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please
reply to

TO: Board of Trustees
FROM: Donald A. B. Lindberg, M.D.
U.S. Representative
SUBJECT: MEDINFO 86

Attached is a proposal to IMIA for MEDINFO 86, to be held in Washington, D.C., during the period October 22- noon of October 31, 1986. The likely dates for MEDINFO would be between October 27 and noon October 31, 1986.

Sponsorship in the United States would be provided by a special purpose, not-for-profit corporation called "The U.S. Council for MEDINFO 86". The need for such an entity stems from our tax and legal liability laws and also from the absence of a single pre-eminent medical computing society. From the point of view of IMIA, this arrangement would be transparent; the IMIA Steering Committee would deal directly with the Organizing Committee, Program Committee, and Publications Committee, as usual with MEDINFO meetings.

It is important to IMIA and to the success of this meeting that the U.S. Council for MEDINFO 86 be relatively broad-based and representative of the many interested groups in the host country. With this in mind, we anticipate that membership on the U.S. Council, financial backing, and sponsorship of MEDINFO 86 will shortly be enlarged by the addition of a number of professional medical specialty organizations. The president and relevant Commission of one major society has already agreed enthusiastically to join but will not have attended the first meeting until shortly after the preparation of this proposal. Others have expressed initial positive responses but require time for study of the situation by governing bodies.

In summary, the U.S. medical computing community is ready to submit this proposal to IMIA. We urge acceptance of the proposal by IMIA and welcome suggestions for perfection of the plan. If accepted by IMIA, we would expect to follow this document by another which provides additional information concerning the larger number of sponsoring societies, as well as the names of the members of the Organizing Committee, as these are decided by the Council.



Report to the IMIA Board of Trustees
April 26, 1982

MEDINFO 86

In

Washington, D.C.
United States of America

initial proposal by

U.S. Council for
MEDINFO 86

Sponsorship:

International Medical Informatics Association
American Federation of Information Processing Societies
Symposium on Computer Applications in Medical Care
American Association for Medical Systems and Informatics
American Medical Association
World Health Organization

It is expected that sponsorship of MEDINFO 86
and membership in the U.S. Council for
MEDINFO 86 will soon include a number of U.S.
professional medical specialty societies.

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Introduction

Over the past 18 months, a number of persons, representing the major medical and informatics societies, agencies, and educational institutions in the United States have met both formally and informally to consider the possibility of an invitation to host MEDINFO 86 in the United States. Among the organizations involved have been:

- International Medical Informatics Association
- American Federation of Information Processing Societies
- Symposium on Computer Applications in Medical Care
- American Association for Medical Systems and Informatics
- Institute of Electrical and Electronics Engineers (IEEE)
Computer Society
Engineering in Medicine and Biology Society
- Association for Computing Machinery
Special Interest Group on Biomedical Computing (SIGBIO)
- American Medical Association
- American Hospital Association

Recognizing that no single entity among the above could appropriately speak for, or represent, the totality of United States interest in medical informatics, consensus formed around the creation of an ad hoc body for the purpose of tendering the invitation, and assuming the responsibility for planning, organizing, and conducting MEDINFO 86. This organization, known as U. S. Council for MEDINFO 86 was formed and incorporated in August 1982.

Membership in the U. S. Council, and the organizations they represent include Richard I. Tanaka, American Federation of Information Processing Societies; Morris F. Collen, American Association for Medical Systems and Informatics; Thomas E. Piemme, Symposium on

Computer Applications in Medical Care; Daniel K. Harris, American Medical Association; Robin B. Lake, Engineering in Medicine and Biology (IEEE); Judith M. S. Prewitt, Computer Society (IEEE); John Lewis, Association for Computing Machinery (SIGBIO); Steven Veazie, American Hospital Association; and Donald A. B. Lindberg, the U. S. representative to IMIA.

It is expected that sponsorship of MEDINFO 86 and membership in the U.S. Council will soon also include a number of professional medical specialty societies.

The Council formally offers this document as an invitation to the International Medical Informatics Association to hold MEDINFO 86 in Washington, D.C., U.S.A.

The Host Organization

The U.S. Council for MEDINFO 86 is an ad hoc federation of the major organizations within the United States that are concerned with medicine or information processing in general and medical informatics in particular.

