordinated by**

**CHIK**  
Services  
+ [www.chik.com.au](http://www.chik.com.au)

# HIMSS'10 Annual Conference & Exhibition Georgia World Congress Centre, Atlanta, Georgia, USA

[www.himssconference.org](http://www.himssconference.org)

**Delegation: 27 February to 4 March 2010**

**Conference: 1 to 4 March 2010 (opening reception 28 Feb)**

*Information correct as at 16<sup>th</sup> December 2009*

CHIK Services (CHIK) takes an effective, low key approach to its delegation programs, with each delegation to HIMSS annual conferences since 2003 attracting around 40 or more participants.

In 2010 CHIK is again an invited Collaborator at HIMSS Annual Conference and delegates are expected to come together from Australasia and across the Asia Pacific region.

**You are invited to maximise your HIMSS experience** by joining CHIK's Asia Pacific delegation.

**As a Delegate you** are responsible for

- organising your own airfare, accommodation and transfers (we recommend booking ASAP)<sup>1</sup>
- providing a few details about yourself and your organisation for inclusion in the delegation profile
- providing your Atlanta contact details for inclusion in the delegation contact list (this list is only available to CHIK Asia Pacific delegates and is provided by email)
- paying a small administration fee

**CHIK Services** is responsible for

- compiling information about the event, the location and tips for getting the most out of HIMSS (in this document)
- providing a printed delegation profile and contact list - made available to delegates in soft copy with printed copies available from CHIK's Booth
- promoting the delegation to HIMSS attendees
- providing a central delegation meeting point and notice board (at our booth)
- organising networking events around HIMSS including:
  - an informal (pay your own way) dinner on Saturday 28 Feb 2010 for AsiaPac delegation networking before the conference begins
  - a mid-conference meeting to exchange thoughts, ideas, must sees while there's still time to catch up before the conference ends

## **5 Easy steps to take part**

- Book your flights to Atlanta
- Either:
  - a. Handle your own registration & accommodation bookings ([www.himssconference.org](http://www.himssconference.org)) (consider W Hotel Midtown – International delegates are encouraged to stay at this hotel)
  - b. Register with Sean Roberts @ HIMSS for their International Delegate package<sup>1</sup> (Details are available [here](#) or contact Sean [sroberts@himss.org](mailto:sroberts@himss.org))
- Send us your completed delegation form (last page of this document) by 17 Feb 2010. This includes information about you, your organisation, your contact details & Atlanta events.
- Pay CHIK AUD125 per person (plus GST if applicable). This fee helps us recover printing costs and some of the time and effort CHIK puts into bringing the delegation together.

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<sup>1</sup> you may wish to consider the HIMSS package for International Attendees: includes registration fee, accommodation (at the W Hotel Midtown), lunches and a hospital site visit. (Note: this must be purchased as a package.) For details contact Sean Roberts of HIMSS at [sroberts@himss.org](mailto:sroberts@himss.org)

## How does this benefit you?

- CHIK subscribers are eligible for discounted HIMSS registrations. If you don't currently subscribe to CHIK's *Health ICT News* service and intend going to HIMSS, our Collaborator registration discount will save you more than the cost of an individual CHIK subscription for one (1) year.
- Make CHIK Services' booth at HIMSS your home base to meet people - leave messages, leave your bags (at your own risk) or display company material (limited space available).
- Enjoy the flexibility of making your own travel and accommodation arrangements while being part of CHIK's Asia Pacific delegation.
- Get to know others in the delegation and agree on the best strategy to get the most out of HIMSS. For those who may not have attended HIMSS' Annual Conferences before, HIMSS conferences are LARGE. In 2009 there were around 900 exhibitors, over 28,000 attendees and literally miles of education sessions. Those who've been to HIMSS before recommend a team approach to get the most out of your HIMSS experience.

