

# HIMSS can be a truly Canadian adventure for Canadians

“It’s much easier to get into the mind first than to try to convince someone you have a better organization than the one that did get there first.”

HIMSS (Healthcare Information and Management Systems Society) is the healthcare industry’s dominant membership organization, exclusively focused on providing leadership for the optimal use of healthcare information technology and management systems for the betterment of human health. Worldwide, HIMSS represents more than 13,000 individual members and some 150 member corporations that employ more than one million people. HIMSS shapes and directs healthcare public policy and industry practices through its advocacy, educational and professional development initiatives designed to promote information and management systems’ contributions to quality patient care. In Canada we have different organizations with different mandates. HIMSS has history, reputation, programs, networks and more. We need to encourage them and work with them.

“Forget the name. Think categories.”

HIMSS owns the category. The largest organization, the most conferences, top-flight certification programs, top notch conference organizers, 650 corporate participants. You can join them and not have to pay a cent over and above regular membership fees

“Being first in the mind is everything in building organizations.”

Ask any CIO worth her salt and she’ll tell you that the best education comes from HIMSS. Everyone is singing from the same book and everyone is infected with the same religion – evidence-based best practices. Experts come from all over the world to contribute, to learn and to share.

“An organization can become incredibly successful if it can find a way to own a word in the mind of its real and perceived stakeholders ...”

HIMSS does this. Ask anyone what HIMSS stands for and chances are they will get it wrong. Ask anyone what HIMSS is and you will understand what a gem this acronym represents. Every IT person in healthcare knows and respects the name.

Peruse HIMSS publications: HIMSS News, eNews, Advocacy Dispatch and Standards Insight and the peer-reviewed *Journal of Healthcare Information Technology*<sup>®</sup>. Whether you’re casually reading or actively researching, HIMSS publications deliver the professional knowledge and insights that can’t be found elsewhere.

“There’s a hierarchy in the mind that individuals use in making decisions.”

With HIMSS now in Canada we are already part and parcel of the top organization on the ladder. The important thing now is to make it work for us.

“There’s an irresistible pressure to extend the equity of an organization’s reputation.”

HIMSS’ focus is the healthcare provider. Everything it stands for is targeted at better health. Nothing more, nothing less. No industry-building, no golf tournaments, no boat cruises, no boondoggles. Just education.

“If you want to be successful today, you should give something up.”

Give up a little time. Write a paper, provide a peer review, sit on a committee, prepare a presentation based on your work, attend a conference. Join HIMSS.

“History teaches that the only thing that works in business is the single, bold stroke.”

Well, here is the bold stroke. The most comprehensive education and certification program available – anywhere.

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Quotations are used with a sincere apology to the book: *The 22 Immutable Laws of Marketing – Violate Them at Your Own Risk* by Al Ries and Jack Trout ... a compendium of 22 innovative laws for understanding and succeeding in the international marketplace.