The American Federation of Information Processing Societies (AFIPS) is an analog of IFIP. It was formed in 1961 to serve the common interest of its 11 component information processing societies. It appoints the United States representatives to the technical committees of IFIP, including the representative to IMIA (formerly TC-4 of IFIP). In cooperation with four of its largest component societies, AFIPS sponsors annually the National Computer Conference which in 1981 attracted 73,500 attendees and 2,300 exhibits from more than 500 companies. Additionally within the United States AFIPS, again in conjunction with its constituent societies has sponsored a number of more focused conferences and meetings in areas of special interest.

The Symposium on Computer Applications in Medical Care, Inc. is a relatively new organization, constituted five years ago for the sole purpose of creating an annual meeting devoted to medical informatics oriented to the user of information systems. It has the sponsorship or cooperation of more than 70 U. S. organizations including the American Medical Association and the National Institutes of Health. More than 2,000 persons attended the Fifth Annual Symposium in November, 1981, making it the largest meeting devoted to medical informatics ever held.

The American Medical Association and its constituent state societies speak for the more than 400,000 physicians in the United States. AMA interest in computer applications in medicine has grown rapidly in recent years. This has culminated in the development of a national initiative to implement a medical information network across the U. S., providing all physicians access to drug and diagnostic databases through a fast response communications system.

The Society for Computer Medicine was formed in 1971 as a membership organization representing the interests of health professionals with interest and competence in the field of computer medicine. The Society for Advanced Medical Systems has been composed of professionals interested in developing and applying technological systems to the delivery of health services. In November of 1981, these two organizations merged to form the new American Association for Medical Systems and Informatics.

The Special Interest Group in Biology (SIGBIO) of the Association for Computing Machinery, the Computer Society and the Engineering in Medicine and Biology Society of the Institute of Electrical and Electronic Engineers (IEEE) are well known to the international informatics world. They are, moreover, constituent members of AFIPS.

The Host Country and The Host City

Washington, O. C., Capital city of the United States of America, is pleased to offer its facilities to the International Medical Informatics Association for MEDINFO 86. Wide tree-lined streets radiate toward impressive monuments and graceful buildings that house the nation's government. The presence of the world's embassies contributes an international atmosphere that welcomes all foreign visitors.

Washington is alive with museums, galleries, and theaters that enhance the atmosphere for any international gathering. Opportunities exist for world leaders to meet with their counterparts within the United States. The Organizing Committee indeed intends that receptions be planned in one or more of the museums and embassies. Tours will be arranged to such sites as the National Institutes of Health.

The potential for Washington to host MEDINFO 86 has the enthusiastic endorsement of both the Federal and District of Columbia governments. All necessary assistance will be provided.

The Conference

Time

It is proposed that MEDINFO 86 be held within the timeframe October 22 through October 31. While somewhat later in the fall season than the 1983 conference in Amsterdam, it is comparable to the dates chosen for the 1980 conference in Tokyo. It is important to note that these dates are consistent with the dates usually chosen for the annual meeting of AAMSI and the Annual Symposium on Computer Applications in Medical Care which have been held annually in Washington since 1977, and which currently attract 2000 informatics scientists from around the world. Indeed, the boards of SCAMC and AAMSI have determined that, in deference to MEDINFO, they will not hold

their usual meetings in 1986. Rather, the 10th Annual Symposium and the annual meeting of AAMSI, will be foreshortened to two days each to be held in conjunction with the four days allotted for MEDINFO. Thus attendance would be enhanced for both meetings. It is anticipated that as many as 4000 persons will attend MEDINFO 86 in Washington, D.C.

Place

The Organizing Committee has prospectively identified the new Sheraton Washington Hotel and the adjacent Shoreham Hotel as the site for MEDINFO 86. The Sheraton will serve as the headquarters hotel; both Sheraton and Shoreham will host functions and sessions. Seven other hotels in the vicinity have been identified to provide a total of 2500 guest rooms at a range of prices to meet the needs of most participants. Once planning is firm, an even wider selection will be sought and made available.

The Sheraton Washington possesses ample facilities to host a conference of this size. The palatial ballroom will seat 4500 in plenary session, and more than 3000 at banquet. A total of 30 meeting rooms are adaptable to every conceivable style and configuration. There exist 110,000 square feet of dedicated exhibit space, all on one level. Restaurants, swimming pools, a health club, and more are placed on a 16 acre resort estate in the heart of the city, adjacent to the world's embassies.

