American Medical Informatics Association
Bid Proposal to Host Medinfo 2021
May 1, 2017

I. Goals and Objectives

Introduction

AMIA seeks to support and extend the global health informatics community by hosting IMIA’s Medinfo 2021 congress in San Diego, California, USA. AMIA previously hosted Medinfo 2004 in San Francisco, California--one of the most educationally enriching and financially successful conferences in IMIA’s history. The leadership and executive staff of AMIA are again poised to serve IMIA and the global health informatics community by leveraging the full organizational capacity of AMIA by convening IMIA’s bi-annual international conference.

As stated in its strategic plan, AMIA believes informatics is at a tipping point. Informatics is no longer viewed as a special skill but rather a full-fledged career path. There is a compelling story emerging in this regard in the United States within the workforce when it comes to informatics, and these examples now extend to many other parts of the world. It is time to combine the global reach of IMIA with the convening expertise of AMIA and bring together the United State and global health informatics communities to speak in a unified voice.

Goals

AMIA’s goals in bidding for Medinfo 2021 are:

- To convene the global health informatics community in support of scholarly and scientific dissemination, professional development, and learning.
- To facilitate awareness and foster a network of connections between individuals, organizations, and companies among IMIA’s member societies from around the world.
- To influence the world healthcare community and its understanding of the transformative power of health informatics.
- To accelerate the workforce demand for the skills and expertise possessed by health informaticians in the global community.
- To conduct an inclusive, world-class health informatics conference by leveraging the AMIA brand and making a significant financial contribution to IMIA.
Objectives

AMIA will accomplish these goals by working toward the following specific objectives through Medinfo 2021 conference programming:

- Analyzing the latest research and best practices in health informatics and its translation to improve individual and population outcomes.
- Identifying opportunities and challenges posed for the health information sciences and data sciences by current international practices and policies.
- Exchanging ideas with participants on novel methods for capturing and assessing clinical data; exchange research results to improve patient and population care; and consider opportunities for future collaboration in health informatics.
- Gaining insights on leading health informatics trends in one’s professional setting.
- Generating and sharing information between health informaticians and related professionals.
- Collaborating with appropriate leadership and structures within IMIA.
- Assuring fiduciary responsibility, best practice in meeting management, and innovative conference programming.

AMIA proposes hosting Medinfo 2021 in San Diego, California, USA, October 30-November 3, 2021. AMIA has an existing hotel contract with the Hilton San Diego Bayfront.

We envision marketing that promotes the AMIA annual symposium together with Medinfo, with Medinfo coming first in the branding—Medinfo 2021 held in conjunction with the AMIA 2021 Annual Symposium. AMIA does not intend to have paper sessions, poster session or other educational events that would conflict with the traditional scientific or social programming of a Medinfo conference. AMIA would like to retain the ability to conduct several annual activities for members such as hosting its annual State of the Association event, presentations of AMIA annual awards, AMIA working group and committee business meetings and a learning showcase in the exhibit hall. The AMIA staff is knowledgeable of the format and structure of IMIA’s line of conferences and assures respect of the Medinfo and IMIA brand identity. We believe that leveraging AMIA’s domestic and international reputation and reach through a co-branded Medinfo 2021 will drive meeting success.

About AMIA

AMIA is a community committed to the vision of a world where informatics transforms people’s care. Over the last 35 years, the use of informatics has grown exponentially to improve health and to make better healthcare decisions. Today, informatics is the key to accelerating the current goals of healthcare reform.

Every day millions of people benefit from informaticians’ ability to accelerate healthcare’s transformation by collecting, analyzing, and applying data directly to care decisions. Data produced throughout health and healthcare is the driving force of informatics and its ability to innovate critical advancements that directly benefit people. AMIA’s members are critical to discovering these insights, which is why AMIA is committed to being the professional home for the informaticians of today and the driver of informatics’ future.

Through education, training, accreditation and certification, AMIA supports the current and next generation of informatics professionals by providing members opportunities to grow professionally, no
matter what their career level or discipline; fostering collaboration and networking to support members’ work to improve people’s lives; and expanding members’ leadership opportunities within the association and in the field.

The specific goals of AMIA within the United States are:

- To support the current and next generation of informatics professionals at the forefront of professional education and training. From certification to leadership training, AMIA is committed to professional growth and multidisciplinary, inter-professional informatics leadership throughout our careers.
- To improve health in the United States and globally by engaging with policymakers and other thought leaders to holistically improve health and healthcare with the use of informatics science, research, and practice. By engaging directly with legislators and providing access to global innovation events, AMIA is devoted to being the go-to thought leader and convener for the field.
- To strengthen the informatics field by enhancing the ability of AMIA to serve as the leading voice for informatics professionals. By growing the capacity of the organization and expanding membership, every member will be supported with a robust organization that is nimble in serving evolving needs.

AMIA neighbors Canada and Mexico and represents the IMIA North American region with COACH. 10% of AMIA’s members are international and its Annual Symposium usually attracts 2,250-2,500 attendees with 15% registrants coming from countries outside the United States.

**AMIA Profile and Membership**

AMIA was founded in 1988 and since then has grown to 5,400 members from over 50 countries worldwide. AMIA is proud to serve as the U.S. national society to IMIA. AMIA’s 5,400+ members are subject matter experts in the science and practice of informatics as it relates to clinical care, research, education, and policy. Individual members include:

- Physicians, nurses, dentists, pharmacists, and other clinicians
- Researchers and educators
- Biomedical and health science librarians
- Advanced students pursuing a career in informatics
- Scientists and developers
- Government officials and policymakers
- Consultants and industry professionals

AMIA also welcomes Corporate Members, and academic institutions as members of its Academic Forum.

AMIA has multiple categories of members including Regular, Student, Young Informatics Professional, Affiliate, Trial, and Retired. The following graphics shows AMIA’s well-balanced membership composition by each of the top five areas of setting, profession, and expertise.
Financial Stability

The AMIA Board of Directors is responsible for guiding AMIA’s policies and objectives. The Board is the principle policymaking body of AMIA as set forth in the AMIA bylaws and articles of incorporation. The Board delegates various duties and responsibilities to the Executive Committee, officers, committees, task forces, and employees. The Board of Directors Chair and President/CEO report AMIA’s financial status to members each year at the Annual Symposium during the State of the Association business meeting. The following slides show AMIA’s assets for fiscal year 2015 and assets over a 15-year period.
About the USA

The United States of America (USA), commonly known as the United States (U.S.) or America, is a constitutional federal republic composed of 50 states, a federal district, five major self-governing territories, and various possessions. Forty-eight of the fifty states and the federal district are contiguous and located in North America between Canada and Mexico. The state of Alaska is in the northwest corner of North America, bordered by Canada to the east and across the Bering Strait from Russia to the west. The state of Hawaii is an archipelago in the mid-Pacific Ocean. The U.S. territories are scattered about the Pacific Ocean and the Caribbean Sea. Nine time zones are covered. The geography, climate and wildlife of the country are extremely diverse.

The United States is the world's largest national economy in nominal terms and second largest according to purchasing power parity (PPP), representing 22% of nominal global GDP and 17% of gross world product (GWP). The United States' GDP was estimated to be $18.56 trillion in 2016. The current US inflation rate ranges between 2.4% to 2.7%. The U.S. dollar is the currency most used in international transactions and is the world's foremost reserve currency, backed by its science and technology, its military, the full faith of the US government to reimburse its debts, its central role in a range of international institutions since World War II and the petrodollar system. Several countries use it as their official currency, and in many others it is the de facto currency. The United States has a mixed economy and has maintained a stable overall GDP growth rate, a moderate unemployment rate, and high levels of research and capital investment.

