International Medical Informatics Association

REPORT OF THE EXECUTIVE DIRECTOR

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The functions of the Executive Director essentially consist of supporting the activities of the officers and vice-presidents of the board, providing administrative and marketing functions, and managing the electronic services of IMIA.

SUPPORT SERVICES

1. IMIA Yearbook

One of the major tasks undertaken since the General Assembly meeting in Hannover has been to consolidate member information used by the editors of the yearbook and the information included in the IMIA website. This somewhat challenging task was accomplished relatively successfully by a cohesive and substantial effort on the part of National Member Societies and the Yearbook staff. A specific vote of thanks should be extended specifically to Martina Hutter at the University of Heidelberg for her unstinting effort and assistance. Since the publishing of the 2001 yearbook, the IMIA database and website is now positioned to ensure availability of all member information in a transparent fashion.

At a meeting held in January at the University of Heidelberg with the Yearbook staff, and Dieter Bergemann of Schattauer, several innovative alternatives in respect to the promotion of the Yearbook were discussed.

2. MedInfo 2001

We continued to support the marketing activities of MedInfo 2001 through arranging for ongoing advertisements in *Healthcare Informatics,* one of IMIA's corporate members and *Healthcare Information Management & Communications Canada.* Through the new IMIA brochure, some marketing support was provided at the HIMSS meeting held in New Orleans in early February and the TEPR meeting in Boston May 8 – 13, 2001.

3. Membership

Support and initiatives in respect to recruiting new IMA members are largely included in the report of the VP Membership. It is hoped that we can leverage MedInfo 2001 as a centerpiece for attracting new Corporate and Academic members. In total, these efforts have resulted in asking the General Assembly to approve and welcome:

1. Two new National members
2. Four Corresponding members
3. Six Corporate Institutional Members
4. Five Academic members

4.   National Members

The new web site includes significantly more information in respect to National Members. We believe that this may be of advantage to some societies by way of attracting new members, particularly for those societies that currently do not have a website.

5.   Working Groups and SIGS

As is the case for National members, there is considerably more information available on the new public website in respect to IMIA's Working Groups and the NI SIG. The site includes an e-mail interface with the chair of the WG or SIG to allow interested parties to make membership inquiries.

The question of hosting WG websites will be dealt with in the Website section of this report.

ADMINISTRATION & MARKETING SERVICES

1.   Financial

The audit of the financial statements has been conducted and completed. The audit was delayed somewhat as investment information was not available from the Credit Suisse until late February. We did not achieve our financial goals for 2000; an analysis of specific factors leading to the results is discussed in the treasurer's report. Nonetheless, we are still within the targets established by the IMIA 5 year plan.

2.   Membership Dues

During 2000 we were able to collect most of the fees due from National Societies with only two exceptions. Billings for the 2001 fees, using the new rates established at the Hannover meeting, are in progress; Approximately 50% of the membership fees for 2001 have been collected.

3.   Banking

As indicated in the Treasurer's report, it has been somewhat of a challenge meeting the requirements of both the Swiss Bank and the Swiss Registry of Commerce. This situation has left us in a position where our investments and the bank account in Switzerland have been "frozen". The onerous documentation requirements and the French language requirements relative to signing authorities, together with attendant legal costs cause me to recommend that we move our account, or a large portion thereof, to a more convenient and less stringent country.

4.   Marketing

As indicated previously, we have developed a new IMIA Brochure which is available both in printed and PDF format as well as being available on the new IMIA website. This document has been used to promote IMIA with both correspondence and e-mail. As well it used as a handout at meetings; notably:
1,   The HIMSS meeting in New Orleans (February 4-8, 2001)
2.   The TEPR meeting in Boston (May 8 –13, 2001)
4.   eHealth 2001 in Toronto (May 26 – 29, 2001)

We were able to negotiate that IMIA serve as a host at the Canadian Reception at HIMSS on February 5, 2001 in New Orleans.

5,   Other Items

1.   IMIA WG4 Loan
The financial affairs of the WG 4 Conference have been concluded. Jochen Moehr, Chair of the LOC has arranged for a partial repayment of 1.500 CHF of the 5,000 CHF loan. The LOC produced a videodisk of the conference that is being marketed at a price of $CAD 120.00. The advertisement has been placed in several issues of *Healthcare Information Management & Communications Canada,* and is posted in the new section of "Books and Journals" on the IMIA website.

I recommend that the General Assembly postpone the decision as to the disposition of the balance of the loan until this source of recovering further funds is exhausted.

Moved that "the disposition of the balance of the Loan provided to WG4 for the Working Conference "Security of the Distributed Electronic Patient Record (EPR)", June 2000, Victoria, British Columbia, Canada, be deferred until the close of the 2001 fiscal year."

2.   Promotion of Correspondents and Corresponding Members
There are many countries not represented within the IMIA family. The board should consider whether we should actively encourage their participation in IMIA within the Correspondent (where no society exists within the country) or Corresponding Member (where a society does exist) categories.

