



# What We Do

## HIMSS Asia Pacific Membership

HIMSS members have access to key insights, best practices, education, and each other - to improve the delivery of care. There are 3 main tiers of HIMSS Membership – Individual, Organizational Affiliate and Corporate. Your membership dues contribute to the education, resources, and thought leadership necessary to drive your career and our industry forward.

## HIMSS Asia Pacific Communities

The HIMSS Asia Pacific Communities are tailored to bring together healthcare IT professionals in the same community to encourage problem solving, solution sharing, education and networking opportunities at the highest level.

## HIMSS Asia Pacific Media

Started in May 2015, the HIMSS Asia Pacific Media is your go-to resource bank on healthcare informatics. Providing exclusive articles, guest interviews, videos, podcasts, webinar reviews, press releases and whitepapers and social media tidbits. The aim of HIMSS Asia Pacific media is to provide education and timely knowledge to APAC communities.

## HIMSS Asia Pacific Education

Being a HIMSS member makes it easier for you to gain access and take advantage of the great content delivered by industry experts and thought leaders. With exclusive educational articles, webinars and many more, we provide the tools, resources and support for you to stay current in the rapidly evolving field of health IT.

## HIMSS Asia Pacific Conferences






























HIMSS Asia Pacific conferences are devoted to bringing together world class speakers, exceptional education sessions and cutting edge health IT products and solutions. Join us at our conferences to learn, discuss and share practical implications and real world solutions to enhance healthcare in your organization and country.



## CALENDAR OF EVENTS

### LEGEND:

-  Conferences and Events
-  Community Events
-  Thought Leadership Webinars
-  Industry Expert Webinars

<b>NOVEMBER 2016</b>  <b>Clinical Informatics: A User's Experience</b>  <div>HIMSS Workshops @ <b>HiNZ 2016</b> Auckland, New Zealand</div>  	<b>DECEMBER 2016</b>  <b>Healthcare Compliance and Regulations</b>   	<b>JANUARY 2017</b>  <b>Clinical Intelligence for Better Clinical Outcomes</b>   	<b>FEBRUARY 2017</b>  <b>Managing the Hazards of Health IT</b>  <div>AsiaPac Summit @ <b>HIMSS17</b> Conference &amp; Exhibition Orlando, USA</div>  
<b>MARCH 2017</b>  <b>Internet of Healthy Things (IoHT)</b>   	<b>APRIL 2017</b>  <b>Patient Engagement</b>   	<b>MAY 2017</b>  <b>Cyber Security</b>  <div></div> <div> Sydney, Australia 31 May - 1 June</div>  	<b>JUNE 2017</b>  <b>Integrated Care</b>  <div></div> <div></div>  
<b>JULY 2017</b>  <b>Nursing Informatics</b>   	<b>AUGUST 2017</b>  <b>Clinician Engagement</b>   	<b>SEPTEMBER 2017</b>  <b>Team-Based Care</b>  <div> Singapore 11 - 14 September</div>  	<b>OCTOBER 2017</b>  <b>Artificial Intelligence in Healthcare</b>   

## Corporate Membership

Don't just ride the wave of change - BE the wave of change!

Become a catalyst for progress, working from the inside to stay connected and current. Collaborate and share knowledge with industry stakeholders who are committed to positive change.