The recent United States elections have caused concerns among domestic citizens and international observers from the around the world. The AMIA staff and leadership are monitoring current events and any potential impact on current and future programs, meetings, and services. AMIA will follow the same rigor if the bid for Medinfo 2021 is successful. Advance planning for participants is a critical element of any conference activity. AMIA affirms its nature as an inclusive organization and will work towards
enabling the participation with its guests by assisting with travel documentation to the USA. The next US Presidential election will occur in November of 2020 with national congressional elections happening in each of the next four years.

AMIA Staffing

AMIA has a full-time staff of 22 employees headquartered in Bethesda, Maryland, USA. The senior staff led by President and CEO Douglas B. Frisda and the executive team responsible for decision making is comprised of Karen Greenwood, Executive Vice President/COO, Jeffrey J. Williamson, Vice President of Education and Academic Affairs, Joe Grimes, Vice President of Membership, Jeffery Smith, Vice President of Public Policy, and Krista Martin, Director of Marketing and Communications. Profiles of the staff can be found at: https://www.amia.org/about-amia/leadership/staff

Executive Office

- Douglas B. Frisda, MD, PhD, FACP, FACMI, President and Chief Executive Officer
- Karen Greenwood, Executive Vice President and COO
- Barbara Weitzer, CAP-OM, Executive Assistant

Education

- Jeffrey Williamson, M.Ed., Vice President of Education and Academic Affairs
- Dasha Cohen, Director of Meetings
- Pesha Rubinstein, MPH, CCMEP, Director of Education
- Susanne Arnold, Education Program Manager
- Lauren Koleszar, Senior Meetings and Exhibits Coordinator
- Elaine Steen, MA, Senior Education Consultant

Marketing and Communications

- Krista Martin, Director of Marketing and Communications
- Marcia Boyd, Membership Marketing Community Engagement Specialist
- Lisa Gibson, Marketing and Communications Manager

Membership

- Joe Grimes, Vice President of Membership
- Jenn Noyesky, MPS, Director of Corporate Relations
- Rob Rader, Director of Member Services
- Wanda Sheridan, Membership Program Manager
- Kelly Evans, Member Services Coordinator

Operations and Finance

- Phyllis Burchman, Director of Office Operations and Human Resources
- Jasmine Casteel, Director of Finance
- Miyoung Kim, Web/Online Developer
Policy

- Jeffery Smith, MPP, Vice President of Public Policy
- Scott Weinberg, Public Policy Specialist

Society Conference History and Experience

AMIA’s conferences and particularly the Annual Symposium include a well-respected peer-reviewed scientific program, invited presentations, workshops/tutorials, Proceedings, site visits, vendor exhibition, social programs, and accompanying person’s program.

AMIA has a proven record of excellence in executing conferences and exhibitions. Scientific Program Committees (SPC) comprised of AMIA members who are subject matter experts in various domains of health informatics oversee the peer-review process, while the AMIA staff is responsible for operations, production, and logistics. There is a long tradition of collaboration between AMIA’s staff and member volunteers utilizing a consensus decision-making approach to design live activities reaching the maximum number of learners.

Annually AMIA supports six meetings including:

- ACMI Winter Symposium, 50+ Fellows
- Joint Summits on Translational Science, 500+ attendees
  - Translational Bioinformatics Summit
  - Clinical Research Informatics Summit
  - Informatics Implementation Summit
- AMIA iHealth Clinical Informatics Conference, 300 attendees
- AMIA InSpire Educator and Workforce Development Conference, 150 attendees
- AMIA Policy Invitational, 75-125 invitees
- AMIA Annual Symposium, 2,250-2,500 attendees, 60 booths

The AMIA Annual Symposium is the analogous conference model and serves as the footprint for the bid to host Medinfo 2021. The Annual Symposium is AMIA’s flagship conference and a major activity for many on the international informatics event calendar. AMIA receives between 1,100-1,300 manuscripts, proposals, and abstract submissions each year for the Annual Symposium and conducts a peer-review process involving 1,400+ reviewers registering 4,000+ instances of review. Peer-review and quality feedback is an organizational value of AMIA. Contributions to AMIA always receive a minimum of 2 sets of reviews (usually 3 or 4 per submission) using quantitative and qualitative approaches along with a meta-review by a Scientific Program Committee (SPC) member along with a synthesis review by a SPC Vice Chair and a decision by a SPC Chair.

The target audience for Annual Symposium includes physicians, dentists, pharmacists, nurses, and other clinicians; health information technology professionals; computer scientists and systems developers; policy-makers; public health professionals; biomedical engineers and bioinformaticians; consultants and vendor representatives; medical librarians; academic researchers and scientists; and other professionals involved in the collection and dissemination of health information.
AMIA has a long-standing history of supporting both national and international conferences including Medinfo 2004 and NI2012. AMIA has between 25-30 conference days per year annually. The AMIA Education Department executive staff has over 60 years of combined experience and two of the most senior individuals have supported meetings for 20 years. The team functions to support education design, logistics, and operational support of AMIA’s portfolio of meeting activities. The conferences range in size from 50 to 2,500 participants with each spanning multiple days. AMIA’s staff that supports conferences and meetings includes a Vice President of Education, Director of Meetings, Director of Education, Education Program Manager, Senior Meetings and Exhibition Coordinator, and Senior Education and Certification Consultant. The Education Department works closely with other divisions including communications and marketing, membership, and policy at the national headquarters in Bethesda, Maryland to manage a portfolio ten live activities annually.

The AMIA Education Department staff has productive relationships with the senior executive sales and management staff with the major hotel chains including the Hilton Corporation and audio-visual contractors to leverage long-standing professional collaborations to expedite the delivery of meetings and conferences on timelines that come in on (or below) cost and exceed the industry standard. AMIA is constantly looking to improve the conference experience for learners evidenced by the launch and redesign of three of its major annual conferences for members that serve applied health informatics, operational aspects of informatics in the research enterprise, and education informatics for the purpose of workforce development.

The AMIA Education team is not only versed in the production of live meetings, but uses on-line technologies like the Web Course Works Learning Management System, Gotomeeting.com, and Gottowebinar.com to plan and convene subject matter experts to collaborate and deliver content to foster learning and professional development in advance of conferences. AMIA uses synchronous and asynchronous activities often employing blended learning techniques to deliver content to its members in ways that complement the professional demands of busy health informatics professionals from around the world.

AMIA uses the latest industry technologies to support its live activities with state of the art tools to generate efficiencies and enhance the user experience from the very outset of an education design process to the on-site production of live activities. These include partnerships to manage content with ScholarOne platform, Omnipress for a knowledge archive and storage of education multimedia, and Zerista as a mobile platform for attendee engagement, networking, and managing calendars during activities that have as many as eleven concurrent sessions for five consecutive days. AMIA also deposits scientific papers into the National Library of Medicine archive, PubMed Central to facilitate dissemination of informatics content globally.

**Proposed Dates and Location for Medinfo**

AMIA proposes hosting Medinfo 2021 in San Diego, California, USA, October 30-November 3, 2021. AMIA has an existing hotel contract with the Hilton San Diego Bayfront.