ELECTRONIC SERVICES

1.   Website Development

1.   Executive Summary
The primary goals set for the website redevelopment have been largely achieved. The basic construct of the site follows the principles embraced by the Goettingen site with a focus on two basic databases, i.e. an individual database and a number of organizational databases reflecting the organizational structure of IMIA. The two connect through the assignment of individuals to a structured "membership" within these individual organizations. In addition several databases have been constructed to serve specific functions such as news, coming events, Books & Journals, etc. The website is, in most part, dynamically web-enabled; html is used for static information or in circumstances where it more convenient. Changes to the database content are edited and approved remotely through the Internet. The editor facilitates data confirmation requests for personal information online.

The development effort came in slightly under the $US 30,000. budget approved by the General Assembly at the Hannover meeting.

The prioritization of Yearbook information and the deadline associated with its publication required a shift of the target of completion, as did the

introduction of additional function. The effort expended in gathering information for the yearbook and the time-span associated with it vastly exceeded expectations.

2. **New Features and Enhancements – Public Component of Site**
   1. **National societies'** information now includes basic information about the organization, senior officers and their pictures, number of members, logos and a brief description in respect to the society. This reflects the information contained in the IMIA yearbook. For privacy reasons, some contact information has been excluded; this will be discussed with the yearbook editor to ensure common ground.
   2. **Working groups** now include a "mini" website listing chairs, co-chairs, their pictures, a logo where applicable, a description of their goals, objectives and future activities, along with an e-mail link to the chair to facilitate membership inquiries.

   A link to recent reports of working group chairs to the board and general assembly is currently in development and will be in place shortly.
   3. **News and Announcements** has been added to the site to facilitate ongoing communications. Access to the submission of items is available to anyone. Items submitted from the public site are subject to editing prior to release to the online news and announcements.
   4. **IMIA Meetings** has been added to the site as a quick reference for meetings of the Board, the General Assembly, Working Groups as well as other IMIA related events (i.e. SPC, EC, etc.)
   5. **Coming Events** has been slightly modified to display contact information; this is to facilitate access to meeting which do not have a website.
   6. **Books & Journals** has been added to the site to provide access for visitors to publications. The site provides a brief description of the publication, a thumbnail, and Internet access to the publisher's ordering system, or an e-mail address as applicable. Healthcare Informatics has agreed to test this within a subscription environment.

   The intent is to make this available to IMIA's Corporate Members free of charge for the first year. As well, it is anticipated that it will be a significant marketing tool for corporate membership within the Publishing Community.

   The site will be available free of charge for such items as the videodisk available from WG4. Other publishers will be charged an annual fee for each publication put on the site (suggest $US 500.00).

3. **New Features and Enhancements – Member Services**

Generally, the Member Services section has been cosmetically altered to provide easier navigation and access. The following are reflective:
   1. **Member Lists and addresses** generally contain more complete information on the individual member.
   2. **Email Services** have a preview feature that allows users to identify the individuals contained in the list. For security reasons, access to the lists is restricted to those users whose e-mail address is on the

4

database. The list server provides "cut and paste" capability and other functions with which the user is familiar.

3. **Minutes and Reports** are maintained on the site by report title and date for the purpose of easy access at a later time. The main site contains relatively current material; older material is contained in a second tier "Archives" for access without "cluttering" the site.

Financial information is maintained currently for the fiscal year, as is the payment status for member's fees.

It is important to note that the database is now significantly more populated by the inclusion of officers from member societies. This will enable us to market IMIA events (such as MedInfo2001) to a much broader audience.

4.   Current Action Items

Items on our current "to do" list includes the following items:
1. Developing the mechanism for both individuals and organizational members to change their information on-line "on demand"
2. The inclusion of the "term of office" in the database for those positions that are elected or required to be appointed by the General Assembly.
3. A schedule for positions to be elected or appointed.
4. A history of IMIA officers and directors.
5. The development of a process for the generation of labels for snail mail distribution.
6. The creation of a second tier specific-password protected area for confidential items such as contracts, and "administrivia" such as banking documents.

2.   Working Group and SIG Support

Significant interest has been demonstrated by a number of working groups and the NI SIG for the provision of hosting and support services by IMIA.

1. The IMIA site currently hosts the website of Working Group 7 Biomedical Pattern Recognition, Chaired by Christoph Zywietz, The site is an HTML site. The hosting of sites of this nature is not problematic and is facilitated with relative ease.
2. However, the nature and extent of sophistication of site development varies widely as do the skills available to specific groups.
3. Immediate priority should be given to developing a prototype in conjunction with a Working Group (WG1 on education and the NI SIG might be appropriate candidates), which utilizes the dynamic database and other functions of the IMIA site to serve the needs of IMIA Working and Special Interest Groups.

3.   Professional Resource Index

We are ready to begin the expansion of the personal database to accommodate the next phases of the professional resource index. These are the inclusion of:

1. An "authorization and requirements" index that identifies for what purposes an individual is available as a resource (referee, session chair, consultant, etc.) and under what conditions the individual is prepared to provide the services (honorarium, travel costs, etc.)
2. Language proficiency, oral and written.
3. Fields of expertise in accordance with the scientific content map.
4. Academic credentials, when, where, degree obtained.

Several of these categories require collaboration with Working Group 1 so that data requirements for the Virtual University are consistent with the PRI.