

IHE Australia 2013 Interoperability Showcase
A Marketing Opportunity at the HIC 2013 Conference
Adelaide - 15 to 18 July 2013



Vendors who have previously participated in or exhibited alongside previous IHE Australia Showcases have experienced the delegate interest, buzz and traffic that a Showcase generates. This year, don't be in the position later of wishing your company was a participant.

IHE Interoperability Showcases are unique events where vendors work with IHE's team to craft and deliver real-life clinical scenarios showcasing the capability of applications to work together within and across organizational boundaries.

This year's IHE Australia Showcase at HIC 2013 is being promoted widely to the Australian healthcare community. Based on previous experience, more than 50% of delegates to the HIC Conference visit the IHE Australia Showcase and could view your product. Even if you already have a stand at HIC 2013, being in the IHE Australia Showcase will magnify your presence.

Healthcare communication – seeing it work in practice

While the public expect that health services electronically exchange information to support care, health professionals know how far this is from daily reality, despite the potential value. During the HIC 2013 Conference in Adelaide, delegates will personally experience how IT can support health record exchange, by inter-connecting multiple health services using open standards that are rigorously implemented.

The IHE Australia 2013 Interoperability Showcase will be held in the Exhibition Hall during the HIC 2013 Conference and will conduct regular hourly tours for delegates. As a member of the tour party, a delegate will become the patient and receive care involving 7 vendors and 10 different clinical applications, covering radiology, emergency department, hospital records, care planning, family practice and communication infrastructure. Attendees will follow the care of patients with cancer and mental health problems.

The same standards and communications profiles implemented by the PCEHR will be applied at the local level to bridge the gap between different parts of a hospital information system and across the "hospital-community divide".

1. **Put HIC 2013 - 15-18 July 2013 in your calendar**
<http://www.hisa.org.au/page/hic2013ihe>
2. **Do not miss the IHE Australia 2013 Showcase in the Exhibition Hall.**

Sponsors: Orion Health GE Healthcare

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IHE Australia Interoperability Showcase happening in July 2013, there is a very limited window to join the vendors and applications already participating.

There is still room for a few additional participants, sponsors or participant/sponsors.

There is a participation fee to cover the costs of event, and some technical and marketing resources are required from each vendor in the lead up to the event.

For further information or to discuss how your products could potentially join the IHE Australia 2013 Interoperability Showcase call:

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IHE Australia

IHE Australia is an open not-for-profit initiative that supports the interoperability needs of e-Health Standards users in Australia. IHE Australia is the official local deployment group of IHE International, which is endorsed by over 600 professional and Standards organisations, healthcare providers and vendors world-wide. IHE Australia has local responsibility for the promotion and education of the IHE approach, the evaluation, localisation and creation of Integration Specifications ("Profiles") and the running of local conformance testing events ("Connectathons") and demonstrations (Showcases).

IHE Australia has run Showcases as part of HIC conferences since 2006

