

Himss[®]09

Annual Conference & Exhibition
CHICAGO | APRIL 4-8, 2009

McCormick Place

www.himssconference.org

Conference Highlights

- Attendance was at 27,429 - running just slightly lower than 2008 and a substantial increase from 2007. This signifies that even in a downturn economy, the demand for an industry event such as HIMSS09 is still critical.
- HIMSS09 attracted more C-level executives than in 2008
- 44% of attendees were first-timers; bringing fresh/new buyers to the exhibition.
- 75% of attendees were decision makers and influencers



Dennis Quaid, actor and a HIMSS09 Keynote, addresses an auditorium filled with attendees about patient safety issues.



Former Chairman of the Federal Reserve, Alan Greenspan discussed issues concerning healthcare costs and privacy and security.



Fun, food and networking at the rockin' Tuesday Night Event!

HIMSS09 CHICAGO

At the Epicenter of Change, Transformation and Growth

HIMSS09 was held at a time when there were dramatic transformations happening in healthcare IT: a new "pro HIT" administration for advancing EMR Adoption, Interoperability, Standards, Privacy & Security and more...more than \$19 billion ARRA dollars that would help progress healthcare IT...a downturn in the economy, driving the market to obtain even more reduced costs and streamlined processes...an even more critical need for education, certification and technology solutions.

HIMSS09 was the epicenter for critical information transfer, discussions and exploration. The excitement to learn and the motivation to explore could be found everywhere at this leading industry event...

- **300 education sessions** addressing the American Recovery and Reinvestment Act of 2009, EMRs, privacy & security, quality, patient safety, interoperability, public policy initiatives and the hottest industry topics
- **900 exhibitors** demonstrating cost-effective product solutions designed for today's shrinking budgets
- **The Interoperability Showcase** where attendees could create and manage their own virtual health record – in real-time
- **Timely and relevant keynote speakers** – Dennis Quaid, Alan Greenspan, George Halvorson and Jerry Linenger

The HIMSS09 Exhibition dazzled attendees with innovative, yet practical product solutions.

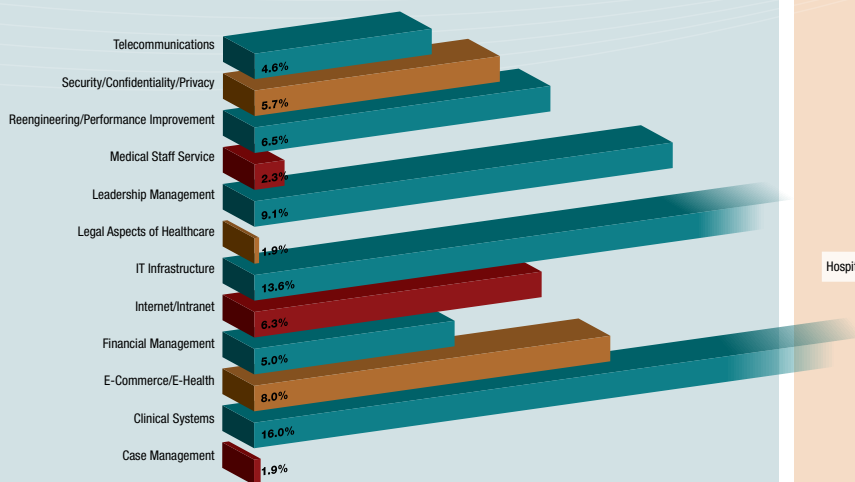


Exhibit Hall Hours:
Sunday, April 5
2:00p.m. - 6:00p.m.

Don't miss
the following
areas!

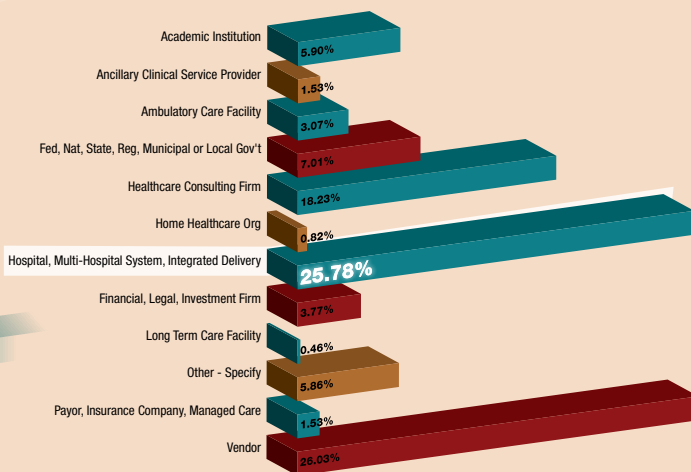
Work Focus

A large percentage of the HIMSS09 attendees had a work focus in IT Infrastructure, Clinical Systems, Leadership Management and eCommerce/eHealth.