HIMSS Asia Pacific Corporate Membership Benefits	<b>NEW!</b> Opal USD 18,000 (per year)	Diamond USD 12,000 (per year)	Gold USD 7,000 (per year)
<b>Achieve Thought Leadership</b>			
[HIMSS Asia Pacific Webinar] Speak at our monthly webinars	1 time per year	1 time per year	1 time per year
[HIMSS Asia Pacific National Community] Speak at our national community events	1 time per year	1 time per year	-
<b>NEW!</b> [HIMSS Asia Pacific National Community] Moderate a panel discussion	1 time per year	-	-
<b>NEW!</b> [HIMSS Asia Pacific National Community] Serve as a Committee Member in one of our National Communities	1 Seat	-	-
<b>Make Industry Connections</b>			
[HIMSS Individual Membership] Complimentary memberships	15 memberships	10 memberships	5 memberships
[HIMSS Individual Membership] Discount rates on additional individual membership	30%	10%	5%
<b>NEW!</b> [HIMSS US Annual Conference] Full conference registrations	2 passes	-	-
[HIMSS AsiaPac Annual Conference] Full conference registrations	9 passes	6 passes	3 passes
[HIMSS Asia Pacific National Community] Complimentary registrations	5 passes	3 passes	1 passes
<b>Media &amp; Content Services</b>			
[Content Hosting] Post your case studies/white papers/press releases on the HIMSS Asia Pacific website	Unlimited	Unlimited	8
[HIMSS Asia Pacific Digest] Leverage on the HIMSS Asia Pacific monthly corporate newsletters (e.g. Banner Ads, Members' Spotlight articles, etc)	3 times/year	2 times/year	Once a year
[Exclusive Articles] Reach Asia Pacific audience through article contributions/interviews, hosted on the HIMSS Asia Pacific website	6 times/year	4 times/year	2 times/year
[Leadership Series] Reach Asia Pacific buyers through video contributions, hosted on the HIMSS Asia Pacific website and YouTube	2 times/year	Once a year	-
[Customised Emails] Reach Asia Pacific buyers through targeted mailings	3 times/year	2 times/year	1 mailing per year
[Advertisements] Discounted rates for online advertising	15%	10%	5%
<b>NEW!</b> [The Best of HIMSS Asia Pacific Digest] Annual print edition of the best articles, distributed at annual conference to members and VIPs. Advertisement and content options available	Once a year	Once a year	Once a year
<b>NEW!</b> [Healthcare IT Directory] Company listing	✓	✓	✓
<b>Strengthen Brand Credibility</b>			
<b>NEW!</b> Be recognised as a sponsor at one of our HIMSS Asia Pacific National Communities events	✓	✓	✓
Utilise the HIMSS Asia Pacific logo, along with level of membership, on your website and marketing collateral	✓	✓	✓
Corporate Member's logo to be listed in HIMSS Asia Pacific Digest	✓	✓	✓
Invite HIMSS leaders and experts to speak at your events at a discounted rate	✓	✓	✓
<b>Special Benefits to Enhance Your Participation at Asia Pacific National and Regional Events</b>			
Receive discounts on the regular rates for exhibit booth space	15%	10%	5%
Receive preferential rates on the regular rates for sponsorship opportunities	15%	10%	5%
Receive a booth plaque recognising HIMSS Asia Pacific Corporate Membership	✓	✓	✓



Contact Suhailah Ishak at  
sishak@himss.org or  
+65 6664 1182 to be a member.

# HIMSS Asia Pacific Communities

The HIMSS Asia Pacific Communities is set up with the objective of encouraging knowledge exchange through a community platform to access innovative cutting-edge technologies, networking opportunities and educational resources. Each national community will be led by a Community Committee.

## National Committee

HIMSS Asia Pacific National Committee is a dedicated and committed group of industry experts to drive the country's Health IT community forward through the use of healthcare IT and management systems.

In addition, the Committee will provide advice, content expertise and drive HIMSS Community events for the country. The Committee will help focus efforts in the country on our worldwide goal of transforming health through IT.

