

7th Annual Clinical Informatics Summit

May 15, 2015



James Brady, PhD, CPHIMS, FHIMSS
President, Southern California Chapter

himss[®]
SOUTHERN CALIFORNIA *Chapter*



Chapter Board of Directors

- *President* James Brady
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- *Marketing/Communications* Dianne Baker
- *Sponsorship* Angela Rivera
- *Academic Alliance Chair* Bella Zaghi

Current and Upcoming Program Events

7th Annual Clinical Informatics Summit

May 15, 2015, Beckman Center, UC Irvine

1st Annual NorCal and SoCal Patient Engagement Conference

June 4, 2015, UC San Francisco and Online

3rd Annual Life Sciences Webinar

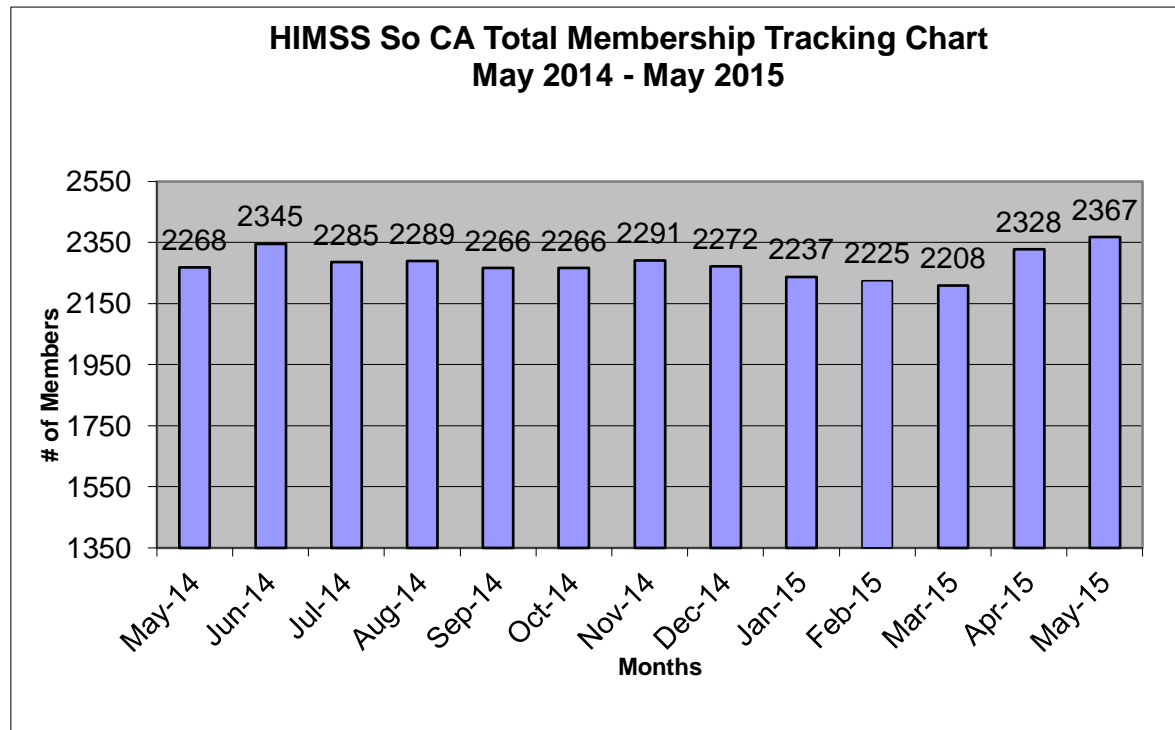
June 11, 2015 at Noon Online

Membership Update

Current Membership: 2,367

Current Initiatives:

- Increase Student Membership – accomplished with 100% (~200 Students!)
- Increase Organizational Affiliate (OA) Membership – ALL EMPLOYEES qualify for FREE membership with OA membership



2015 Chapter Board Election Results are in!



Vice President - Finance
Carl R. Hill, MSW



Vice President – Programs
Toon Prasertsit, RN, MBA, PMP

Chapter Board Positions – Election Results

1. Biography - Toon Prasertsit, RN, MBA, PMP Toon Prasertsit is an IT Healthcare consultant. He is passionate about innovation and finding new ways to improve and manage patient outcomes. Toon has been a registered nurse for over 20 years. His career began in the public sector in the Los Angeles County healthcare system. He became a fierce patient advocate working in medical oncology, hematology, and medical-surgical services. Toon later served in multiple hospital and outpatient centers as nurse manager, clinical director, and consultant.

	Number of Response(s)	Response Ratio
Yes	77	93.9%
No	1	1.2%
Write-in Candidate:	0	0.0%
No Responses	4	4.8%
Total	82	100%
1 Comment(s)		

2. Biography - Carl R. Hill With more than 30 years of healthcare information systems and strategic finance consulting and sales experience, Carl Hill is a senior healthcare executive with expertise building businesses, project development/management and team leadership, strategic planning, business operations, managing a P&L and solutions implementation. Carl has successfully run his own consulting firm for over fifteen years nationally specializing in strategic finance projects and IT implementation rescues.

