



Instructions and Application *SIIM 2010 Vendor "Tie-in" Presentations*

BACKGROUND

Based upon recent communications with SIIM Corporate Members, SIIM has restructured integral parts of our Annual Meeting to better integrate Corporate Members within the SIIM Annual Meeting Program. SIIM 2010: *Value Innovation through Imaging Informatics*, will feature new Vendor Tie-in Applied Learning Sessions in four out of eight Learning Tracks. To facilitate and provide greater opportunity for Corporate Members to participate in these sessions, SIIM is issuing a call for presentations and accepting applications from SIIM Corporate Members through Friday, November 13, 2009.

The 90 minute applied learning sessions will begin with a continuing education learning session, followed by a vendor tie-in session that relates to the continuing education presentation. We invite you to submit an application to participate in the vendor tie-in session. This session will not qualify for continuing education and will be clearly distinct from the continuing education session. However, the vendor tie-in session is intended to be educational and not an advertisement for products and services. The company representative (technical/engineering staff) will work closely with the learning track co-chairs to integrate his/her presentation and content into the overall applied learning session.

Following are the Learning Tracks featuring a Vendor Tie-in Applied Learning Session, the Co-Chairs and a brief description of the applied learning session topic.

Learning Track: Automated Reporting Systems

Applied Learning Session: "From Dictation and Transcription to Automated Radiology Reporting: When Should We Take the Plunge?"

Format: Point/Counterpoint & Panel Discussion

Co-chairs: Curt Langlotz, MD, PhD, David Weiss, MD

The applied learning session of this track will focus on automated radiology reporting systems, and when it is appropriate to move from dictation and transcription to automated radiology reporting. We will take a look at the cycle that starts with the order process, moves to the reporting process and ends with the communicating results process.

Some of the systems that may be discussed include:

- Speech recognition systems
- Structured reporting systems
- Migration path from dictation/transcription to automated radiology reporting

The first 30 minutes of the session will consist of a point-counterpoint presentation similar to the reference listed below. The second 30 minutes will be question and answer from the audience for the session co-chairs. The final 30 minutes will be a question and answer session between the audience and the vendor representatives, moderated by the session co-chairs.

Reference: Weiss DL, Langlotz CP. Structured reporting: patient care enhancement or productivity nightmare? *Radiology*. 2008 Dec; 249(3):739-47.

Learning Track: New Tools in Data Management

Applied Learning Session: "State-of-the-Art in Image Management: Challenges and 5-Year Product Evolution"

Format: Panel Discussion

Co-chairs: Paul Nagy, PhD, Fred Prior, PhD

The panel discussion is intended to take the didactic education topics of data management and open it to a discussion on the role of the vendors in assisting PACS administrators accomplish proactive systems management. Key issues in data management will be discussed and participating PACS, enterprise storage and migration vendors will give their perspective on the issues and questions listed below:

- How will HITECH security changes impact remote service and off-site archive/DR storage?
- What do you do with the data in the old system when you move from PACSn to PACSn+1? Do you migrate or do you forget?
- How are vendors helping PACS administrators be more proactive in the managing a modern PACS system?
- What are the practical approaches to manage import and export of medical images in a practice?

Learning Track: Advanced Visualization

Applied Learning Session: "Maximizing the Productivity of your Systems: Taking AV to the Next Level"

Format: Panel Discussion

Co-chairs: Brad Erickson, MD, PhD, Eliot Siegel, MD

There are a variety of ways in which "advanced visualization" workstations are being used by radiologists, technologists, and clinicians in clinical care. The applied learning panel discussion will emphasize efforts to improve practical workflow for radiologists and technologists. The features and power of these workstations have grown considerably during the past several years and their accessibility has improved greatly. Even the application of the term "advanced visualization" has changed considerably. However their integration into the radiologist's image interpretation workflow and into the technologist's workflow has not changed as rapidly, leaving many possibilities for improvement. Topics to be considered in this session include, the use of advanced visualization workstations for primary interpretation of studies by radiologists, integration with "PACS workstations" and PACS archives, utilization of a single workstation for multiple applications, ability to compare current and prior studies and PET/CT and other multi-modality fusion, IHE workflow for a 3D technologist, and pre-processing of images (bone and table removal, vessel segmentation, etc.) as might be performed by a post-processing or 3D Lab technologist.

Learning Track: Imaging Center PACS

Applied Learning Session: "Cross-Enterprise Image Sharing and Accessibility – Real World Products and Solutions"

Format: Panel Discussion

Co-chairs: Adam Flanders, MD, Jim Whitfill, MD

Sharing of information today has never been easier. We take for granted how easily we can connect to another individual or computer around the globe without obstacles. It is ironic that we do not enjoy a similar kind of seamless transaction of data and images in the healthcare space, between physicians, institutions or health systems. Not unlike other businesses, healthcare is a competitive industry; Hospitals, health systems and clinics all compete for the same customer base, yet other businesses seem to have had better success in leveraging the Internet to share information. Ironically, Radiology has historically been ahead of the curve when it comes to digitizing health care information yet we have fallen short in the design and implementation of a means to securely and accurately exchange images between provider organizations. The arrival of portable media (CDs and DVDs) to medical imaging came with tremendous fanfare and excitement; however, the evolution of film to portable digital media has created a myriad of unanticipated

challenges which have yet to be resolved. Today, physical media is the principle mechanism for image exchange which requires providers to endure a series of complex procedures for importation of data and reconciliation. The continued growth of medical imaging and the increasing mobility of the patient population has created a huge demand for a seamless solution for image exchange. Health care providers share immense frustration with the continued dependency on CDs for this purpose. With the current national focus on linking together healthcare providers, this topic has never been more timely. At SIIM 2010 we would like to expand on the discussion regarding image exchange to address solutions rather than problems and start to focus on real world products for exchanging images between facilities. Vendors with such solutions are invited to apply to be a part of our panel to share these solutions with our audience.