Transportation

Washington, D. C. is accessed by any one of three airports. Both Dulles and Baltimore-Washington are international terminals, each 45 minutes by limousine from downtown Washington. Persons entering the country elsewhere may wish to arrive in the metropolitan Washington

area via National Airport, only 10 minutes from the city.

Public transportation in Washington is attractive and efficient. The Sheraton Washington is within a block of major bus routes. More importantly, a subway stop has been opened adjacent to the hotel, providing quick access to all major points of interest including Capitol Hill, the Smithsonian Institutes, Arlington National Cemetery, and National Airport. Taxis are readily available through-out the city. Cars may be rented at the airports or at the hotel.

Program

It is understood that the design of the program will be entirely at the discretion of the Program Committee, but within the constraints imposed by the budget. It is anticipated that the Chairman of the 8 to 10 person Program Committee will represent a nation other than the United States. It is expected that program content will be consistent with prior MEOINFO conferences, and enhance the prestige and reputation of this triennial event. It is suggested that the Chairman of the Organizing Committee will be a member of the Program Committee.

Proceedings

It is expected that the production and distribution at the Conference of Proceedings will be in a manner analogous to the process for prior MEDINFO conferences. The editing and printing of the Proceedings will be the responsibility of a separate committee appointed by IMIA.

Exhibits

The Organizing Committee hopes to attract a large number of commercial exhibits and non-commercial scientific demonstrations. A growing interest in the exchange of software among developers of

medical application programs leads the Committee to believe that this might well be a major part of MEDINFO by 1986. In securing hotel accommodations, those planning the meeting will endeavor to provide for an option that will include space for more than 100 exhibits and demonstrations.

Social Program

A number of attractive social events and programs are anticipated for MEDINFO 86 in the event it is held in Washington. Several optional tours of embassies and/or galleries may be arranged. Consideration is being given to a major reception to be held at the Corcoran Gallery of Art. Theater tickets will be made available for one or more performances at the John F. Kennedy Center for the Performing Arts. A unique opportunity is presented for embassy receptions for the many delegates that are expected from around the world. The Organizing Committee believes that MEDINFO 86 can provide a memorable opportunity for visitors to the United States.

Excursions

A number of excursions to scientific and health care institutions can be arranged. The Organizing Committee will work carefully with the Program Committee in timing the arrangement for these. At a minimum, it is anticipated that participants will wish to visit the National Institutes of Health in Bethesda, Maryland, 10 miles northeast of the Conference site.

Participation

While it is difficult accurately to project attendance several years in advance, we note the following: More than 2000 persons now attend the largest conference on computer applications in medical care

held in the United States each year. More than 1000 persons attended MEDINFO 80 in Tokyo and 1500 to 2000 are anticipated for MEDINFO 83 in Amsterdam. It is not, therefore, unreasonable to anticipate attendance of 3500 to 4000 in the United States in 1986. The breakdown of this might well be as follows:

- North America	2000
- South America	500
- Western Europe	850
- Eastern Europe	150
- Africa, Asia	500

Participation will be promoted heavily through national and regional organizations to a far greater extent than has heretofore been accomplished on behalf of MEDINFO. Mailing of more than 200,000 Brochures (advance programs) is anticipated in the United States alone. Established linkages with other nations should lead to more than 500,000 promotional pieces being disseminated throughout the world.

Organizational Structure

It is proposed that the organizational structure for MEDINFO 86 be similar to that which has become custom for prior MEDINFO Conferences. The responsible parent organization within the host country, the U. S. Council for MEDINFO '86, will appoint an Organizing Committee with the concurrence of the Steering Committee for MEDINFO 86. The appointment of the members of the two other major committees, the Program Committee, and the Proceedings Committee, will be the responsibility of IMIA and the Steering Committee.

