

# Summary of the MedInfo 2013 proposal









Part I: Society profile and capabilities	Danish Society for Medical Informatics, <a href="http://www.dsmi.dk/">http://www.dsmi.dk/</a>																																																
President	Pia Elberg, <a href="mailto:pbe@hst.aau.dk">pbe@hst.aau.dk</a>																																																
Membership and stability	<p>The Danish Society for Medical Informatics (DSMI) was established in 1966 and the society joined IMIA in 1980. Currently the number of members is 220 personal members and 26 enterprise members counting for additionally approx. 1500 interested persons as the members include all five regions in Denmark and the national institutions working to improve the digital infrastructure within healthcare</p> <p>The composition of the personal members is 30% clinicians (doctors, nurses and physical therapists), 10% academics and 60% others (administrators, consultants, project leaders, IT-vendors).</p> <p><b>Stability:</b> Current financial statements of the Danish Society for Medical Informatics are put forward in the following table that includes the financial key figures from the last three years:</p> <table border="1"> <thead> <tr> <th>DKK</th> <th>2006</th> <th>2007</th> <th>2008</th> </tr> </thead> <tbody> <tr> <td><b>Turnover</b></td> <td>107340</td> <td>152551</td> <td>121590</td> </tr> <tr> <td><b>Net profit</b></td> <td>10214</td> <td>-14510</td> <td>-59948</td> </tr> <tr> <td><b>Total equity</b></td> <td>245735</td> <td>231225</td> <td>171277</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>EUR</th> <th>2006</th> <th>2007</th> <th>2008</th> </tr> </thead> <tbody> <tr> <td><b>Turnover</b></td> <td>14398</td> <td>20462</td> <td>16309</td> </tr> <tr> <td><b>Net profit</b></td> <td>1370</td> <td>-1946</td> <td>-8041</td> </tr> <tr> <td><b>Total equity</b></td> <td>32962</td> <td>31015</td> <td>22974</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>USD</th> <th>2006</th> <th>2007</th> <th>2008</th> </tr> </thead> <tbody> <tr> <td><b>Turnover</b></td> <td>19527</td> <td>27751</td> <td>22119</td> </tr> <tr> <td><b>Net profit</b></td> <td>1858</td> <td>-2640</td> <td>-10905</td> </tr> <tr> <td><b>Total equity</b></td> <td>44703</td> <td>42063</td> <td>31158</td> </tr> </tbody> </table>	DKK	2006	2007	2008	<b>Turnover</b>	107340	152551	121590	<b>Net profit</b>	10214	-14510	-59948	<b>Total equity</b>	245735	231225	171277	EUR	2006	2007	2008	<b>Turnover</b>	14398	20462	16309	<b>Net profit</b>	1370	-1946	-8041	<b>Total equity</b>	32962	31015	22974	USD	2006	2007	2008	<b>Turnover</b>	19527	27751	22119	<b>Net profit</b>	1858	-2640	-10905	<b>Total equity</b>	44703	42063	31158
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Society conference history and experience	<p>DSMI arranges one annual national conference.</p> <p>Last annual two-day conference was held in March 2009 with 116 participants.</p> <p>The annual conference in March 2008 welcomed 94 participants.</p> <p>In 2007, the annual conference was a joint venture between DSMI and the National Board of Health and the number of participants was 240.</p>																																																

