



Top 10 Things to See and Do at HIMSS 2015





Attend the Opening Reception ***Sunday, April 12, 5 p.m. to 7 p.m.***

HIMSS isn't just about attending sessions and learning from experts, it's also about building a network of peers from similar practices facing similar challenges and opportunities — and having some fun while doing that. Attend the "speakeasy" themed opening reception and you could form some long-lasting bonds with other physicians and administrators while listening to live music and enjoying great food and drinks.





Check out the "Cybersecurity" Command Center
Monday, April 13 through Wednesday, April 15

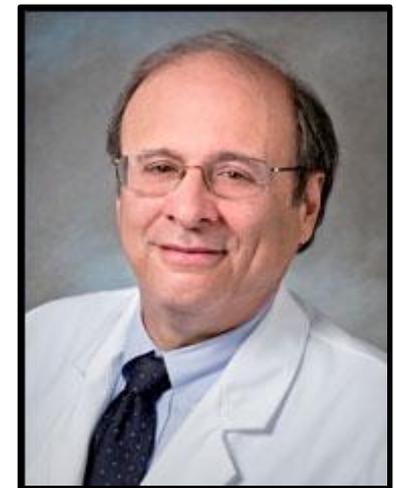
Stop by this new booth to hear from industry and government experts about the cyber threats practices face and to test your "cybersecurity IQ." The booth provides a great opportunity to learn more about certain security missteps you may be making and additional security steps you should be taking.





Attend "Medical-Legal Cases That Went South" *Monday, April 13, 10 a.m. to 11 a.m.*

Most of you have already implemented EHRs, but have you taken steps to ensure your use is not raising legal risks? During this session, Keith Klein, clinical professor of medicine at UCLA, will present four medical legal cases that, due to deficiencies in the EHR, led to cumulative awards in excess of \$30 million. He will also list the most common pitfalls that lead to EHR-related litigation, and identify how physicians should change their work flows to avoid similar problems from occurring in their practices.



Keith Klein, MD





Attend "Converting Unknown Consumers into Patients" *Monday, April 13, 11:30 a.m. to 12:30 p.m.*

As more practices use social media to engage with patients and prospective patients, your practice could be left out in the cold if it does not get on board. During this session, Melody Smith Jones, manager of connected health solutions for IT consulting firm Perficient, will share how practices can better utilize social media to engage patients and attract new ones. She will also identify four online conversion tools that practices should be using.



Melody Smith Jones





Attend "CMS Meaningful Use Stage 3 Requirements" *Monday, April 13, 1 p.m. to 2 p.m.*

Regardless of which stage of the government's EHR incentive program your practice is in, this session is a must-attend. CMS recently released the proposed rules for the third stage of the incentive program, so this is a great opportunity to hear directly from CMS regarding what you should expect, and prepare for, in Stage 3. The speakers will be Elisabeth Myers, lead policy and outreach for eHealth initiatives in the division of health information technology at CMS, and [Robert Anthony](#), deputy director of the quality measurement and health assessment group at CMS.



Robert Anthony





Walk the Exhibit Hall

Set aside 60 minutes of your HIMSS experience for a walk around the exhibit hall. Observe what's really piquing other attendees' interests this year. That will give you insight into what technologies, tools, and resources you may want to keep an eye on and consider acquiring for your practice.



Attend "Physician Tools for Patient Engagement" *Tuesday, April 14, 10 a.m. to 11 a.m.*

In order to satisfy the meaningful use criteria, physicians must prove that their patients are well engaged. But getting patients to actively engage with their care, especially through the use of technology (such as a patient portal), is not easy. During this session, Shannon Vogel, director of health information technology at the Texas Medical Association, will share tips regarding how to increase patient engagement, and she will identify various options and tools physicians can use to better engage patients.



Shannon Vogel





Attend "Creating a Game-Changing Telehealth Strategy" *Tuesday, April 14, 4 p.m. to 5 p.m.*

Many physicians are asking themselves: What does telehealth mean and should I get involved in it? This session, presented by Jeff Jones, senior manager at healthcare management consulting firm Subsidium Healthcare, and Jay Backstrom, a partner in the firm, may provide some guidance. The presenters will describe how to develop a strategic and successful telehealth program.



Jay Backstrom



Jeff Jones





Attend "What Does 'HIPAA Compliant' Mean?" ***Wednesday, April 15 8:30 a.m. to 9:30 a.m.***

Often, vendors and suppliers will claim that their products are "HIPAA Compliant," but do you understand what that really means? As you incorporate new technology into your practice, a top consideration should be whether that technology will raise risks related to HIPAA compliance. This session, presented by Dana DeMasters, privacy and security officer at Liberty Hospital, and Tom Walsh, principal consultant at health information security firm tw-Security, will explore how you can determine "myth" from "fact" when making vendor decisions.



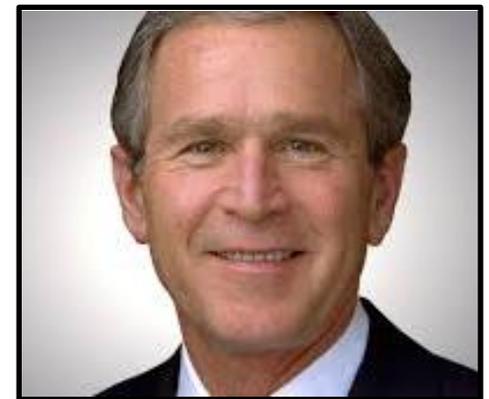
Tom Walsh





**Attend the Keynote Session by
Former President George W. Bush
*Wednesday, April 15, 4:30 p.m. to 5:30 p.m.***

During his keynote session, former President George W. Bush will share his thoughts on his presidency, the challenges facing the country, and more. While you're likely attending HIMSS to expand your tech knowledge, this session will serve as a nice opportunity to shift your focus and consider the bigger picture.



George W. Bush