## Meet your community committee chairpersons:



**Dr. Ryan Bañez**  
Chief Medical Informatics  
Officer, Health Informatics Inc.



**Dr. Somsak Wankijcharoen**  
Chief Information Officer  
Bangkok Hospital



**Adj. A/Prof. Gamaliel Tan**  
Chief Medical Informatics  
Officer, Head of Orthopaedics,  
Jurong Health Services



**Dr. Kevin Awyong**  
Deputy Chief Medical  
Informatics Officer, Deputy  
Director, Medical Informatics,  
Jurong Health Services

## Community Events

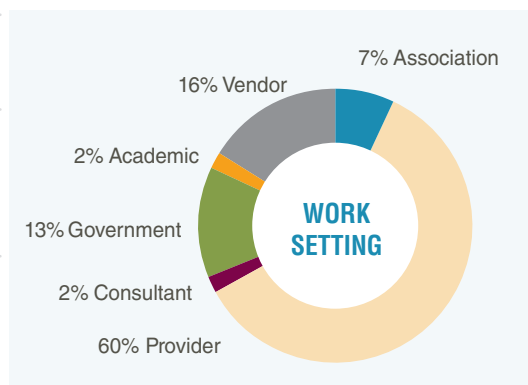
Previously known as Roadshows, our community events bring key topics to regional communities. They provide a targeted group of audience the face to face opportunity to learn from keynote speakers, exchange ideas, and network. All within the comforts of their home cities.



**130+** Senior attendees

**Over 60** unique  
healthcare organizations

Percentage of decision  
makers = **52.2%**



"The HIMSS Bangkok roadshow clearly reflected HIMSS's position as a thought leader in the domain of healthcare IT. As a local stakeholder, I gained much insight into what leading hospitals in the region are doing and as a technology provider, Medicomp networked with many senior stakeholders."

Piyanun Yenjit, Operation Director, Medicomp Systems, Thailand

Be a committee member today. Contact Joannas Yeow at [jyeow@himss.org](mailto:jyeow@himss.org) or +65 9837 8407 for more information.

## Showcase your Thought Leadership through Content. Media Opportunities include:

<b>HIMSS Leadership Series</b>	<b>Bite-Sized Social Media Content</b>	<b>Guest Interviews</b>
<b>HIMSS Asia Pacific Digest (online) and The Best of HIMSS Asia Pacific Digest (print)</b>	<b>Exclusive Articles</b>	<b>Whitepapers, Thematic Reports and Press Releases</b>
		<b>Infographics</b>

### Reach and Readership:

**5,000 visitors to media page a month**

**HIMSS Asia Pacific Digest, our monthly newsletter, is circulated to 15,790+ APAC-wide readers with 35% open rates**

**Total monthly impressions across all platforms >60,000**

**LinkedIn**

Members

**893**

**Facebook**

Friends

Page likes

**2,328**

**507**

**Twitter**

Followers

**2,138**

**Total Annual Impressions via All Platforms: >720,000**

**Monthly FB Impressions: 2,000**

**Average Monthly LinkedIn Post Impressions: 900**

**Monthly Tweet Impressions: 19,000+**

### Exclusive Articles, Member Spotlight Features and Guest Interviews:

**A HIMSS ASIA PACIFIC EXCLUSIVE ARTICLE**

## Spok on mHealth

HIMSS Asia Pacific spoke with our Gold Corporate Member Spok about all things mHealth, from the evolution of technology to drivers in the mHealth market. Now, we're looking to improve healthcare outcomes and what the future holds for this space. John Jordan, Spok's Regional Vice President of Sales for Asia Pacific tells us what's ahead of the curve.

How has healthcare technology evolved in the past 10 years? What are the biggest barriers with regards to the use of technology?

How do mHealth technologies improve healthcare outcomes? Specifically from the perspectives of:

- Healthcare Providers:** Great patient care depends on accurate data. mHealth technologies allow for real-time data collection, which can be used to make decisions about patient care. mHealth technologies can also be used to monitor patient health and prevent complications.
- Patients:** Patients receive better care and outcomes if their doctors and nurses are able to communicate more effectively. With mHealth technologies, such as electronic clinical notes and secure smartphone messaging, hospital staff can quickly receive critical patient information on their mobile devices and

**MONTHLY HIMSS Asia Pacific**

The Internet of Things (IoT) has long been a buzzword in the consumer world. From smart home appliances to smart cars, IoT is making its way into our lives. More recently, IoT is beginning to make its mark in the highly regulated healthcare sector. In a recent issue, articles published by Forrester on April 23, it is estimated that there will be a \$117 billion market for Internet of Things in Healthcare by 2020. We speak with Dr. Clive Gold, Director of Strategic Initiatives and Challenges in driving an IoT healthcare in the Asia-Pacific region, as well as the latest trends for healthcare professionals to embrace technologies in order to better serve their patients and improve healthcare delivery outcomes.