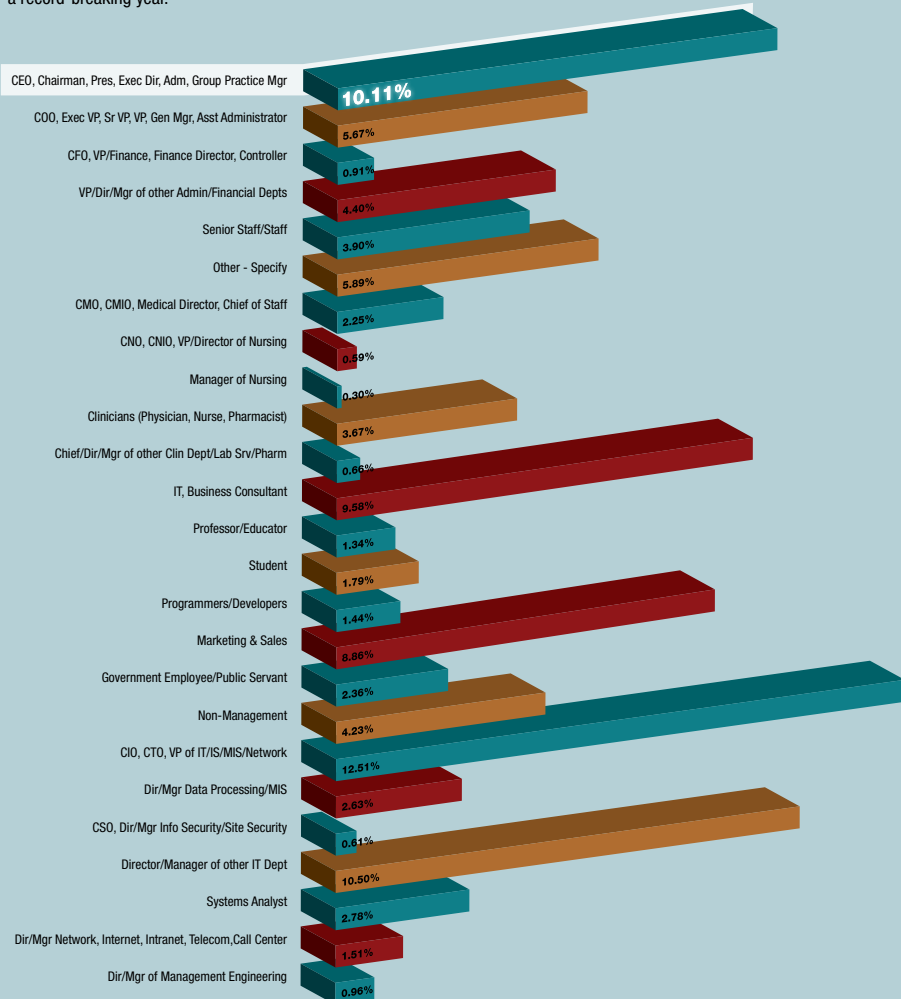
Work Site

Healthcare consulting firms and ambulatory were among the areas demonstrating slight increases. The majority of the attendees were from the Hospital, Multi-Hospital Systems and Integrated Delivery Systems.



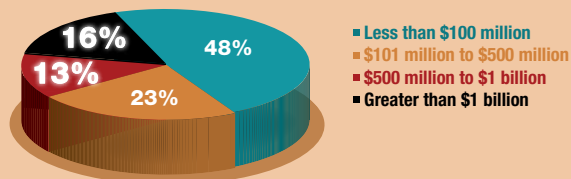
Professional Level

There were increases in executive level attendance, including a 2% increase for CEOs, Chairmen, Presidents, Executive Directors, Administrators and Group Practice Managers. Other professional titles in attendance were on par with 2008 – a record-breaking year.



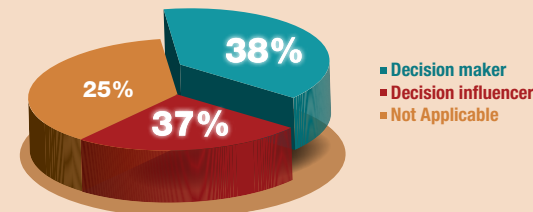
Organizational Budget

Nearly 30% of organizations in attendance at HIMSS09 have a budget of \$500 million to more than \$1 billion.



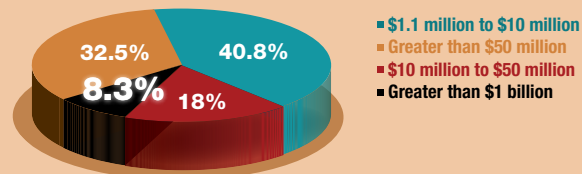
Purchasing Authority

75% of attendees contribute to the decision making for major purchases – slightly ahead of 2008.



Departmental Budget

Budgets stayed within a couple percentages of 2008's numbers.



“ HIMSS09 allowed me to explore new technologies and solutions both on the exhibit floor and as part of the networking and educational opportunities. I also am able to obtain CEU's which are critical to maintain my certifications and licenses. **”**

Patt Leatham, RNBC, MN, FHIMSS, CPHIMS
IT Manager, Clinical Departmental Systems, Care Delivery & Practice Management
Group Health Cooperative
Seattle, WA

“ The 2009 conference was, without question, the best that I've ever attended and the Organizational Affiliate program events were a very large part of that experience. **”**

Dale Sanders
VP & CIO, Northwestern Medical Faculty Foundation
Chicago, IL

HIMSS10

Save the Date
MARCH 1-4, 2010 | ATLANTA
GEORGIA WORLD CONGRESS CENTER

HIMSS09 Takes Center Stage in Local, National & Global Media

The media buzz started early and continued after the conference. With the strategic placement of local, national and trade coverage – HIMSS09 reached an audience of over 104 million people through 290 stories.

Coverage included:

- National media outlets were represented by *Reuters Health*, *CNNMoney.com*, *Bloomberg News*, *New York Times Online*, *Fox Business News*, *USA Today Online* and the *Associated Press*
- Local print and broadcast coverage: *Chicago Tribune*, *Chicago Sun-Times*, *Daily Herald*, *WLS-TV/ABC*, *WGN-TV* and *WBBM-AM*
- More than 150 reporters attended – many from around the world

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