	<p>Besides the annual two-day conference DSMI organizes approximately three smaller theme meetings besides several site visits among health IT-organizations and vendors every year.</p> <p>DSMI has since 2003 been one of the organizers of the Scandinavian conference on Health Informatics (SHI) which is held every year and gathers 100-300 participants. In 2005 and 2006 SHI was situated in Denmark. Denmark will host the SHI 2010 in August in Copenhagen.</p> <p>The largest medical informatics meeting arranged by DSMI was Medical Informatics Europe 96 in Copenhagen with more than 1000 attendees from all over the world.</p>
Proposed LOC chair	<p><b>Chair</b> Hrönn Sigurdardottir IT-University of Copenhagen (Former DSMI President)</p>
Proposed Medinfo 2013 dates	<p>September 8<sup>th</sup> – 12<sup>th</sup> 2013 Pre-conference September 8<sup>th</sup></p>
Location	<p>Copenhagen, Denmark (Scandinavia)</p>
Conference facility	<p>Bella Center <a href="http://www.bellacenter.dk/English">http://www.bellacenter.dk/English</a></p> <p>Largest plenary 9'500 persons</p> <p>Parallel session rooms A-hall (A1,A2,A3) – 4'322 persons A1 – 2'298 persons A2 – 1'132 persons A3 – 569 persons Aud. 10 – 310 persons Aud. 11 – 310 persons Aud. 12 – 310 persons Aud. 15 – 582 persons 5 rooms of 420 persons in C1 (flexible rooms – can be joined together for larger rooms) 2 rooms of 546 or 5 of 312 in B-halls HB4M1-2 – 300 persons</p> <p>Exhibition space: 54,000 m2 gross</p> <p>Small meeting rooms: 40 (going up to 70 meeting rooms in 2011 with the fully integrated Bella Hotel on-site)</p>
Experience with large conferences	<p>ERS – European Respiratory Society September 17 – 21, 2005</p>

	The ERS Annual Congress has become a major event in the respiratory medicine and science with 16,015 delegates, and has developed from a European event into a conference that attracts delegates from all over the world.
Accommodations	In 2013 there will be 20.000 hotel rooms in Greater Copenhagen Rooms from € 73 (2*) to €250 (4*)
Government support	Jakob Axel Nielsen, Minister of Health The National public organization "Digital Health" Lord Mayor of Copenhagen
Other support	The Norwegian Society for Medical Informatics Finnish Social and Health Informatics Association Swedish Federation for Medical Informatics FÓKUS the Icelandic Health Informatics Society MedCom The Danish Medical Society Danish Nurses Organization Danish Medical Association The Danish IT Society The eHealth Comptence Network IT-Vendors Association Scandinavian Airline Systems, SAS Wonderful Copenhagen, Visitor and Convention Bureau
<b>Part II: Requirements and obligations</b>	
Funds budgeted for SPC and EC (excluding printing costs)	US\$ 95,000
Funds budgeted for Congress proceedings	US\$ 20,000
Funds budgeted for Bursaries	US\$ 20,000
Benefits to IMIA institutional members	10% discount for registration fees and exhibit space.
No meeting conflict	The Danish Society for Medical Informatics will forfeit its annual meeting during the year of the MedInfo Congress.
Meeting space	At no charge there will be the following meeting rooms available. For IMIA board, GA, WG and SIG. 1 room at Bella Center the whole period and 1 free stand
Funds budgeted IMIA Yearbook	US\$ 20,000