**Latest Announcement from HIMSS Asia Pacific**

We are very honoured to have the Ministry of Health Singapore as a supporting organization of HIMSSAsiaPacific.

Minister for Health, Mr. Gan Kim Yong will be giving the opening address on 7 September.

Find out more about the event here: [www.himssasiaspacific.org/15](http://www.himssasiaspacific.org/15)

**Healthcare IT News from Around the World**

**4 Questions Answered by Mr. Clive Gold, EMC's Healthcare Director**

Clive, what is the value of IoT in the Asian healthcare sector?

The Asian healthcare sector faces many unique challenges. From a wide population density variation, to some of the most disaster-prone environments, being established by the effects of climate change, and

**HIMSS Asia Pacific Member Spotlight**

## Clinical Decision Support Systems – A Solution to Medication Errors?

**Jae-Ho Lee, MD, PhD,**  
Chief, Department of Biomedical Informatics, Asan Medical Center, Seoul, South Korea

Medication errors are known to cause high mortality and morbidity. In the United States, 7,000 patients die annually from medication errors. Medication errors generally occur as a result of communication breakdowns, such as miscommunication between healthcare providers and patients, or errors in the medication itself. Clinical Decision Support Systems (CDSS) can help to reduce medication errors by providing healthcare providers with real-time information about a patient's medical history, current medications, and potential drug interactions. CDSS can also help to identify potential medication errors before they occur, allowing healthcare providers to take corrective action before the error occurs.

### HIMSS Asia Pacific Digest

Every Digest covers the theme of the month (see page 2). Get involved!

- Generate clickthroughs and leads with banner ads
- Get your solutions featured in the member's spotlight
- Achieve thought leadership through featured interviews
- Announce your latest technology news
- Share a thematic case study and headline the newsletter

**PLUS MORE!** We offer customized solutions to suit your needs. Contact Joannas Yeow at [jyeow@himss.org](mailto:jyeow@himss.org) or +65 9837 8407.

**NEW!** The Best of HIMSS Asia Pacific Digest, a members-only print edition will be available at the annual HIMSS Asia Pacific Conferences. Get your content or ad featured.

**July 2015 Issue**

## MONTHLY HIMSS Asia Pacific

This month, it's all about:

### INTEROPERABILITY AND HEALTH JOURNEY

#### Overcoming Barriers to Interprofessional Collaboration with Information Technology to Create Better Interoperability and Quality in Care

Ms. Michelle Tse, Chief Professional Practice Officer, Clinician Clinical Relations was the Managing Information Leadership Award at HIMSS Asia Pacific. Michelle shares about key barriers to interprofessional collaboration, how information technology can help to overcome this, and how to create a better health journey.

The article will provide insights into:

- 01 What the barriers are to interprofessional collaboration
- 02 Overcoming these barriers through information technology to help create interoperability and quality in care
- 03 How to create a better health journey for patients
- 04 How to create a better health journey for healthcare providers

Michelle is also one of our judges at upcoming the HIMSS Asia Pacific Digital Healthcare Awards 2015. The HIMSS Asia Pacific Digital Healthcare Awards is a global platform to recognize outstanding achievements and innovations in the range of health innovation and technology to advance patient care and safety. Established in 2013, it is held annually across Asia Pacific, the Middle East and Europe. Find out more about the Awards.

Visit HIMSS Asia Pacific Media

<http://www.himssasiaspacific.org/content-library/exclusive-articles>



## Webinars

Our monthly webinars are focused on a specific theme and are led by esteemed thought leaders in the field. The themes are specially curated to suit your learning needs. Expect interactive learning on trending HIT topics anytime and anywhere you are, and utilize lessons learnt to add value to your career and organization.