**About San Diego**

San Diego is a city on the Pacific coast of California known for its beaches, parks and warm climate. Immense Balboa Park is the site of the renowned San Diego Zoo, as well as numerous art galleries, artist
studios, museums and gardens. A deep harbor is home to a large active naval fleet, with the USS Midway, an aircraft-carrier-turned-museum, open to the public. It is also home to several major universities and a thriving health/biotech/research industry. In short, San Diego is a safe and beautiful city rich in culture and entertainment. The United States Weather Bureau describes San Diego’s weather as the closest thing to perfect in America. San Diego is one of the safest large U.S. cities. According to City Crime 2014 Rankings calculated by CQ Press, San Diego ranks as the fourth safest city among cities with a population of 500,000 or more. Here are additional facts:

SAN DIEGO COUNTY
2017 VISITOR INDUSTRY GENERAL FACTS

Visitors to San Diego County
There were 34.9 million visitors to San Diego, of which more than 17.4 million were overnight and almost 17.5 million were day visitors.

Visitor Spending:
Visitors to San Diego spent over $10.4 billion at thousands of San Diegans businesses during their stay. Seventy percent of those dollars are spent at businesses other than lodging.

San Diego Hospitality Industry Employment:
The visitor industry employs 184,000 San Diegans in fields directly related to the hospitality industry, including lodging, food service, attractions, and transportation. Source: EDC as of Jan 2017

San Diego Convention Center:
At the San Diego Convention Center, 67 out-of-town conventions and trade shows were held, with an estimated attendance of 697,518 individuals. These events represent approximately $721 million in direct spending by convention delegates. Source: SDCCA

Hotel Occupancy:
San Diego County’s average hotel occupancy was 77.1% and the daily room rate averaged $154.67. Source: STR

Hotel Rooms:
San Diego has approximately 543 hotel, motel, bed & breakfast and casino hotel properties, with 61,016 rooms available to visitors.

Arrivals to San Diego County:
An estimated 10.3 million air passengers arrived at Lindbergh Field, which is served by a total of 16 airline passenger carriers. Amtrak arrivals into San Diego County totaled more than 839,000 people. Southbound and westbound traffic into the County totaled 85.9 million vehicles. Sources: SDRAA, Amtrak and CalTrans

Tax Revenue:
In San Diego County, nearly $267 million was collected in Transient Occupancy Tax revenue for fiscal year 2016 (July 2015 -June 2016). Source: Cities In San Diego County

Additional sales taxes and property taxes from visitor industry businesses grow the total tax revenues generated by visitors to an estimated $743 million annually.

Population:
The population of San Diego County is estimated to be 3.3 million. San Diego ranks as the nation’s 11th largest county.
If the AMIA bid is accepted, Medinfo 2021 will take place in the Hilton San Diego Bayfront. If the hotel sells out AMIA has the ability to add rooms and space at the adjoining properties or other locations within an easy walk to the host hotel.

Perched on the breathtaking San Diego waterfront, the Hilton San Diego Bayfront hotel in downtown San Diego is the perfect setting for conferences, conventions, small business meetings, personal events and weddings. This AAA Four Diamond Award-winning hotel boasts 165,000 sq. ft. of elegant indoor and gorgeous outdoor event and meeting spaces. This hotel was awarded the Meetings & Conventions 2013 Gold Key Award, indicating it is one of the top meeting hotels, as well as ranked sixth top meeting hotel in the United States (#1 in California) by Cvent's 2014 annual ranking.

Take advantage of the hotel's proximity to San Diego International-Lindbergh Field Airport and its adjacent location to the San Diego Convention Center. Social planners can organize events on-site or choose from a myriad of local attractions. Gather with colleagues for a reception at the Promenade Plaza or savor coastal cuisine and vegan dishes at a private dinner at Vela Restaurant. Catch the Padres in action at Petco Park or stroll through the Gaslamp Quarter, exploring the variety of shopping and dining opportunities minutes from the hotel's front doors.

Meeting and Event Highlights

- 165,000 sq. ft. of versatile event space, including 35 breakout rooms
- 34,000 sq. ft. Sapphire Ballroom - largest pillar-free ballroom in San Diego
- AAA Four Diamond Award Winner
- Meetings & Conventions 2013 Gold Key Award winner
The AMIA contract with the Hilton San Diego Bayfront enables Medinfo 2021 by providing:

- 11 concurrent “tracks” over five days
- 100+ scientific sessions, 35+ tutorials/workshops, 40+committee or business meetings
- Plenary session room: Indigo Ballroom – 23,598 square feet and several semi-plenary session rooms
- Exhibit space: Sapphire Ballroom – 33,072 square feet for booths and posters
- The convenience of accommodations and meeting space in the same building
- 3,604 room-nights are currently contracted for $289 per night plus applicable tax for single/double occupancy

**National and Regional Support**

Numerous regional, national, and international groups will support Medinfo 2021 through communications and co-sponsorship. These include informatics organizations, associations, NGOs, universities, healthcare providers, and informatics companies.

**Local Organizing Committee**

The Medinfo 2021 Organizing Committee will be led by Charles Safran, MD, MS, FACMI, Fellowship Director, Professor of Medicine at Harvard University and Chief, Division of Clinical Informatics at Beth Israel Deaconess Medical Center. Dr. Safran is a well known leader in both IMIA and AMIA. Dr. Safran will assemble a strong set of committee members according to IMIA guidelines. If AMIA is invited to present this bid at Medinfo 2017, the full committee will be presented to the panel. The AMIA office staff will be responsible for working with the Local Organizing Committee.

Dr. Charles Safran is a primary care internist who has devoted his professional career to improving patient care through the creative use of informatics. He is Chief of the Division of Clinical Informatics, Beth Israel Deaconess Medical Center and Harvard Medical School. He is a senior scientist at the National Center for Public Health Informatics at Center for Disease Control and Prevention. He is a past President and Chairman of American Medical Informatics Association and was previously Vice-President of the International Medical Informatics Association. He is an elected fellow of both the American College of Medical Informatics and the American College of Physicians. There are few individuals in the world as well regarded and well connected as Dr. Safran when it comes to health informatics.

**Scientific Program Committee (SPC)**

AMIA proposes Ann Moen and Umberto Tachanardi as SPC Co-chairs subject to the approval of IMIA policy and procedure.

Anne Moen, RN, PhD, FACMI, is full professor at the Faculty of Medicine, University of Oslo, Oslo Norway. She is also Professor II, University college of South east Norway, Drammen, Norway. Her area of research is health informatics, ranging from design and deployment of clinical information systems to patient-facing apps. She directs UiO:eColab, a research lab supporting eCollaboration in and with primary care or homes. Dr. Moen has > 200 publications and has been awarded > 5.5 M USD in research funding and stipends. She is a registered nurse, holds a master degree in nursing science and PhD in social sciences – specialization in health
informatics. Dr. Moen is founding member of the Norwegian Nurses Organisation’s special interest group on eHealth, past chair of the Norwegian Society for Medical Informatics and a member of the EFMI Council. She is also EFMI representative in the EU eHealth stakeholder group, and lead for their area “Citizens – health data”. She is the immediate Past President of EFMI (European Federation for Medical Informatics) and EFMI-IMIA Vice President (2016-2018). Dr. Moen served as EFMI President 2014 – 2016. She was Co-chair and organizer of the Scientific Program Committee, MIE2011, and liaison to and co-chair, Local Organizing Committee, MIE2011, (23rd European Conference for Medical Informatics), hosted in Oslo, Norway. She also served as Co-chair, Scientific Program Committee, MIE2012, (24th European Conference for Medical Informatics), Pisa, Italia. Recently, she was accepted as Chair of the Scientific Program Committee for MIE2018, to be hosted in Gothenburg, Sweden in April 2018. She maintains collaborative relationships with colleagues in the US, as visiting professor to the School of Nursing & Wisconsin Institute of Discovery, University of Wisconsin-Madison, Madison, WI, USA and was elected fellow of ACMI (American College of Medical Informatics) 2015.