The Organizing Committee will draw its membership from the broad spectrum of organizations involved in medical computing throughout the United States. It will have a Chairman, a Vice Chairman, and six

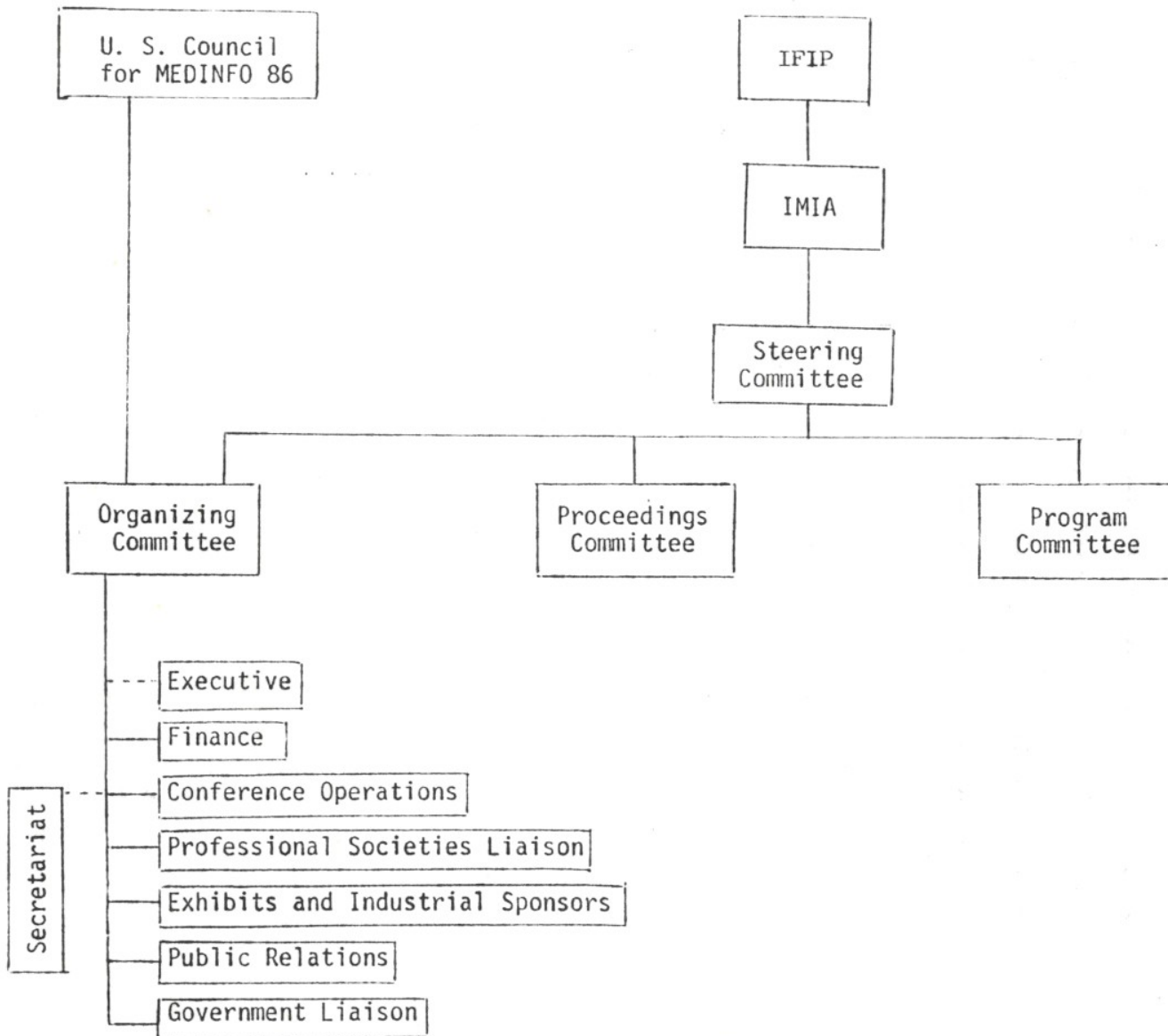
operational subcommittees. These will include:

- Finance Subcommittee - prepare budget; monitor cash flow; organize and coordinate the raising of gifts, loans and loan guarantees
- Conference Operations Subcommittee - prepare plans for the physical arrangements; arrange for hotel, transportation, registration, hospitality, social events and tours; establish a Secretariat in the host city
- Professional Societies Liaison Subcommittee - identify relevant professional groups and societies; invite and encourage participation and support by these groups
- Exhibit and Industrial Sponsors Subcommittee - recruit appropriate industrial exhibitors; encourage industrial support through attendance, exhibits, loans, and gifts
- Public Relations Subcommittee - propose and periodically update a plan to publicize MEDINFO 36 among potential U. S. and non-U. S. participants; obtain copy relevant to scientific content of the meeting from the Program Committee, and arrange for distribution of brochures, calls for submission of papers, and programs; make direct arrangements with IMIA representatives abroad for distribution of promotional materials
- Government Liaison Subcommittee - encourage support of MEDIMFO 86 by U. S. federal agencies; encourage the creation of tours by participants to relevant medical computing facilities in the metropolitan Washington area; facilitate support of MEDINFO 86 through such means as release time for participation of federal

employees; meeting travel costs for participants;
direct financial support of meeting expenses

