



FOR IMMEDIATE RELEASE

CONTACT: Gina Cella
Cella Communications
857-239-9198
gcella@pchalliance.org

**HX360 AT HIMSS16 ANNUAL CONFERENCE TO FOCUS ON
ADVANCING THE NEW MODEL OF CARE DELIVERY**

February 29 - March 3 at HIMSS16, Venetian-Palazzo, Sands Expo & Convention Center, Las Vegas

Registration Now Open - Advanced Rates Available Through February 2

Arlington, VA (December 15, 2015) – The second annual [HX360](#) event will highlight the transformation of healthcare through innovation and adoption of emerging technologies. The conference links together perspectives from C-Suite executives, innovation leaders, technology companies and investors to offer a complete view of the innovation ecosystem needed to advance a new model of care delivery. HX360 takes place February 29 to March 3, 2016, in conjunction with HIMSS16 Conference and Exhibition, at the Venetian-Palazzo, Sands Expo and Convention Center, Las Vegas.

The HX360 includes an exclusive, invitation-only [Executive Leadership Forum](#) that will address how emerging technologies and health system business model changes will transform the delivery of care, and present unparalleled insights into best practices and technologies to help healthcare organizations navigate the future. The [Innovation Leaders Program](#) will explore health technology, innovation and the evolving relationships between providers, patients, entrepreneurs and investors advancing the adoption and commercialization of new solutions, building and sustaining innovation capacity, and adapting to value-based payment in healthcare.

"HX360 brings together decision-makers from the largest and most significant healthcare systems; innovation leaders including clinicians, IT specialists and program managers; early and growth-stage technology companies and entrepreneurs; and leading healthcare investors and venture capitalists," said Roy Smythe, MD, CEO of HX360. "The HX360 experience enables participants to uniquely discover new insights, learn about concepts and techniques, and acquire knowledge and cutting-edge best practices that can be immediately deployed for transforming healthcare delivery."

HX360's interactive sessions, special events and a dynamic exhibit floor include:

[Venture+ Forum](#) spotlights today's top innovative early and growth-stage companies and provides business-building education resources and networking opportunities for innovators with leading deal-makers, investors and health industry partners.

[Startup Boot Camp](#), co-hosted by StartUp Health and HIMSS Venture+ Forum, offers a one-of-a kind workshop for health tech entrepreneurs focusing on strategies to increase the equity value of a startup, maximize opportunities with investors and customers, and tips for building a successful business.

-- more --

[HX360 Innovation Pavilion](#) will feature over 150 companies and cutting-edge health technology solutions that are addressing the most pressing healthcare delivery challenges. Dedicated exhibit areas in the Pavilion, highlighting companies, products and innovations include:

- [Startup Showcase](#) highlights startup and growth-stage companies applying new technologies to address healthcare delivery challenges.
- [Provider Challenge Showcase](#) features innovative technology solutions that are solving the most pressing provider challenges: Patient as Consumer, Chronic and Behavioral Care, Post-Acute Care and Operations 2.0.
- [Accelerator Hubs](#) showcases corporate innovation efforts and leading incubator and accelerator programs dedicated to fostering entrepreneurs, companies and new technologies addressing healthcare delivery challenges.

The 2nd annual HX360 event is an initiative co-developed by HIMSS and AVIA, to promote the transformation of healthcare through innovation and adoption of emerging technologies by leveraging technology, process and structure.

GENERAL REGISTRATION for HX360: [Registration for HX360 is open](#). Visit <http://www.hx360.org/registration>.

MEDIA REGISTRATION: For more information, or for complimentary media registration, please visit the [HIMSS16 website](#) or contact Gina Cella at 857-239-9198 or gcella@pchalliance.org.

About HX360

[HX360](#), co-developed by HIMSS and AVIA, invites health system leaders to reinvent care delivery by harnessing the potential of next generation technologies, and focuses on the structures and processes that will make their use more effective. HX360 focuses on improving the way health care is delivered by both inspiring and facilitating the adoption and use of emerging technologies by provider organizations, in areas where health system executives are passionate to combine the right mix of resources, process and technology. Follow us on [Twitter](#).

About AVIA

[AVIA](#) was built to serve the needs of health systems. We believe that transformation requires innovation, and innovation starts with a focus on health systems' challenges and opportunities. Our Innovator Network includes forward-leaning provider organizations seeking to address pressing challenges that are ripe for innovation. AVIA drives a rigorous process to help our members identify, evaluate, and implement the best emerging tech-enabled solutions, at scale. Our proven approach reduces risk, accelerates action, and clears the way for health systems to take on more opportunities. Follow us on [Twitter](#) and [LinkedIn](#).

About HIMSS

[HIMSS](#) is a global, cause-based, not-for-profit organization focused on better health through information technology (IT). HIMSS leads efforts to optimize health engagements and care outcomes using information technology. HIMSS is a cause-based, global enterprise producing health IT thought leadership, education, events, market research and media services around the world. Founded in 1961, HIMSS encompasses more than 52,000 individuals, of which more than two-thirds work in healthcare provider, governmental and not-for-profit organizations across the globe, plus over 600 corporations and 250 not-for-profit partner organizations that share this cause. HIMSS, headquartered in Chicago, serves the global health IT community with additional offices in the United States, Europe, and Asia.

#