	Number of Response(s)	Response Ratio
Yes	75	91.4%
No	2	2.4%
Write-in Candidate:	0	0.0%
No Responses	5	6.0%
Total	82	100%
2 Comment(s)		

Marketing and Communications

Social Media

	May 2014	Sept 2014	Oct 2014	Nov 17 2014	Dec 7 2014	Jan 11 2014	Feb 27, 2015	Mar 15	Apr 15	May 15	Trends
Facebook Likes	208	229	231	235	238	241	247	249	245	249	
Linkedin Members	821	882	912	916	914	940	962	978	980	985	
Twitter Followers	821	1005	1023	1047	1051	1067	1101	1144	1166	1218	
Youtube Views	5574	7073	7550	7866	8141	8451	9240	9407	9988	10643	
Youtube Subscribers	62	77	81	83	85	94	97	100	103	110	
Youtube Mins Viewed	38706	48779	51690	54866	56864	59337	64690	65697	68644	72750	
Instagram Followers	NA	6	12	12	14	16	16	16	17	18	

TOP MEDIA TWEET

Our [@himssocial](#) President Jim Brady accepts Distinguished Fellows Service Award [@HIMSS15](#) Awards Dinner pic.twitter.com/C71QcOM8Wz



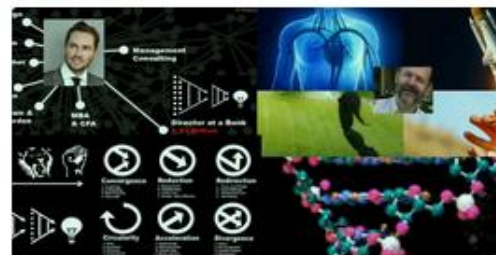
HIMSS
SOUTHERN CALIFORNIA Chapter

May 2015 • 10 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 87 impressions

Closing KeyNote [#HIMSS15](#)
pic.twitter.com/AUIDCEUR5b



Top mention earned 2 engagements

Jay Howard
[@jayhoward34](#) · Apr 29

7th Annual Clinical Informatics Summit - Looks like a great event [@himssocial](#)
ow.ly/Mhi5u

👍 1 ⭐ 1

[View Tweet](#)