Umberto Tachinardi, MD, MSc, FACMI, is Associate Dean for Biomedical Informatics of the University of Wisconsin at Madison. Dr. Tachinardi is Brazilian-born chief information officer and biomedical informaticist. Trained at the prestigious Medical Informatics group of the Heart Institute of São Paulo University Medical School, he started his career developing biomedical signal processing systems on cardiology. Dr. Tachinardi pioneered the use of secure world-wide-web communications for transmission of medical records in 1994. In addition, he has devoted many years to innovate clinical practice through the development and deployment of integrated clinical information systems as CIO of the InCor and later as the CIO of the Secretary of Health, State of São Paulo. Dr. Tachinardi has presented over 175 publications, invited lectures, and tutorials. A native of Brazil, Umberto Tachinardi, MD, MSc, received his medical degree in 1983 from Itajuba School of Medicine and a master’s in physiology from the Biomedical Sciences Institute at the State University of Sao Paulo. Dr. Tachinardi is an internationally known expert in health care information management. Since coming to the United States in 2006, he has served on many NIH review panels and been involved with national medical informatics groups and projects. In addition to his role at the School of Medicine and Public Health, Dr. Tachinardi will provide direction for the creation of a single UW Health "data warehouse" of health information. The UW project will build on UW Health's conversion in 2009 to a complete electronic health record system. He is the director the biomedical informatics core, a key leadership position at the UW-Madison Institute for Clinical and Translational Research (ICTR).

Editorial Committee

AMIA proposes Elizabeth Chen as Editorial Committee Chair subject to the approval of IMIA policy and procedure.

Elizabeth S. Chen, PhD, FACMI, is the Founding Associate Director of the Brown Center for Biomedical Informatics (BCBI), Associate Professor of Medical Science, and Associate Professor of Health Services, Policy & Practice at Brown University. She received a BS in Computer Science from Tufts University and PhD in Biomedical Informatics from Columbia University. Prior to joining Brown University in July 2015, she held appointments at Columbia University, Partners HealthCare/Brigham and Women’s Hospital/Harvard
Medical School, and the University of Vermont. Within BCBI, Dr. Chen leads the Clinical Informatics Research & Discovery (CIRD) Laboratory that aims to provide expertise in leveraging Electronic Health Record (EHR) systems and data to improve healthcare delivery and biomedical discovery. Dr. Chen’s research interests include clinical documentation, clinical decision support, health information needs, standards and interoperability, natural language processing, and data mining. As part of NIH/NLM-funded research, her current work is focused on using EHR data and computational techniques to study the interactions among social, behavioral, and familial factors for conditions such as pediatric asthma and adult epilepsy.

II. Requirements and Obligations

Financial Obligations

AMIA affirms that IMIA has no financial, legal, contractual obligation, or liability with respect to organizing or conducting the Congress.

AMIA guarantees a minimum of $US 60,000.00 to IMIA and agrees to share revenues in accordance with the provisions listed in the bidding guidelines Part II, 1. Financial Obligations, b. Revenue Sharing, i. Congress Registration fees, ii. Exhibit Revenue. Per AMIA’s letter of intent to bid on Medinfo 2021, pre-congress events and tutorial revenue is not included as a separate revenue share. These fees are included in proposed registration fees as AMIA will offer one “bundled” price for the conference without separate fees for pre-congress events and tutorials. This model is based on the AMIA Annual Symposium, where pre-conference workshops and tutorials are ticketed special events, but a bundled pricing approach allows learners to access the workshop/tutorial program under one fee and yields a better financial return for a conference as well as simplification of fees for the attendee.

AMIA agrees to the payment schedule described in II. Requirements and Obligations.

AMIA will fund the Scientific Program Committee. As per AMIA’s letter of intent to bid, we have an existing relationship with an electronic paper submission system and integrated technology solutions. AMIA proposes using the fully integrated ScholarOne system, on-line program, awards, and manuscript management system for Proceedings for Medinfo 2021. In our letter we asked to decrease this amount by 50% (90K to 47.5K) since AMIA already has contractual obligations for these systems. The 47.5K remaining funds will be sufficient to support the meeting schedule of the Medinfo 2021 Scientific Program Committee and Editorial Committee. We have detailed these obligations in the expense section of the budget.

AMIA will produce a fully electronic Congress Proceedings. We understand that current contractual obligations for using IOS Press as the publisher are not yet confirmed and will be discussed if AMIA is successful in winning the bid for Medinfo. The AMIA Annual Symposium papers and student papers are approved for indexing in the NLM’s PubMed Central (PMC) platform at https://www.ncbi.nlm.nih.gov/pmc/journals/362/ per policy of the AMIA Board of Directors.

A Medinfo 2021 held in conjunction with the AMIA Annual Symposium should enable the upload of paper and student paper manuscripts to PMC in addition to Medline using a potential co-branding

AMIA agrees to support a bursary of $20,000 to support participation in Medinfo 2021.

**Benefits to IMIA Institutional Members**

AMIA agrees to support IMIA Academic and Corporate members with a 10% reduction to registration fees and exhibition. The non-member rates that AMIA propose are in excess of 10% and are specified in the budget.

**Other Requirements**

As specified in our intention to bid letter to IMIA dated February 2, 2017, AMIA proposes promoting IMIA’s meeting and AMIA’s meeting in conjunction with one another—Medinfo 2021 and the AMIA Annual Symposium. The rationale for this approach is:

- The AMIA brand and its Annual Symposium brand are well-established in the United States.
- IMIA’s Medinfo event has not occurred in North America since 2004.
- The combined strength of the AMIA and IMIA brand will be recognizable across the globe to the informatics community and beyond.
- The combined registration of AMIA’s Annual Symposium paired with the Medinfo congress brand is projected to result in an estimated 300 additional attendees.
- A single registration fee that bundles tutorials and workshops simplifies the reimbursement process for attendees.

AMIA recognizes that:

- IMIA is entitled to establish the Congress theme.
- The official language of a Medinfo Congress is English.
- IMIA requires meeting rooms for the IMIA Board and IMIA General Assembly meeting with lunch and break facilities.
- IMIA requires meetings for Working Groups, Special Interest Groups, and limited ad-hoc meetings.
- IMIA requires an exhibition booth at no cost.
- AMIA shall construct a conference website specific to Medinfo 2021 according the specifications in the bidding guidelines.
- AMIA shall provide on-line registration specific to Medinfo 2021 according the specifications in the bidding guidelines.
- Internet access must be made available to attendees during business hours of Medinfo 2021.
- It shall review the IMIA Academic Sponsorship program for applicability to Medinfo 2021. Note that Academic Exhibition is built into the exhibition strategy and budget.