### Our Corporate Members Webinars include:

June 2016

#### Enabling EMR Interoperability

Sponsored by



Speaker: Brian Edds, Vice President of Product Strategy, Spok



June 2016

#### Engaging the Physician in the Benefits of IT and How This Improves Patient Outcomes

Sponsored by



Speakers: Andy David, Industry Principle Healthcare APJ, SAP and Jan Korten, Solution Owner Clinicals, Healthcare Provider, IBS, SAP AG



May 2016

#### Digital Health and Population Health Management

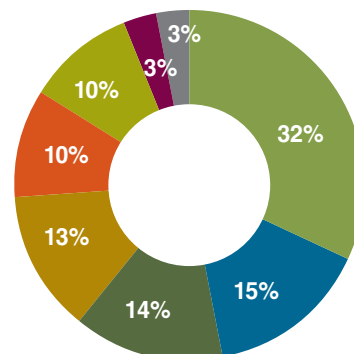
Sponsored by



Speaker: Dave Adams, Director, Head of Solutions Architecture, Asia, Africa and Middle East, CSC



Average of **55.5** registrations per webinar



Apart from leading the webinar session, HIMSS will also upload post-webinar:

- ▶ Webinar recording
- ▶ Presentation slides
- ▶ Webinar review (written in-house by HIMSS Asia Pacific)

to the members resource page for viewing by all HIMSS Asia Pacific members, creating further awareness and thought leadership for our corporate members.

“The webinars provide me with the opportunity to hear from industry leaders and practitioners on the latest trends and challenges in healthcare IT. It’s also extremely convenient to attend such interactive webinars at the comfort of your home or wherever you are with an internet access. I highly recommend this to all healthcare IT professionals to remain up to date on health IT matters.”

Benjamin Mah, Manager of Applications/IT, Integrated Health Information Systems (IHIS)



## ACCESS A WORLD OF HEALTH IT

### Innovation & Opportunities

Send your contact details to Joannas Yeow at [jyeow@himss.org](mailto:jyeow@himss.org) or +65 9837 8407 for speaking opportunities





## HIMSS AsiaPac17

11 – 14 September 2017, Marina Bay Sands, Singapore

Population Health  
Collaborative Care



Data and Technology

Value-Based Care

### TEAM-BASED CARE: Unifying Patients and Providers

**PRE-CONFERENCE DAY:**  
**11 SEPTEMBER**

**MAIN CONFERENCE AND  
EXHIBITION:**  
**12 - 13 SEPTEMBER**

**POST-CONFERENCE DAY:**  
**14 SEPTEMBER**

Team-based care is the antidote to fragmented health care. It brings multidisciplinary healthcare providers together, working collaboratively alongside patients and caregivers to achieve optimal outcomes and care experiences.

Coupling team-based care with information technology and advanced analytics maturity, the needs of our patient population throughout the continuum of care can then be sustainably enhanced.

At HIMSS AsiaPac17 in Singapore, expect to learn, share and discuss insights on team-based care that will benefit your patients, care team and organization both clinically and operationally.

### MAIN CONFERENCE TRACKS:

#### Population Health

Health information technology at present has gone beyond just managing a patient's medical records and improving the quality of care - it is now the enabler for population health management. Through a team-based care approach, both patients and multidisciplinary providers will be further empowered to build a healthier community together.

#### Collaborative Care

As the future of healthcare shapes into one with multiple care models to provide the right care to the right patient in the right setting, the seamless exchange of information and communication amongst the care team and patients are key to the successful delivery of collaborative care.

#### Data and Technology

The reach of technological innovation and data has grown exponentially, impacting the way care is received and delivered. New technology and innovations are necessary to keep up with the increasing demands of both patients and providers. Together with data, healthcare technologies are bound to make a break through, empowering care teams to achieve even better outcomes and care experiences.