**Please note CHIK is co-ordinating the on-the-ground delegation program only.**

**You are responsible for arranging your conference registration, travel and accommodation.**

## Other information in this document

- General Information for delegates
- About HIMSS'10 Annual Conference
- Asia Pacific Delegation event program @ HIMSS'10 Annual Conference
- **Asia Pacific Delegation form** – please complete this information and return to CHIK as soon as possible by email to [nicole.littlehales@chik.com.au](mailto:nicole.littlehales@chik.com.au)

## GENERAL INFORMATION FOR DELEGATES

**Conference website** [www.himssconference.org](http://www.himssconference.org)

**Registrations** <http://www.himssconference.org/registration/>

**Conference registration rates** are as follows:

**Tip** to benefit from the discount, CHIK subscribers should register at the National HIMSS Member / Collaborator rate (quote your telephone number in the Member Number box)

<b>HIMSS Conference (US dollars)</b>	<b>Early bird (before 15 Dec 09)</b>	<b>Standard (16 Dec 09 to 1 Feb 10)</b>	<b>Onsite (After 1 Feb 10)</b>
HIMSS Member/ Collaborator Rate	\$640	\$740	\$1,045
Non-member	\$895	\$995	\$1,095
Student	\$120	\$120	\$120
Wednesday Exhibit Hall Only Pass*	\$295	\$295	\$395
Single Day	\$425	\$425	\$550
Government Rate	\$640	\$640	\$640
Extra fees apply for	Workshops, Symposia, CIO Forum, Academic Forum		

\*Wednesday Exhibit Hall Only Pass – Includes admittance to exhibit hall on Wednesday and tote bag materials (while supplies last)

## Accommodation

### **CHIK recommends making accommodation bookings through HIMSS.**

Bookings can be made online at <http://www.himssconference.org/travel/default.aspx>

**Note** International Delegates are encouraged to stay at the W Hotel Midtown.

**Tip** Accommodation venues booked via the HIMSS site are covered by a shuttle bus service to and from the Convention Center.

**Tip** Book accommodation early!!

**Information on Atlanta** can be found at

<http://www.atlanta.net/>

<http://www.atlanta.com/>

<http://www.accessatlanta.com/>

<http://robinson.gsu.edu/about/atlanta.html>

## Weather – what can you expect?

<http://www.weatherforyou.com/weather/georgia/atlanta.html>

Average temperatures for February/March are a minimum of 7.1 °C (34.5° F) to a maximum of 12.8 °C (55° F).

## HIMSS'10 Annual Conference – making the most of the experience

The HIMSS Annual Conference attracts around 28,000 delegates and over 900 exhibitors and continues to grow.

Since 1998 Australasian and Asia Pac attendees have benefited from attending the HIMSS Annual Conference as part of a delegation co-ordinated by CHIK Services (since 2002) and before that by CHIC. Join the 2010 delegation to gain the most from the educational sessions and the exhibition, in addition to participating in informal and formal networking events associated with the conference.

## HIMSS'10 Tips

- Book accommodation early
- HIMSS-recommended hotels include a regular HIMSS shuttle bus service.
- Bring something unique to identify your conference satchel.
- Work in a team to get the most from your HIMSS experience.
- Make use of CHIK's collaborator booth as a meeting and messaging point.
- You'll be doing lots of walking so footwear that can last the distance is a must.

## ABOUT HIMSS'10 Annual Conference

### **Georgia World Congress Centre, Atlanta, Georgia, USA**

#### **Conference website**

HIMSS is the healthcare industry's major membership organisation with over 20,000 individual members and around 300 member corporations. Based in the US, its events and membership services span many countries. HIMSS focuses on providing leadership for the optimal use of healthcare information technology and management systems for the betterment of human health.

The Annual HIMSS Conference is held over 4 days each year and rotates around a number of US cities. In 2009 it attracted over 30,000 delegates and more than 900 exhibitors.

## Conference Brochure

The complete conference brochure is available for download at [www.himssconference.org](http://www.himssconference.org) (large file 5 Mb PDF)

## Educational Program

**Keynote sessions** will feature:

- **Dan Hesse**, Chief Executive Officer, Sprint Nextel Corporation
- **David Blumenthal, MD, MPP**, National Coordinator for Health Information Technology  
Department of Health and Human Services
- **Sanjay Gupta, MD**, Senior Medical Correspondent, CNN
- **Chesley B. "Sully" Sullenberger, III**, Pilot, US Airways, Founder and CEO, Safety  
Reliability Methods

More details at <http://www.himssconference.org/education/keynoteSpeakers.aspx>

**Schedule at a Glance** a quick reference listing is available at <http://www.himssconference.org/general/schedule.aspx>

**Pre-conference workshops** <http://www.himssconference.org/education/workshops.aspx>,  
**Symposia** for Physicians and Nurses <http://www.himssconference.org/education/symposia.aspx>, a  
A **CIO Forum** (run by CHIME) [http://www.himssconference.org/education/cio\\_forum.aspx](http://www.himssconference.org/education/cio_forum.aspx) and an  
**Academic Forum** <http://www.himssconference.org/education/AcademicForum.aspx> will also held on  
the Saturday prior to HIMSS. Additional fees apply.