**Medinfo Marketing and Communications Strategic Overview**

As an event attracting attendees from around the world, AMIA seeks to reach U.S. domestic and international audiences through targeted use of localized communications with IMIA’s 58 member
societies. Leveraging the reach and influence of the academic, institutional, corporate, corresponding, affiliate, and regional members will be central to the success of the strategy.

The core communications efforts will utilize website, email, public relations, promotion, and social media content campaigns; advertising determined by demographic and geographic targeting; search engine marketing; and select U.S. and Canadian direct mail appeals. AMIA has a preferred position in result listings for informatics related internet searches, and marketing efforts for Medinfo will benefit from AMIA’s existing market leader advantage.

To disseminate information locally, AMIA will establish a one source communication channel “Medinfo MarCom” connecting two representatives from each IMIA member organization to a project management platform housing communications materials – content, logos, newsletter, flyers postcards, mini-posters, e-marketing and social media content in the official language, English, for use by IMIA member societies. AMIA will manage the overall campaign and timeline; IMIA members will be “partners” amplifying AMIA’s campaigns for Medinfo and generating localized content to support the meeting and their own members’ participation. Participation is voluntary and subject to the capacity of member organizations and local preferences.

**Medinfo MarCom Goals**

- Build a consistent brand identity for Medinfo that complements and fully leverages the AMIA Annual Symposium marketing plan.
- Increase awareness of the Medinfo meeting as a partnered with the AMIA Annual Symposium.
- Promote widespread awareness of the Medinfo call for papers, participation, tutorials and volunteers.
- Strengthen IMIA member organizations’ capacity to disseminate Medinfo information that is timely, accurate, and localized.
- Drive early registration and hotel bookings.
- Create an international network of support to disseminate Medinfo content, connected by social media.
- Build excitement for meeting attendance in the warm, friendly host city of San Diego, California.
- Encourage cross-cultural awareness, education, and understanding through a shared dedication and passion for informatics.
- Promote attractive sponsorship and exhibition opportunities to reach an internationally diverse audience.
- Encourage emerging informaticians, students, and early-career professionals internationally, to join the Medinfo community by responding to the calls for participation.

Building a messaging campaign begins with content. The earlier content is available, the longer the window is open to educate and influence people to attend Medinfo. AMIA proposes a structured content campaign that is presented in a visually exciting way with clear language and calls for engagement. We want Medinfo 2021 to feel close, accessible, and welcoming. Through user-generated content (photos and video) we hope to bring the faces and voices of the international informatics community to life. This content in addition to program, speaker, and destination travel information will provide AMIA with layers of content to roll out to prospective attendees over a 12-18 -month period. The scientific meeting, the learning and the networking opportunities will be presented as a “can’t miss” opportunity and a homecoming for past attendees who have not attended in recent years.
Website and IMIA Member Website Landing Pages

A cornerstone of the campaign will be driven by establishing a primary website and IMIA member website landing pages specifically devoted to Medinfo. While member organizations have always promoted Medinfo, AMIA will develop consistent branding materials and provide each member organization with consistent web page design and content. The pages will be constructed to provide a gateway to the primary Medinfo site and give the member organization opportunity to personalize some messaging for its own local audience.

These gateways will collectively funnel traffic to the primary Medinfo website and boost the local search engine optimization results within the IMIA member home countries.

Content campaigns highlight specific information about the meeting’s calls for participation, scientific content, speakers, networking and social activities, exhibition and sponsorship, and travel accommodations. The heavy content distribution is typically focused on calls for participation 12-16 months prior, and meeting specific scientific content 3-4 months prior to the event.

Medinfo InPerson

AMIA proposes to adapt its popular “Faces of AMIA” member spotlight campaign to develop a “Medinfo InPerson” campaign supported by the member organizations. AMIA will work in conjunction with member organizations to create an international “Medinfo InPerson” content stream highlighting individual members’ personal stories, informatics mentors, influential science. Ideally, these members would be people who have already attended Medinfo in the past, or students who are looking forward to the year’s meeting.

“Medinfo InPerson” spotlights the individual, but by linking the stories thematically through informatics, the campaign brings the informaticians practicing around the world closer together. It is a message that Medinfo supports science without borders and reinforces the message that the Medinfo meeting is an inclusive, worldwide gathering of professionals and students. “Medinfo InPerson” is a look close-up at one individual, but it also says that Medinfo meeting is a meaningful, personal experience.

The “Medinfo InPerson” feature will provide content for the primary and gateway pages. “Medinfo InPerson” will also provide content anchors for the email marketing campaigns and social media. Due to the longer lead time needed for prospective attendees to submit and make travel plans for Medinfo, the “Medinfo InPerson” content will help fill the information gap between call for participation and program specific content messaging.

Social Media

Social media channels will allow AMIA to quickly and consistently reach an international audience. We will target audiences with unpaid content and boost the content to target audiences with paid posts. IMIA’s member organizations engage in social media with a variety of channels and levels of activity. Our goal is to attract attention and interest for the meeting through the channels and hashtags individuals are following already. AMIA will develop images (e.g. Twitter and Facebook cards) and user-generated video content (where applicable) to increase engagement with Medinfo social media posts.

Some of the most far-reaching social media channels worldwide are Twitter, Facebook, YouTube and Instagram. However, popularity varies by country and region, and none of the channels are effective...
without followers. WhatsApp, Instagram, QZone, Tumbler and Snap Chat also enjoy considerable followings, as well as the professional social platform LinkedIn. See data below for worldwide usage of social media platforms. Source: Statista.

As the data shows, Twitter has competition and cannot be used exclusively as a dissemination point for Medinfo information. Twitter handles for past Medinfo meetings have fewer than 500 followers (@Medinfo2013 @Medinfo2015 @Medinfo2016) and have not been able to build a sufficient following
for the twitter campaigns to be effective. AMIA’s social media campaign strategy for Medinfo is designed to bolster Medinfo content dissemination by promoting the use of the #Medinfo21 hashtag through AMIA’s channel with 7000+ followers, IMIA 2400+ and the member organization channels. This will strengthen messaging, and we will establish a @Medinfo21 #Medinfo21 branded presence, but it will not be the only dissemination point for information.

The Medinfo social media campaign content is a supplement to the content developed and already being distributed by member organizations. The consistent content AMIA will develop is designed to prime their local target audience to expect regular information about the meeting from their home informatics organizations. AMIA’s will provide a consistent body of Medinfo related and scientific content for dissemination. Distributing short news items and social media templates simplifies information distribution for IMIA member organizations. Even if an IMIA member has minimal organizational capacity, the pre-packaged content will provide Medinfo member organizations with consistent communication.

By targeting and tagging messages with handles and hashtags for universities, bioinformatics programs, scientific topics, speakers, corporations, etc., information will reach people where they are already receiving credible information. The messaging campaign will achieve the desired reach more quickly, than if efforts were tied to establishing one meeting handle (e.g. @Medinfo21) alone as the dissemination source.

**Promotion: Informatics Influencers – #MedinfoNetwork**

Amplifying the messages about Medinfo requires organizational and individual support. AMIA will put out a call to member organizations to identify the top 3 social media influencers in their country or sphere of influence. Influencers need to be connected to the local organization, have a broad following and a history of content streams that are science specific. The influencers will be asked to be part of #MedinfoNetwork, IMIA’s hand-picked group of informatics influencers who will help spread the word about Medinfo and informatics research and practice. #MedinfoNetwork will give individuals some recognition as leaders and make them official cheerleaders for informatics.