The chairpersons of the subcommittees, together with the Chairman and Vice Chairman of the Organizing Committee will serve as an Executive Committee of the Organizing Committee, facilitating the coordination of effort. Staff support will be provided to all elements of the Organizing Committee's work by the Secretariat.

The organizational structure is illustrated on the following page.



M E D I N F O 8 6
 Organizational
 Structure

The Budget

A number of assumptions have engaged the attention of the Organizing Committee. The major assumptions may be stated as follows:

- MEDINFO 86 will be organized in a manner analogous to those of 1980 and 1983, and will be governed by unchanged IMIA policies.
- MEUINFO 86 will be planned to accommodate 4000 participants. Projected income is based, however, on a minimum of 2000 paid registrants.
- Inflation may be anticipated at 10 percent per year. Expenses in 1986 may be estimated at 60 percent above 1981 market value for services.
- Travel and per diem has been incorporated for the following:
 - Steering Committee - 2 meetings (partial support)
 - Organizing Committee - 2 meetings
 - Executive Committee - 10 meetings
 - Program Committee - 4 meetings
- Exhibitors will number 50, and an exhibit fee of \$500 will be charged.
- Loans will be advanced by IMIA, and by the organizations constituting the U. S. Committee for MEDINFO 86 in order to see the Organizing Committee through the period of maximum negative cash flow prior to receipt of registration fees. These will be repaid without interest, but organizations providing advances will share proportionally in proceeds of the conference.

Revenues

Advance loans		
IMIA	\$ 40,000*	
Others	<u>100,000</u>	\$ 140,000
Grants		
U. S. Government	25,000	
Others	<u>50,000</u>	75,000
Registration		
Full: 1000 @ \$300	300,000	
Advance: 600 @ \$275	165,000	
Joint: 400 @ \$265	<u>106,000</u>	571,000
Exhibits		25,000
Social Events & Misc.		<u>10,000</u>
		\$ 841,000

Expenditures (Overview)

Steering Committee	\$ 12,000
Organizing Committee	320,000
Program Committee	102,000
Proceedings Committee	123,000
Repayment of Advances	<u>140,000</u>
	\$ 697,000

Excess of Income over Expenditures \$ 144,000

* All budget items in U. S. dollars

Expenditures (Detailed)

Steering Committee

Meetings - 2 in U.S.A.

Chm. Organizing Committee	\$ 2,000	
Chm. Program Committee	4,000	
Chm. Proceedings Committee	<u>4,000</u>	\$ 10,000
*		
Telex, telephone, postage, office expenses		2,000
		\$ 12,000

Organizing Committee

Meetings

Entire committee: 2 meetings, 10 persons	\$ 20,000
Executive committee: 10 meetings, 5 persons	50,000

Administrative and secretarial 25,000

Clerical, telephone, postage, office expenses 25,000

Hotel and meeting

Hotel, food, audiovisual	50,000	
Registration services	10,000	
Exhibit expenses	5,000	
Transportation, tours	5,000	
Social events	<u>10,000</u>	80,000

Public Relations 10,000

Printing and mailing

Call for papers	5,000	
Preliminary program	30,000	
Final Program	<u>5,000</u>	40,000

Keynote and invited speakers 20,000

Miscellaneous and contingency 50,000
\$ 320,000

* Travel expenses of other members to be paid by IMIA.

Program Committee

Meetings

4 meetings @ 3 days each - 10 persons
3 persons travel @ \$ 1,000
7 persons travel @ \$ 1,500
10 persons per diem @ \$ 150 \$ 72,000

Secretarial, file management 10,000

Clerical, telephone, postage, office expense 20,000
\$ 102,000

Proceedings Committee

Meetings

Editor to attend 4 Program Committee
meetings @ \$2,000 8,000

Proceedings

editing, postage, office expenses 15,000

Printing and binding

4000 @ \$ 25 100,000
\$ 123,000