#### Value-Based Care

Healthcare systems all around the world are struggling with rising costs to overcome the growing challenges and the increase in healthcare spending does not necessarily translate to better outcomes for patients. To achieve the best outcomes at the lowest cost, value based care replaces today's fragmented healthcare system by moving away from a supply driven system to a patient centered system.

#### Nursing

Nurses are often the first point of contact for patients and their caregivers. Being at the frontline, they work in an information intensive environment. Similar to nurses, information technology is the foundation of our future healthcare. When these two segments intersect, nurses are better equipped to develop efficient processes and provide exceptional care.

Visit [www.himssasiapacconference.org](http://www.himssasiapacconference.org) for more information.

To enquire with HIMSS directly:

Sponsorship and Exhibition: Suhailah Ishak, [Sishak@himss.org](mailto:Sishak@himss.org)

General Enquiries: Joannas Yeow, [JYeow@himss.org](mailto:JYeow@himss.org)



### HIMSS Members Exclusive!


**Corporate Members:** • Discount on sponsorship • Free passes to attend our conferences and exhibition

Visit HIMSS Asia  
Pacific Conference


<http://www.himssasiapac.org/events/upcoming-events>





## A Look Back at HIMSS AsiaPac16




**23-26 August 2016 Queen Sirikit National Convention Center, Bangkok, Thailand**

Brought to you by:  **HIMSS Asia Pacific**


In Collaboration with:  **Ministry of Public Health, Thailand**




Transforming Care Models



Applying Better Data for Better Health



Moving Closer to Your Patient



Creating SMART Hospitals

**1,427 delegates (as of 8 August 2016)**



**Guest of Honour**  
**Mr. Piyasakol Sakolsatayadorn,**  
Minister of Public Health,  
Ministry of Public Health Thailand



Map showing delegate locations from various countries including Canada, United States, France, Estonia, China, Korea, Japan, Taiwan, Hong Kong, Macau, Philippines, India, Bangladesh, Sri Lanka, Cambodia, Thailand, Vietnam, Malaysia, Singapore, Indonesia, Australia, and New Zealand.

### VIP Attendees Included:

Job Title	Organisation	Country	Job Title	Organisation	Country
Executive General Manager, Clinical and Consumer Engagement and Clinical Governance, and Chief Clinical Information Officer	Australian Digital Health Agency	Australia	Principal Research Scientist, Medical Informatics Department	Samsung Medical Center	South Korea
Head of Information Technology & Health Informatics / Chief Medical Informatics Officer	Hong Kong Hospital Authority	Hong Kong	Director	SAIHST (Samsung Advanced Institute for Health Sciences and Technology), SKKU	South Korea
Director of TeleHealth Division	Ministry of Health Malaysia	Malaysia	National Standards Coordinator	Smart Health	South Korea
Chief Information Officer	KPJ Healthcare	Malaysia	Chief Executive Officer	Bangkok Healthcare	Thailand
Chief Medical Informatics Officer	HealthInformatics Inc.	Philippines	CMIO	Bangkok Dusit Medical Services PLC	Thailand
Chief Executive Officer	iHIS	Singapore	Hospital Director	Faculty of Medicine, Siriraj Hospital Mahidol University	Thailand
Chief Medical Informatics Officer	Ministry of Health / MOH Holdings	Singapore	Chief Medical Information Officer	Bumrungrad International	Thailand
Chief Information Officer	Mount Alvernia Hospital	Singapore	Health Systems Research Institute	Ministry of Public Health Thailand	Thailand
Chief Executive Officer	Mount Elizabeth Hospital	Singapore	Faculty of Medicine	Ramathibodi Hospital, Mahidol University	Thailand
Chief Operating Officer	Sheares Healthcare Management	Singapore	President	Thai Medical Informatics Association	Thailand
Chief Executive Officer	Farrer Park Hospital	Singapore	Director of Information Technology and Communication	Ministry of Public Health Thailand	Thailand
Chief Operating Officer	Tan Tock Seng Hospital	Singapore	Chief Executive Officer	Bumrungrad Hospital	Thailand
Acting Chief Medical Information Officer	Changi General Hospital	Singapore	Vice Minister for Information and Communication Technology (MICT)	Ministry of Information and Communication Technology (MICT)	Thailand
Chief Information Officer, Associate Professor of Pediatric Neurology	Seoul National University Bundang Hospital (SNUBH)	South Korea	Chief, Medical Informatics	Cleveland Clinic Abu Dhabi	UAE