Opportunities exist to cultivate additional hashtag campaigns and organizational influencers as social media partners. For example, the World Health Organization (WHO) has 3.5 million twitter followers (@WHO) and regional offices including WHO Europe, WHO African Region, and WHO Eastern Mediterranean which have 46k, 13k and 9k followers, respectively. The relationships AMIA shares and cultivates with U.S. based organizations such as the National Institutes of Health (NIH) with 770K followers present new opportunities to strengthen the Medinfo brand. While the followers are not targets for meeting registration, partnering with high profile organizations as supporters/endorsers of the influence informatics has in health and healthcare, enhances the Medinfo brand and worldwide recognition for informatics as a science and a profession that makes a real difference in people’s lives.

**Advertising**

AMIA proposes to support Medinfo with advertising campaigns based on keywords, demographics, and geographic targeting. Platforms such as ResearchGate and Read also provide opportunities to promote calls for participation and registration within environments that are research specific. Clarivate Analytics
Web of Science also provides opportunities to reach the target audience for Medinfo.

- ResearchGate raises $52.6M for its social research network for scientists
  https://techcrunch.com/2017/02/28/researchgate-raises-52-6m-for-its-social-research-network-for-scientists/
- Read by QxMD: http://www.qxmd.com/apps/read-by-qxmd-app

As part of the overall Medinfo branding campaign, AMIA will develop a series of house ads (unpaid), for members to place on their own websites and in enewsletters. IMIA members have control over a wide swath of internet real estate and we want to leverage the opportunity to brand Medinfo, even when we are not disseminating meeting specific content.

**Email Marketing**

Email marketing is the primary tactic used to raise awareness, call people to action, engage support, and ultimately convert prospective attendees into registered attendees. With a uniform branded Medinfo campaign, covering web, social media and advertising, the meeting will have a consistent, professional appearance and content that is clear and easy to read. Email marketing will get the message to the target audience, professionals and students in informatics, and businesses, government, nonprofit, and international organizations engaged in health and healthcare operations dependent on informatics.

AMIA employs a best-of-breath email marketing system (HighRoad Solutions) that is integrated into AMIA’s database of 40,000 names. AMIA proposes to align with member organizations to obtain internal marketing lists to bolster Medinfo communication efforts. Our plan would be to disseminate a Medinfo based series of messages and provide IMIA’s organizational members with customizable content they can disseminate through their own channels – HTML email, text mail, list servs, etc. While graphics generally do increase engagement in email and social media content, simple personalized messaging under the signature of respected leaders, such as presidents or board chairs is also effective. We would expect to message prospective attendees biweekly with a variety of content (as available), increasing to weekly during the heavier meeting registration period.

**Public Relations**

AMIA proposes to support the Medinfo meeting with public relations efforts by working closely with the Scientific Program Committee to identify ground-breaking, novel, or consumer-friendly submission content. By identifying this content early, developing Top Ten lists for regions, countries or professions (e.g. Top Ten nursing or precision medicine science) AMIA proposes to disseminate information to a curated list of health journalists worldwide. To gain international coverage in select areas, we will localize the releases covering authors from select countries (or countries of origin, as appropriate for U.S. based authors) to highlight the leaders. AMIA will also work with IMIA member organizations to extract content items from the final program with particular interest for specific regions. For example, international authors researching Zika virus may not be from the IMIA member region, but if the local population is affected, the content is still localized. Localized PR will always rely on coordination and support from the local IMIA member organization. They know who the journalists and media outlets are that are important. Lifting the local brand identity of IMIA member organizations as part of Medinfo public relations efforts should dovetail with IMIA’s long term strategy to support its members.
Host City Publicity

Successful promotion of Medinfo beyond authors whose submissions have been accepted, depends in part on the promotion of the host city, San Diego, California, as a desirable location to experience outside of the meeting. California is a top tourist destination in the U.S. It is also a state with a diverse population and wide variety of food, events, museums, art and attractions. Highlighting the tourism and vacation value of San Diego and other exciting cities and attractions within a short drive, train or flight, (Los Angeles, San Francisco, and even Las Vegas) will be part of the publicity efforts to make the trip for Medinfo a professional and personal opportunity for growth and enjoyment.

Direct Mail

Direct mail is not a financially feasible way to reach the target audience. However, not every email is opened, and direct mail supplements email marketing when there is a strong call to action. AMIA will do some limited direct mail to support the call for participation and registration deadlines. AMIA will make available to IMIA member organizations, templates for direct mail that can be used by the members if appropriate in their country or region. Member organizations will be responsible for their own local direct mail printing and postage costs, if they choose to support the campaign.

Promoting a meeting successfully is a multifaceted effort. Medinfo 2021 provides AMIA with an opportunity to support the international informatics community and engage a new generation of informaticians in another aspect of informatics research and practice world-wide.

IMIA Assistance – Publicity, Promotion, Marketing

AMIA looks forward to collaborating with IMIA and developing targeted strategies to promote Medinfo 2021 to IMIA Member Societies.
### III. Budget Proposal

AMIA proposes the following budget resulting in proceeds to IMIA of $345,681. A brief narrative follows the budget. AMIA follows US non-profit industry benchmarking in its budgeting process and can make available the Excel file to the IMIA Board.

#### MEDINFO 2021 PROPOSED BUDGET

<table>
<thead>
<tr>
<th>ACCOUNT</th>
<th>2021 Budget</th>
<th>Quantity</th>
<th>Unit Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MEDINFO 2021</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>I. Registration</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member Early</td>
<td>$965,150</td>
<td>970</td>
<td>$995.00</td>
</tr>
<tr>
<td>Member Advance</td>
<td>$355,875</td>
<td>325</td>
<td>$1,095.00</td>
</tr>
<tr>
<td>Member Late</td>
<td>$101,575</td>
<td>85</td>
<td>$1,195.00</td>
</tr>
<tr>
<td>Non-member Early</td>
<td>$173,275</td>
<td>145</td>
<td>$1,195.00</td>
</tr>
<tr>
<td>Non-member advance</td>
<td>$298,750</td>
<td>250</td>
<td>$1,195.00</td>
</tr>
<tr>
<td>Non-member Late</td>
<td>$129,500</td>
<td>100</td>
<td>$1,295.00</td>
</tr>
<tr>
<td>Student Member Early</td>
<td>$174,000</td>
<td>300</td>
<td>$580.00</td>
</tr>
<tr>
<td>Student Member Advance</td>
<td>$47,250</td>
<td>75</td>
<td>$630.00</td>
</tr>
<tr>
<td>Student Member Late</td>
<td>$20,400</td>
<td>30</td>
<td>$680.00</td>
</tr>
<tr>
<td>Student Non-member Early</td>
<td>$6,800</td>
<td>10</td>
<td>$680.00</td>
</tr>
<tr>
<td>Student Non-member Advance</td>
<td>$20,400</td>
<td>30</td>
<td>$680.00</td>
</tr>
<tr>
<td>Student Non-member Late</td>
<td>$14,600</td>
<td>20</td>
<td>$730.00</td>
</tr>
<tr>
<td>Single Day Member</td>
<td>$31,200</td>
<td>60</td>
<td>$520.00</td>
</tr>
<tr>
<td>Single Day Non-member</td>
<td>$74,100</td>
<td>130</td>
<td>$570.00</td>
</tr>
<tr>
<td>Exhibitor Discount</td>
<td>$16,000</td>
<td>20</td>
<td>$800.00</td>
</tr>
<tr>
<td>Complimentary</td>
<td>$0</td>
<td>50</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Sub-total Registrations</strong></td>
<td><strong>$2,428,875</strong></td>
<td>2,600</td>
<td></td>
</tr>
<tr>
<td><strong>II. Other revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate support</td>
<td>$340,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tours</td>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ticketed functions</td>
<td>$35,000</td>
<td>200</td>
<td>$175.00</td>
</tr>
<tr>
<td>Booth (exhibit) fees (commercial)</td>
<td>$96,000</td>
<td>30</td>
<td>$3,200.00</td>
</tr>
<tr>
<td>Booth (exhibit) fees (NGOs/academic)</td>
<td>$30,000</td>
<td>25</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sub-total Other revenue</strong></td>
<td><strong>$511,000</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL MEDINFO 2021 REVENUE</strong></td>
<td><strong>$2,939,875</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## EXPENSES