<p>Communication strategy</p>	<ul style="list-style-type: none"> <li>• Subject to acceptance of this bid, at first a web site will be established and launched in early spring 2010. During the MedInfo 2010 in Cape Town, September 2010 an updated and comprehensive web site will be launched. After MedInfo 2010 advertisements will be introduced at relevant web sites.</li> <li>• Marketing efforts will include promotion of the conference nationally, regionally, and internationally in addition to major AMIA, EFMI, PAMIA and IMIA events in the years preceding the MedInfo 2013. A promotion package including posters and leaflets will be available for exhibitions at selected events.</li> <li>• All member societies in IMIA, the academic and industrial members will be used as an efficient channel for disseminating updated congress information in the form of a newsletter. These will be distributed in due time for call for all types of key announcement as calls, related deadlines, early bird registrations etc.</li> <li>• Building on the list of participants at MEDINFO2010 and a list of people who express interest in the MedInfo 2013 conference during visit at the MEDINFO2013.org web site a direct mail campaign will be launched early 2012.</li> <li>• The LOC will dedicate persons to a liaison task who make sponsor agreements and programs with key organizations, public as well as private, NGO's etc. who could be beneficial for MedInfo 2013. This arrangement can range from promotion activities to expertise and financial support.</li> </ul>
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<b>Part III: Budget proposal</b>	
Proposed rates & fees	Early bird: US\$ 900 Regular: US\$ 1000 Student: US\$ 400 Average: US\$ 847
Attendance levels (number of participants needed)	Break-even: 1937 Budget: 2000 Optimal: 2200
Costs	Fixed costs: US\$ 799.182 Cost/participant: US\$ 723
Exhibition and other revenues	Break-even: 421 sq m 2000 sq m: \$US 605.979
Revenue at 1600 participants, ~1500 sq m, (excl. VAT)	Revenue: \$US 2.255.500 Expenses: \$US 1.928.887 Profit: \$US 326.613
Profit per participant	\$US 204
Result at 1500 sqm	
- for 1000 participants	Profit \$US 88.707
- for 1200 participants	Profit \$US 168.009
- for 1400 participants	Profit \$US 247.311
- for 1600 participants	Profit \$US 326.613
- for 1800 participants	Profit \$US 405.915
- for 2000 participants	Profit \$US 485.217

<b>Part IV: The participant's perspective</b>	
	<b>Please note</b> , that the early registration fee in the prices below, is not including 10% discount for members
Budget from New York (economy travel+6 days in 4* hotel+early registration)	$\$673,54 + \$1261,69 + \$900 = \$2835$ The prices are 2009/2010 prices and including taxes
Budget from Paris (economy travel+6 days in 4* hotel+early registration)	$\$265,95 + \$1261,69 + \$900 = \$2428$ The prices are 2009/2010 prices and including taxes
Budget from Tokyo (economy travel+6 days in 4* hotel+early registration)	$\$1913,28 + \$1261,69 + \$900 = \$4075$ The prices are 2009/2010 prices and including taxes,
Climate	<b>September</b> , which is the early Fall in Denmark, is extremely beautiful, as the leaves take on fantastic colors. The whole country goes orange like you've never seen it. The weather is usually mild with average temperatures of 12-16 degrees.
Accompanying persons programmes	<b>Danish Design Tour</b> Acclaimed by the "Wall Paper" as being the city of design, Copenhagen has a lot to show in terms of design. This tour will take the participants to design shops and will show them the architectural development in the city of Copenhagen. <b>City and Harbour Tour</b> The tour starts off by coach and continues by boat. The coach passes by most of the major sights in Copenhagen, e.g. the National Gallery, the Ny Carlsberg Glyptotek and Kongens Nytorv. At the old Fishmarket, a canal boat is waiting to take you on a cruise through the harbour of Copenhagen. From the boat you can see the many towers of Copenhagen, the Little Mermaid and the picturesque canals of Christianshavn with its wealth of well-preserved old buildings. The tour ends in the heart of Copenhagen at Gammel Strand, only a few minutes away from the main shopping and pedestrian street Strøget.

<p>Pre- and post-tours</p>	<p><b>Fyn - The land of a hundred manors</b> The countryside of Fyn is a treasure trove of well-maintained relics of the past. Nowhere else in Denmark offers the same density of manor houses as Fyn, Langeland and Ærø. In all there are 123 manors and castles, and their extensive fields, woods, avenues and stone walls are a defining feature of the landscape.</p> <p><b>Lund (Sweden) and surroundings (1 day)</b> Visit of Flying stud farm and its unique buildings combined with a horse show. Continue to Dalby and a visit of the Dalby Church – the oldest church made of stones in the North. On to Genarp by Romeleåsen - the magnificent South Skåne's lake district – to arrive at the beautiful Härkeberga Castle, where lunch will be served.</p> <p>In the afternoon it is possible to visit the region's numerous galleries and art shops. On the way back to Lund there will be a stop in a typical derelict farm.</p>
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