

5th Annual Healthcare IT Conference



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

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SOUTHERN CALIFORNIA *Chapter*



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- *Academic Alliance Chair* Bella Zaghi

Upcoming Program Events

HIMSS15 Block Party

April 13, 2015, Chicago, IL

HIMSS15 NorCal & SoCal Networking Event

April 14, 2015, Chicago, IL

7th Annual Clinical Informatics Summit

May 15, 2015, Beckman Center, UC Irvine

HIMSS NorCal & SoCal Patient Engagement Conference

June 4, 2015, San Francisco and San Diego, CA

Membership Update

Current Membership: 2,291

Current Initiatives:

- **Increase Student Membership – accomplished with 100%**
- **Increase Organizational Affiliate (OA) Membership – ALL EMPLOYEES qualify for FREE membership with OA membership**
 - 51 OA's registered in SoCal
 - Kaiser Permanente has most members with 184, followed by Sharp with 143

**We want to work with your HR departments to drive membership*

Marketing and Communications

Social Media

	Jan 2011	June 2013	May 2014	Sept 2014	Oct 2014	Nov 17 2014	Dec 7 2014	Jan 11 2014	Feb 27, 2015	Trends
Facebook Likes	68	180	208	229	231	235	238	241	247	
Linkedin Members	152	656	821	882	912	916	914	940	962	
Twitter Followers	127	636	821	1005	1023	1047	1051	1067	1101	
Youtube Views	NA	1211	5574	7073	7550	7866	8141	8451	9240	
Youtube Subscribers	NA	26	62	77	81	83	85	94	97	
Youtube Mins Viewed	NA	7837	38706	48779	51690	54866	56864	59337	64690	
Instagram Followers	NA	NA	NA	6	12	12	14	16	16	

Other Cool Stuff ...

- **Advocacy!!**

- During our first chapter-initiated Capitol Hill visit on December 4-5, 2014, we urged Congress to inform CMS that it will be to their constituents advantage to modify the attestation period for Meaningful Use 2. The cut from 12 to 3 months will allow providers a realistic chance of complying to this rule & avoid penalties.
- As of Jan 29, 2015, CMS has agreed to adopt this ruling.

- **CPHIMS & Professional Development!!**

- Feb 27, 2015 – CPHIMS Review Course (San Diego NU)

- **Academic Alliance**

- Career Roundtable event at UCLA – May 11, 2015
- Student Scholarship Application Deadline – March 23, 2015

Other Cool Stuff ...

- **Finances**

- All chapter program events thus far this year have operated in the black
- We raised \$4,000 for Charity (Make a Wish Foundation)
- The Board recently conducted an internal audit. All accounting systems were found compliant to generally accepted accounting principles (GAAP) and with adequate internal controls
- We are driving to meet our targeted sponsorship revenue goals before the end of the year. Anyone with vendor contacts are welcome to contact Angela Rivera or Adam Burns, or ask interested vendors to visit the sponsorship page at our website.

Check Us Out

- *Check SoCal out on the web:* socal.himsschapter.org
- *Volunteer with SoCal by emailing:*
SocalHIMSS.VPPPrograms@gmail.com
- *Subscribe to our YouTube page:*
www.YouTube.com/user/socalhimss
- *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: socal.himsschapter.org/Events