## HIMSS ASIA PACIFIC ASSOCIATION AFFILIATE



## HIMSS ASIA PACIFIC ORGANIZATIONAL AFFILIATES



## HIMSS ASIA PACIFIC CORPORATE MEMBERS



## JOIN US NOW! Innovation & Opportunities

Contact Joannas Yeow at  
+65 6664 1186 or [jyeow@himss.org](mailto:jyeow@himss.org)  
to help determine your optimal membership level.

## HIMSS ASIA PACIFIC MEMBERS SPEAK

**“New Zealand has a fast growing and vibrant digital health community. We see this collaboration between HiNZ and HIMSS as a key step in building stronger networks between our members and the international experts in digital health.”**



Kim Mundell,  
Chief Executive,  
Health Informatics  
New Zealand  
(HiNZ)

**“Bumrungrad International strongly advocates the use of healthcare information technology to improve the lives of our patients from around the world. As an Organizational Affiliate of HIMSS Asia Pacific, we stand together with HIMSS in providing leadership for Thailand and the region.”**



Dr. James Miser,  
CMIO, Bumrungrad  
International

**“Our collaboration with HIMSS Asia Pacific has enabled us to touch base regularly with stakeholders in the Asia Pacific region, and has helped us to directly connect with them to advise on solutions and HIT plans.”**



Dianne Gruneklee  
Regional Marketing  
Manager - APAC  
Hyland, creator of  
OnBase®

**“HIMSS membership has given us access to exclusive opportunities to further our knowledge of healthcare systems and technology. We believe this partnership helps us advance the use of information technology in our hospital, to help us deliver the best care for patients and caregivers, and benefit our staff as well.”**



Dr. Goh Min Liong,  
CMIO, Changi General Hospital, Singapore

**“Paknambo hospital is the first in Thailand to achieve HIMSS Analytics EMRAM Stage 6 on its Clinical Transformation roadmap. HIMSS played a significant role in supporting this transformation, and we are proud to continue our collaboration as an organizational affiliate.”**



Asst. Prof. Korpang  
Rookkapan, MD  
Hospital Director  
Paknambo Hospital

**“In 2014, the Asian Hospital and Medical Center was searching for a roadmap that we can follow on our journey to adopt electronic medical records. We came to learn about HIMSS Asia Pacific and the EMRAM and we were convinced that this was the benchmark we wanted. Through these two years of partnership, the EMRAM has given us a structured path to approach the digitalization of our healthcare system. HIMSS has also been a great place to meet the people who will help and guide us to our digital goals.”**



Dr. Juan Antonio Javellana, MD,  
Director, Medical Informatics, Asian Hospital and Medical Center

# Get Involved with Us Today!

## Media Opportunities

Rate Card for Membership Packages:	Price (USD)
Opal Membership	18,000 per year
Diamond Membership	12,000 per year
Gold Membership	7,000 per year