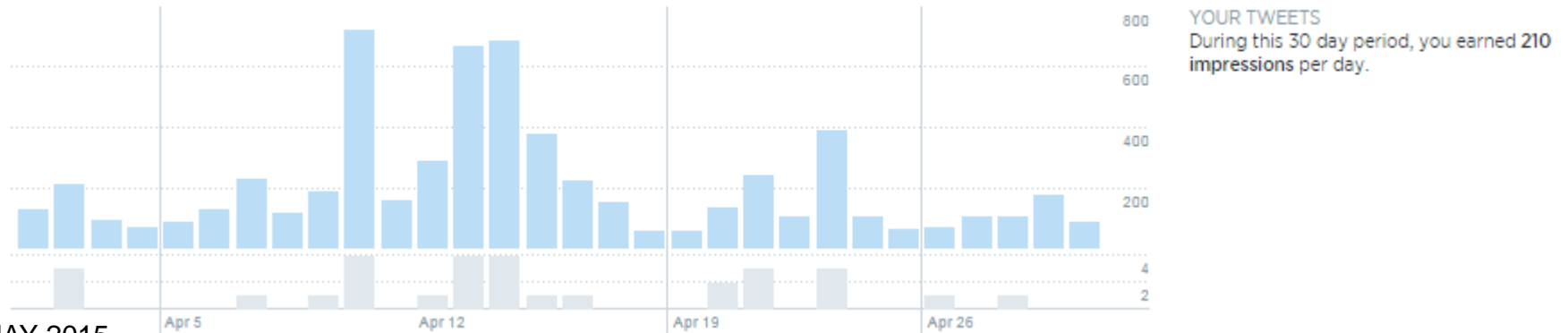
Twitter Analytics Report : HIMSSSOCAL

28 day summary with change over previous period



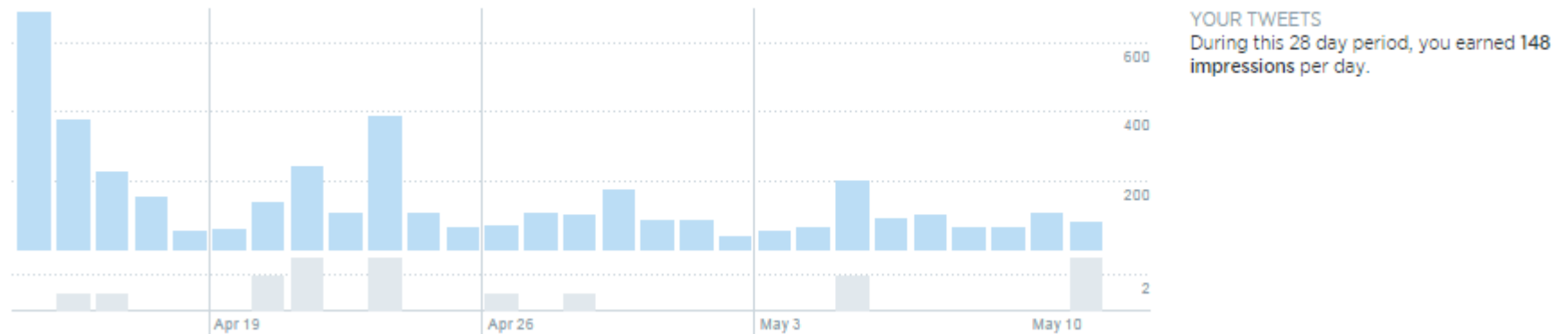
APRIL 2015

Your Tweets earned **6.3K impressions** over this 30 day period



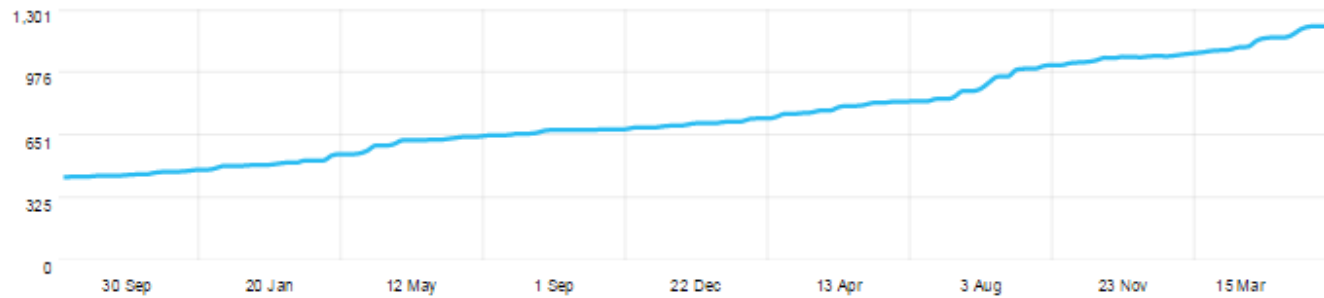
MAY 2015

Your Tweets earned **4.7K impressions** over this 28 day period



ANALYSIS OF TWITTER FOLLOWERS

1,218 followers as of 5/10/2015 (days shown in Pacific time)



Interests

Most unique interests ?

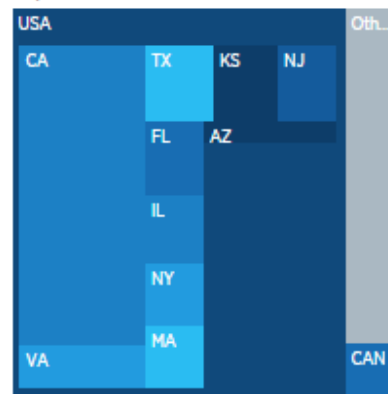
- 76% Health news and general info
- 46% Biotech and biomedical
- 25% Pharmacy
- 19% Alternative care
- 11% Elder care

Top interests ?

- 76% Health news and general info
- 75% Tech news
- 59% Health, mind, and body
- 58% Technology
- 46% Biotech and biomedical
- 43% Business news and general info
- 42% Business and news
- 35% Politics and current events

Location

Top countries and states



Top cities

- 17% Los Angeles, US
- 7% Washington, D.C., US
- 6% San Diego, US
- 3% New York City, US
- 3% Philadelphia, US

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Clinical Informatics and Academic Alliance

- **Clinical Informatics Committee**

- 7th Annual Clinical Informatics Summit – SOLD OUT!!
- Celebrating new partnership with the American Nursing Informatics Association (ANIA)!

- **Academic Alliance**

- Held a fantastic Career Roundtable event at UCLA on May 11, 2015
- Congratulations to our HIMSS SoCal 2015 Student Scholarship Winners
 - Ashley Winans
 - Leila Cavazos
 - Nancy Chu
 - Susan Cody
 - \$9,000 total!



Advocacy and Sponsorship

• Advocacy

- HIMSS SoCal Advocacy team traveled to Capitol Hill in March to discuss current issues affecting Healthcare IT, Telemedicine, Interoperability, Cybersecurity and ICD-10 were among the issues discussed.
- Shortly thereafter (April 16, 2015) H.R. 2: Medicare Access and CHIP Reauthorization Act of 2015 was signed into law by the President Obama without the inclusion of amendment to delay ICD-10.
- This allows providers and payers to continue their efforts to become ICD-10 compliant by 10/10/2015.

• Sponsorship

- A tremendous THANK YOU to our awesome sponsors for another record year!
- Welcoming Adam Burns, the new 2015-2016 Sponsorship Chair.

Many Thanks to our Generous Sponsors

Elite Sponsors



Premier Sponsors



Event Sponsors



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www.YouTube.com/user/socialhimss
- *Our award winning programs* bring cutting edge technologies and challenges to the forefront of the California Healthcare community. We hope that you will join us for the following events. For more information, please visit our calendar on the SoCal Chapter website at: social.himsschapter.org/Events