### I. Facilities and services

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting room rental</td>
<td>$0</td>
</tr>
<tr>
<td>Signs</td>
<td>$7,000</td>
</tr>
<tr>
<td>Posters and miscellaneous furnishing (non-exhibit hall)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Security</td>
<td>$10,000</td>
</tr>
<tr>
<td>Transportation</td>
<td>$0</td>
</tr>
<tr>
<td>Gratuities</td>
<td>$300</td>
</tr>
<tr>
<td><strong>Sub-total Facilities and services</strong></td>
<td><strong>$32,300</strong></td>
</tr>
</tbody>
</table>

### II. Registration

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badges</td>
<td>$12,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>Sub-total Registration</strong></td>
<td><strong>$18,000</strong></td>
</tr>
</tbody>
</table>

### III. Technology

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio-visual equipment</td>
<td>$220,000</td>
</tr>
<tr>
<td>General equipment</td>
<td>$0</td>
</tr>
<tr>
<td>Internet connectivity/computer equipment</td>
<td>$15,000</td>
</tr>
<tr>
<td>Mobile event app/Online proceedings incl below</td>
<td></td>
</tr>
<tr>
<td>Electrical</td>
<td>$7,000</td>
</tr>
<tr>
<td><strong>Sub-total Technology</strong></td>
<td><strong>$242,000</strong></td>
</tr>
</tbody>
</table>

### IV. Food and beverage

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee breaks, welcome reception, Gala dinner</td>
<td>$270,000</td>
</tr>
<tr>
<td><strong>Sub-total Food and beverage</strong></td>
<td><strong>$270,000</strong></td>
</tr>
</tbody>
</table>

### V. Exhibits

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractor fees</td>
<td>$4,500</td>
</tr>
<tr>
<td>Hall rental / furnishing / equipment</td>
<td>$18,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Sub-total Exhibits</strong></td>
<td><strong>$24,500</strong></td>
</tr>
</tbody>
</table>

### VI. Speakers

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote honoraria and travel</td>
<td>$6,000</td>
</tr>
<tr>
<td>Opening session entertainment</td>
<td>$5,000</td>
</tr>
<tr>
<td>Plenary and specially invited speaker travel (no honoraria)</td>
<td>$5,550</td>
</tr>
<tr>
<td></td>
<td><strong>6</strong></td>
</tr>
<tr>
<td><strong>Sub-total Speakers</strong></td>
<td><strong>$16,550</strong></td>
</tr>
</tbody>
</table>
### VII. Program committees

Support of SPC, EC travel, and awards (all inclusive)  
$47,500  
0.50  
$95,000.00

- Bursary  
$20,000

- Submission and review contract  
$27,000

- Mobile event app/online proceedings  
$20,000

**Sub-total Program committee**  
$114,500

### VIII. Staffing

- Distributed salaries & benefits  
$300,240

- Travel  
$10,800  
18  
$600.00

- Hotel  
$11,676  
51  
$325.00

- Meals  
$12,000

- Contractor hotel  
$12,350  
38  
$325.00

- Site inspection  
$1,000

- Miscellaneous  
$1,000

**Credit to Medinfo staffing**  
($52,360)  
-0.15  
$349,066.00

**Sub-total Staffing**  
$296,706

### IX. Office

- Delivery services  
$1,000

- Copying  
$300

- Supplies  
$0

- Phone service  
$0

**Sub-total Office**  
$1,300

### X. Publications / Publicity / Marketing

- Collateral material  
$74,967  
0.85  
$88,196.25

  - Design  
  incl above

  - Printing  
  incl above

  - Postage  
  incl above

  - List purchase & Marketing general  
  incl above

  - Photography  
  incl above

**Sub-total Publications / Publicity**  
$74,967

### XI. Other expenses

- Continuing education  
$5,150

- Childcare service contract  
$4,000

- Tours  
$10,000

- Miscellaneous  
$1,000
Sub-total Other expenses $19,150

XII. Proceeds to IMIA
Congress registration
10% of registration fees up to 500K $50,000 10.0% $500,000.00
12.5% of registration fees for next 250K $31,250 12.5% $250,000.00
15% of registration fees above 750K $251,831 15.0% $1,678,875.00
Exhibit revenue $12,600 10.0% $126,000.00
Pre-congress/tutorial revenue $0
Proceedings percentage $0
Sub-total Proceeds to IMIA $345,681

TOTAL MEDINFO 2021 EXPENSES $1,455,654

SURPLUS $1,484,221

Budget Narrative Notes

Revenue
- Per letter of intent, tutorial fees are included in the projected unit price for the meeting.
- Members of IMIA’s member societies will all qualify for member rates.
- As a point of reference, AMIA’s current member early bird price for the 2017 annual symposium is $925.00.
- Complimentary registration for 30 student volunteers, 4 program committee chairs and 16 miscellaneous attendees.
- Local area tours and the gala dinner will be optional ticketed activities with additional fees.

Expenses
- Includes automated printing, equipment and badge supplies.
- Program committee includes SPC and committee support at $47,500 per letter of intent plus other contractual meeting obligations.
- Food and beverage includes all coffee breaks, welcome reception in the exhibit hall, and gala event for 200 (100% of the gala cost are offset by ticket sales revenue). No other events are included.
- Keynote speaker costs includes honorarium and travel expenses.
- Per letter of intent, reduced 50% since AMIA already has contractual obligations for submission and review, mobile event app, online proceedings.
- AMIA has included childcare expenses for attendees who wish travel as a family to promote inclusivity and touring of southern California.
- Registration royalty calculated per IMIA bid guidelines.
- Staffing covers labor cost for the entire planning process as well as airline and hotel expenses for 18 people plus onsite contractor expenses for exhibit hall, audio visual and childcare provider.
- AMIA estimates 15% of staffing costs will be AMIA-specific so a reduction to the Medinfo 2021 expense budget is included.
- AMIA estimates 15% of collateral material will be AMIA-specific so 85% of the expense budget is included.
### IV. Bid Summary