## Rate Card for À La Carte Items

Type	Price (USD)
<b>Webinars</b> <ul style="list-style-type: none"> <li>• Speak at or moderate a webinar</li> <li>• HIMSS will register attendees and send attendee list post-webinar</li> <li>• HIMSS will host your webinar presentation materials and recordings on member resource page</li> <li>• HIMSS will promote your webinar materials post-webinar via the HIMSS Asia Pacific Digest</li> <li>• Webinar review will be featured in members souvenir booklet (depending on deadline and availability)</li> </ul>	7,000
<b>Customized Emails</b> <ul style="list-style-type: none"> <li>• HIMSS will distribute one email (content to be provided to HIMSS) to all APAC database</li> </ul>	3,000
<b>HIMSS Asia Pacific Digest</b> <ul style="list-style-type: none"> <li>• HIMSS will feature content blurb (content hosted on corporate website) of up to a maximum of 150 words</li> </ul>	1,500
<b>HIMSS Leadership Series</b> <ul style="list-style-type: none"> <li>• HIMSS will conduct an interview with key representative from your organization</li> <li>• Interview video will be edited and posted on HIMSS Asia Pacific Youtube page</li> <li>• Video will be marketed via: 1 mention in HIMSS Asia Pacific Digest, 1 social media post (on all platforms)</li> </ul>	5,000
<b>Exclusive Articles</b> (~500 – 800 words) <ul style="list-style-type: none"> <li>• HIMSS will conduct the interview / content research, do the article creation and design</li> <li>• HIMSS will host the article on the corporate website exclusive article page</li> <li>• HIMSS will promote the article via: 1 mention on HIMSS Asia Pacific digest, 1 social media post (on all platforms)</li> <li>• HIMSS will feature article in the members souvenir booklet (depending on deadline and availability)</li> </ul>	7,000
<b>Thematic Reports</b> (~1,500 words and up) <ul style="list-style-type: none"> <li>• HIMSS can provide the option of writing the thematic report</li> <li>• HIMSS will host the articles on the respective dedicated pages on the corporate website</li> <li>• HIMSS will promote the article via: 1 mention on HIMSS Asia Pacific Digest and 1 mention on social media</li> <li>• HIMSS can distribute your document (max. 500 words) through PR Newswire at an additional cost of 500 USD (single country) and 1,000 USD (package of 7 countries)</li> </ul>	10,000
<b>Hosting of Whitepapers and Press Releases</b> <ul style="list-style-type: none"> <li>• HIMSS will host the articles on the respective dedicated pages on the corporate website</li> <li>• HIMSS will promote the article via: 1 mention on HIMSS Asia Pacific Digest and 1 mention on social media</li> </ul>	2,000
<b>Banner Advertisements</b> <ul style="list-style-type: none"> <li>• Leaderboard: 8,000 USD</li> <li>• Portrait: 7,000 USD</li> <li>• Side Banner: 5,000 USD</li> <li>• Square Banner: 3,000 USD</li> <li>• Quarter Page: 3,000 USD</li> <li>• Half Page: 5,000 USD</li> <li>• Full Page: 8,000 USD</li> </ul>	

HIMSS is a global voice, advisor and thought leader of health transformation through health IT with a unique breadth and depth of expertise and capabilities to improve the quality, safety, and efficiency of health, healthcare and care outcomes. HIMSS designs and leverages key data assets, predictive models and tools to advise global leaders, stakeholders and influencers of best practices in health IT, so they have the right information at the point of decision.

Through its health IT network of over 1 million experts, over 200 knowledge exchanges and collaborations, including 64,000-plus members, HIMSS drives innovative, forward thinking around best uses of technology in support of better connected care, improved population health and low cost of care.

HIMSS is a not-for-profit, headquartered in Chicago, Illinois with additional offices in North America, Europe, United Kingdom and Asia.

## We welcome contributions.

If you have an article to share with the Asian healthcare community, get in touch!  
Email Melissa at [mleong@himss.org](mailto:mleong@himss.org) for more information.

Get your peers to subscribe at [www.himssasiapac.org](http://www.himssasiapac.org) so that they can also receive the latest news and exclusive articles from HIMSS Asia Pacific.  
Go on, it's complimentary!

Be a part of our online community now.



HIMSSAP



Learn more at  
[www.himssasiapac.org](http://www.himssasiapac.org)



## Contact us.

**Strategic Partnerships**  
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**Program Content**  
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