APPLICATION SUBMISSION REQUIREMENTS & INFORMATION

1. Only SIIM Corporate Members who are exhibiting at the SIIM 2010 Annual Meeting may submit applications.
2. The SIIM Corporate Member must complete and sign an Exhibit Space Application and Contract for SIIM 2010 prior to submitting an application. Should your application be accepted and you cancel your Exhibit Space Application and Contract, you will forfeit your participation in the session.
3. Each SIIM Corporate Member may participate in only one Vendor Tie-in Applied Learning Session, however each SIIM Corporate Member may select and submit separate applications for up to two Vendor Tie-in Education Sessions. Applications for each session must be submitted separately.
4. All SIIM Corporate Member fees and accounts must be in good-standing at the time of submission and remain in good-standing through the SIIM 2010 Annual Meeting.
5. The designated Corporate Member presenter must be an individual with expertise and/or technical specialization in the area in which he/she is presenting.
6. Each 90-minute session is broken into two parts. The first part will be SIIM educational presentations and the second part will include the Vendor Tie-in presentation/panels. Due to the nature of the Vendor Tie-in sessions, Continuing Medical Education Credits (CME) may only be available for the first part of each session.
7. Accepted applicants will be working in direct coordination with the SIIM 2010 Program Committee and designated Learning Track Co-chairs. All program presentations must meet specified criteria and are contingent upon Co-chair approval. Once the Session Co-chairs have made their final review and approval for their sessions, changes will not be accepted.
8. Corporate members are encouraged to market & promote the session in which they are participating. All marketing and promotions must be preapproved by the SIIM office prior to distribution.
9. Expenses associated with the preparation, submission and attendance at SIIM 2010 in Minneapolis, MN are the responsibility of the Corporate Member. If accepted, the Corporate Member is required to pay all fees associated with the meeting, including travel, housing/meal accommodations, and registration.

How to Submit a Vendor Tie-in Educational Session Application

1. ***Due Date:*** The deadline for application submissions is Friday, November 13, 2009.
2. ***Participation Requirements:*** Only SIIM Corporate Members, in good-standing with SIIM, and having an Exhibitor Application and Contract on file may submit an application.
3. ***Application Document Requirements:***
 1. Applications are to be submitted electronically to SIIM2010@siimweb.org by Friday, November 13, 2009.
 2. Microsoft Word format using 1-inch margins, 11-point Arial font and double spaces. Subject Heading: 2010 Vendor tie-in application.
 3. Please organize your document and include all bold Heading and Subheading wording according to the application *Content* found below. Your information and answers should NOT be bold.
 4. ***Additional Documentation:*** In addition to the application, please submit the Conflict of Interest attached to this packet for your proposed presenter ONLY.

APPLICATION CONTENT

Include all bold wording/phrase below this point, in your application document.

(insert company name)'s **Application for Participation in** (insert Session) **at SIIM 2010**

SECTION 1: Company and Presenter Overview

Company Name:

Exhibitor Booth Number:

APPLICATION Author(s): First initial, middle initial and last name

Author(s) email(s):

Proposed Presenter Name:

Proposed Presenter Contact Information:

Email:

Phone:

Complete Business Address:

Proposed Presenter's Credentials:

SECTION 2: Educational Session Overview

Session in which the application is for (please indicated learning track and applied learning session title from list below):

Learning Track: Automated Reporting Systems

Applied Learning Session: "From Dictation and Transcription to Automated Radiology Reporting: When Should We Take the Plunge?"

Co-chairs: Curt Langlotz, MD, PhD, David Weiss, MD

Learning Track: New Tools in Data Management

Applied Learning Session: "State-of-the-Art in Image Management: Challenges and 5-Year Product Evolution"

Co-chairs: Paul Nagy, PhD, Fred Prior, PhD

Learning Track: Advanced Visualization

Applied Learning Session: "Maximizing the Productivity of your Systems: Taking AV to the Next Level"

Co-chairs: Brad Erickson, MD, PhD, Eliot Siegel, MD

Learning Track: Imaging Center PACS

Applied Learning Session: "Cross-Enterprise Image Sharing and Accessibility – Real World Products and Solutions"

Co-chairs: Adam Flanders, MD, Jim Whitfill, MD

Number of applications you are planning to submit: (no more than two)

Session Preference: (first or second)

SECTION 3: Reasoning & Rationale

Please answer the following questions, using the bold words as subheadings.

1. **Reason for Overall Participation:** Why does your company want to participate in a Vendor Tie-in Session at SIIM 2010?

2. **Reason for Session Participation** - (insert session here): Explain why your company/presenter wants to participate in this specific session.
3. **Expertise**: What is your company/presenter's expertise in relation to the session? How will your company/presenter enhance the quality of education in this session? What sets your company/presenter's expertise apart from other companies/presenters?
4. **Topics/Concepts**: Based upon the description of the session, list two concepts you think should be addressed by your company/presenter and why these concepts would be beneficial to attendees?
5. **Attendee Outcome**: At the conclusion of the session, what goals/objectives do you think the audience will come away with in regards to the content that you propose to present?
6. **Products & Services**: Understanding that these sessions are not to be used as sales promotions, please list and describe two products/services that your company provides, in relation to this session.
7. *Throughout application*: Clearly define all concepts and abbreviations at first use.