<table>
<thead>
<tr>
<th>Part I: Society profile and capabilities</th>
<th>American Medical Informatics Association (AMIA) <a href="http://www.amia.org">www.amia.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Douglas B. Fridsma, MD, PhD, FACP, FACMI <a href="mailto:doug@amia.org">doug@amia.org</a></td>
</tr>
<tr>
<td>Membership and stability</td>
<td>AMIA was established in 1988 and has 5,400+ members from over 50 countries. AMIA’s membership is multidisciplinary and interprofessional with 4,400 informatics professionals and 1,000 informatics students and trainees. AMIA has been financially stable since it was founded.</td>
</tr>
<tr>
<td>Society conference history and experience</td>
<td>Each year, AMIA host six different focused meetings which combined serve over 3,000 individuals.</td>
</tr>
<tr>
<td>Proposed LOC chair</td>
<td>Charles Safran, MD, MS, FACMI <a href="mailto:csafran@bidmc.harvard.edu">csafran@bidmc.harvard.edu</a></td>
</tr>
<tr>
<td>Proposed Medinfo 2021 dates</td>
<td>October 30-November 3, 2021</td>
</tr>
<tr>
<td>Location</td>
<td>San Diego, California, USA</td>
</tr>
</tbody>
</table>
Plenary room size = 3,159 square meters  
Parallel session rooms = 11; Exhibition space = 3,075; Small meeting rooms: 25 |
| Experience with large conferences       | Largest conferences hosted = AMIA Annual Symposium; 2,250 - 2,500 attendees |
| Accommodations                          | 3,604 room-nights are currently contracted $289 plus tax single/double |
| Government support                      | To be determined                                           |
| Other support                           | To be determined                                           |
### Part II: Requirements and obligations

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds budgeted for SPC and EC (excluding printing costs)</td>
<td>$47,500</td>
</tr>
<tr>
<td>Funds budgeted for Congress proceedings</td>
<td>$20,000</td>
</tr>
<tr>
<td>Funds budgeted for Bursaries</td>
<td>$20,000</td>
</tr>
<tr>
<td>Benefits to IMIA institutional members</td>
<td></td>
</tr>
<tr>
<td>20% discount for registration fees for individual of IMIA member societies. Differential pricing in exhibit space for corporate and academic. We are proposing one exhibit booth rate for IMIA institutional members and US based commercial supporters. If member and non-member rates are required by IMIA, AMIA can add 10% increase to the corporate rate of $3,200 and academic rate of $1,200 of IMIA institutional members.</td>
<td></td>
</tr>
<tr>
<td>No meeting conflict</td>
<td></td>
</tr>
<tr>
<td>AMIA proposes Medinfo 2021 in conjunction with AMIA Annual Symposium</td>
<td></td>
</tr>
<tr>
<td>Meeting space</td>
<td></td>
</tr>
<tr>
<td>Meeting rooms will be available at no charge for IMIA Board, GA, WG and SIG</td>
<td></td>
</tr>
<tr>
<td>Communication strategy</td>
<td></td>
</tr>
<tr>
<td>Website, social media, traditional promotion, advertising, email marketing, public relations, direct mail, host city publicity</td>
<td></td>
</tr>
</tbody>
</table>
### Part III: Budget proposal

| Proposed rates & fees | Early bird: $995  
|                       | Regular: $1095  
|                       | Student: $580  
|                       | Average: $802.50  |

| Attendance levels (number of participants needed) | Break-even: N/A  
|                                                   | Budget: 2,600 is the number projected which gives significant revenue to IMIA and surplus to AMIA.  
|                                                   | Optimal: More than 2,600 budgeted  |

| Costs | Fixed costs: Currently only the contractual costs are fixed. It would be premature to list the fixed costs for the event since some of the items are IMIA related (like requirements and obligations).  
|       | Cost/participant: $560  |

| Exhibition and other revenues | Break-even: N/A  
|                               | Budget: 55 booths each of 8x10 SF are included which yields $126,000 (4,400 SF translates to 408 SM). Poster space is separate.  
|                               | $340,000 in sponsorships.  
|                               | $45,000 in tours and ticketed events.  |

| Revenue at 2,600 participants, | Revenue: $2,939,875  
|                                | Expenses: $1,455,654  
|                                | Profit: $1,484,221 (IMIA proceeds $345,681)  |

| Profit per participant | $242.50 (Average cost per participant is $560; average revenue per participant is $802.50)  |

| Result | Profit  
|        | $276,000 (IMIA proceeds $186,000)  
|        | $874,000 (IMIA proceeds $234,000)  |

|        | for 1600 participants  
|        | for 1900 participants  |
## Part IV: Budget proposal (economy travel+6 days in 4* hotel+early registration)

<table>
<thead>
<tr>
<th>Budget from New York</th>
<th>$360+$1938+$995 = $3293</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget from Paris</td>
<td>$790+$1938+$995 = $3723</td>
</tr>
<tr>
<td>Budget from Tokyo</td>
<td>$1180+$1938+$995 = $4113</td>
</tr>
<tr>
<td>Climate</td>
<td>19-22°C average, Autumn</td>
</tr>
<tr>
<td>Accompanying persons programmes</td>
<td>Yes, to be determined</td>
</tr>
<tr>
<td>Pre- and post-tours</td>
<td>Yes, to be determined</td>
</tr>
</tbody>
</table>
V. **Addendum—Copy of Letter of Intent**

February 1, 2017

Dr. Kaija Saranto, IMIA VP Medinfo
Ms. Elaine Hueing, IMIA CEO
12 – 5196 Tronson Rd
Vernon BC V1H 1E8, Canada

Kaija and Elaine:

It is with pleasure that AMIA provides this letter of intent to submit a formal bid later this year for Medinfo 2021. We have reviewed the required documents for the bidding process and have noted the guidelines contained therein. There are four items addressed in this letter that we would like IMIA to consider in advance of our submission of a detailed bid. If there is something that is not acceptable or negotiable from IMIA’s perspective, we need to know since the answers may impact AMIA’s ability to bid on the event. We are being fully transparent about our intentions in this letter and request IMIA’s preliminary consideration of these items so if there is no ability to negotiate, both organizations are aware well in advance.

1. **AMIA will prepare the bid with the intention to host the meeting in San Diego, California, October 30-November 3, 2021. AMIA has an existing hotel contract with the Hilton San Diego.**

2. **AMIA will prepare the bid with the intention of promoting IMIA’s meeting and AMIA’s meeting in conjunction with one another—Medinfo 2021 and the AMIA Annual Symposium. This would likely include AMIA hosting its annual State of the Association event, presentations of AMIA annual awards, AMIA working group and committee business meetings and a learning showcase in the exhibit hall. We envision marketing materials that promote the meetings together with Medinfo coming first in the branding—**_Medinfo 2021 held in conjunction with the AMIA 2021 Annual Symposium._ AMIA does not intend to have paper sessions, poster session or other educational events that would conflict with the scientific or social programming of Medinfo.

3. **In 2014, AMIA made the strategic decision to include the registration fees for our tutorials into the full registration fees for attendees. AMIA will prepare the bid with the intention of continuing it for Medinfo 2021 so there will not be additional fees for these pre-conference tutorials.**

4. **AMIA has an existing relationship with an electronic paper submission system. AMIA will prepare the bid with the intention of using our current system (Scholar One) for Medinfo 2021. In the bid guidelines, it states the requirement to provide $95,000 to IMIA to support the scientific program and editorial committee travel, awards for best papers and posters and the electronic paper system. We would like to have these support funds reduced by 50% since AMIA already has contractual obligations for a submission system.**
As stated above there are four requests, AMIA makes as part of this intention to bid letter. We look forward to IMIA’s reply and guidance about these items as soon as they are able.

Sincerely yours,

Karen Greenwood
AMIA Representative to IMIA
AMIA Executive Vice President and COO
301-857-1291 x104
karen@amia.org