## Exhibition

Full details of all exhibitors, including a searchable company listing and the exhibit floor plan are available at <http://www.himssconference.org/exhibition/default.aspx>

**Interoperability Showcase** The interactive demonstration will show how interoperability can improve the patient care process and link vital health information to give clinical care givers the right information care. The showcase also features multiple theatres that deliver education, success stories, and information on the national initiatives surrounding interoperability.  
<http://www.himssconference.org/exhibition/interop.aspx>

**Product Pavilions & Sessions** Product Pavilions situated on the exhibit floor provide a good opportunity to see a range of exhibitor offerings in specific functional clusters. The Pavilion Product Sessions are case study presentations hosted by clients of exhibiting companies to showcase dynamic and innovative healthcare IT solutions.  
<http://www.himssconference.org/exhibition/PavilionSessions.aspx>

## **HIMSS'10 ASIA PACIFIC DELEGATION EVENTS PROGRAM**

### **CHIK Services Booth**

#### **Booth CS6 near HIMSS Central**

##### ***Your meeting place***

CHIK's booth is centrally located in the Collaborator area. Feel free to use it as a meeting point, leave messages, or display company material (limited space available). It will be staffed most of the time however please note that CHIK takes no responsibility for any items left at the booth. Wireless connectivity is available throughout the Centre. Power will be available at the booth.

### **Sat 27 February 2010: Delegation Pre-Conference Dinner – from 7.00 pm – Venue TBC**

Get together for an informal (pay your own way) dinner on Saturday night.

Network and have a relaxed meal while getting to know other delegation members and agree on a “divide and conquer” strategy to make the most of your HIMSS experience. Those who've been to HIMSS before recommend attending this dinner to help manage the size and complexity of HIMSS annual conference and exhibition.

### **Sun 28 February 2010: HIMSS Opening Reception – 5.00 pm to 8.00 pm**

The official opening function hosted by HIMSS at **Georgia World Congress Center**

### **Tuesday 2 March 2010: Asia Pacific Delegation Mid-Conference Debrief – 3.30 to 5.00 pm Room TBC**

Intentionally set in the middle of the conference program, this informal delegation meeting allows you to pick up on areas of interest with time to do your own investigation before the event closes. An opportunity to throw your ideas into the “mix” that is HIMSS. Find out which education sessions really worked, what exhibitions are of interest and what is their relevance to your environment back home?

# Chik Services Asia Pacific Delegation– HIMSS '09 Annual Conference BOOKING FORM

[Click here](#) to access this Booking Form as a MS Word document

Please fill in the relevant sections and return to CHIK Services

By email (preferred) to [nicole.littlehailes@chik.com.au](mailto:nicole.littlehailes@chik.com.au) or

By fax to +61 (0)2 4365 7566

**Tip:** Submit your information by **17 Feb 2010** for inclusion in delegation profile.

**Tip:** Information marked^ will only be made available to other AP delegates

## Delegate Information

*(tell us a little about you and your organisation for inclusion in the delegation profile)*

Name

Position

Email

Phone\*

Mobile/Cell\*

Fax\*

*\*your work contact details - please include country code*

Organisation/Company Name

Organisation/Company website

An overview of the Organisation/Company (1-2 paras - **proofed, ready for use please**)

## Travel and Contact Information

*(this information will be included in the delegation contact list (available to delegation members only))*

I will arrive in Atlanta: (Date)

I leave Atlanta:

My contact details while in Atlanta are:

Email^

Mobile/Cell^ (please include country code)

Hotel^

*^ this information will be provided to other Asia Pacific delegates only*

### Expected participation

***I expect to attend***

***I cannot attend***

Delegation Dinner (Sat 27 Feb, from 7pm)

Opening Reception (Sun 28, 5 – 8 pm)

Delegation Mid-conference Debrief (Tues 2, 3.30-5 pm)

## Authorisation

I authorise CHIK to include the information provided above in the Asia Pacific Delegation Profile (to be made available on the CHIK website and in hard copy at HIMSS) and in the Asia Pacific Delegation contact list (for delegation only).

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Return to CHIK Services by 17 Feb 2010 for inclusion in Delegation profile**