

IMSH DAILY

Sunday January 21, 2024



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IDEA - INNOVATE. DISSEMINATE. EDUCATE. ADVOCATE.

Planning Team Welcome

3

Exhibit Hall

8

Academy Fellows

11

SSH Overview

12

Corporate Roundtable

14



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President's Message to IMSH 2024

In addition to extending a warm welcome to IMSH 2024 attendees, Society for Simulation in Healthcare (SSH) President Dr. Jayne Smitten, PhD, MEd, CHSE-A, FSSH, recently took time to speak with the *IMSH Daily* and share some of her thoughts about the past year and the process of building up to this year's gathering in San Diego.

Smitten started by highlighting this year's conference theme: *IDEA – Innovate. Disseminate. Educate. Advocate.*

"That's an incredible representation and summation of what we're doing now and what we're going to be doing for the future," she began. "Simulation is growing so much and in so many capacities, especially in digital health. We're really at the tip of the iceberg in revolutionizing healthcare and healthcare education. Without any hesitation I can say that we are simultaneously enhancing our people, our processes, and our systems. And using this year's theme to help convey that reality has been a very significant opportunity for all of us."

Continuing to reflect on the growth of simulation in healthcare, she said, "Even with the expansion of simulation across so many areas of healthcare, we've just scratched the surface. Personally, I see so much more happening in the future, especially with the areas

that haven't been the focus of our attention. Traditionally, much of our focus has been on areas like medical education and nursing education. But we're growing into areas like pre-hospital care, medical specializations, physical therapy, occupational therapy, and physician assistants. All these areas are going

to see more simulation program opportunities and more possibilities for human performance competencies."

Reflecting on the broad range of SSH activities over the past year, Smitten highlighted the Society's Strategic Plan, characterizing it as "a huge aspect of what we are doing and the activities that we are focusing on as a Society."

"I also want to highlight the activities of our incredibly strong Board of Directors as well as the support that we receive from the entire membership," she added. "Across

a range of activities like advocacy, research innovations, education, credentialing, and other areas, people are working toward the future sustainability and growth of the organization. So, from my personal perspective, I feel that it's been a very worthwhile year of advancing that whole process moving forward. We're looking forward to sharing that with the membership here in San Diego and

continued on page 4



Dr. Jayne Smitten, PhD

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Welcome to San Diego and IMSH 2024!

With a robust schedule that includes hundreds of innovative educational sessions, inspirational keynote speakers, an exhibit hall packed with the latest healthcare simulation technologies, and opportunities for networking with colleagues from around the world, IMSH 2024 promises a vibrant and enriching experience for simulation professionals.

Planning Team co-chairs Cheryl Camacho, MBA, EMT-P, CHSE, Teresa Gore, PhD, DNP, APRN, FNP-BC, NP-C, CHSE-A, FSSH, FAAN, and Jamie Robertson, PhD, MPH, CHSE-A are excited and energized about the myriad offerings awaiting attendees at this year's meeting and developed the IMSH 2024 theme to reflect that

energy: *IDEA – Innovate. Disseminate. Educate. Advocate.*

In developing the theme, Robertson explained, "We really wanted the conference to build off of what was done in 2023, all of the work that the Research Summit had put together, and all the work that people put in during COVID, to really develop new ways of doing things."

Based on that, she said, "We identified gaps where there's still work to be done, and that what we really need are these big ideas for people to take forward. So, we stuck with that, and even managed to come up with a good acronym!"

"We wanted to capture what simulationists do," Robertson continued. "And we all do parts of all of the letters in the acronym; innovate, disseminate, educate, and advocate. Those are also part of SSH's [Society for Simulation in Healthcare] Strategic Plan, and part of our goals as a Society, and a part of what most of us aim to do every day."

"So, we really wanted to capture that energy around those core concepts and bring them forward for this meeting – for people to show up with all their great ideas, share them with one another, and leave with even more," she said.

Gore added that for the theme's logo, "We wanted bright, bold colors that would convey this sense of energy. That's one thing that we all talked about – that we wanted [attendees] to come away feeling energized to go and actually do things with the ideas."

One of the many features of the IMSH 2024 program the Planning Team spotlighted is the plenary speakers. "They're really amazing," Robertson said. "We have been incredibly impressed talking to them in the run up to this. We always have great plenary speakers; we're very lucky. But I think we've gotten extraordinarily lucky this year that we are bringing in people who just have so much energy and so much knowledge to share with us. We hope people come to those sessions and really take in everything that they have [to offer]."

"Another thing to highlight is the Exhibit Hall," said Robertson. "We have a huge number of exhibitors this year, I think more than we've ever had before. I know people go there to shop for what



IMSH 2024 Planning Team co-chairs (l to r) Teresa Gore, Jamie Robertson, and Cheryl Camacho.

they're looking for in their sim center. But I think also, when you're looking at what's new and great in simulation, or places where you can think of new ideas, or how you can solve problems, that's a great place to be, because we have so many great exhibitors, big and small, with solutions that you otherwise don't find out about. So, I love walking through there and seeing how people are solving problems, how stuff is working, and get ideas."



And we all do parts of all of the letters in the acronym; innovate, disseminate, educate, and advocate.





Camacho highlighted some new features at this year's conference. One of those is a mindfulness area. Noting that IMSH can be "a little overwhelming," she said, "It is an opportunity for people to go and have some time to be able to reflect in a quiet area."

Guided sessions by the Mindfulness Affinity Group will occur during lunch times Monday and Tuesday, including some with an art component, Gore added, "but the mindfulness room will be

continued on page 7

IMSHDAILY

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President's Message to IMSH 2024 ... continued from page 1

moving forward with what we need to do on all these initiatives for the future.”

In terms of research innovations, for example, she pointed to the 2023 SSH Research Summit, which she credited with opportunities to listen to medical futurists to help identify the latest trends and developments, potentially supporting investments of impactful resources for healthcare professionals.

Smitten also identified some of the Society's global activities over the past year, noting representation and participation in events like SIMex, the international healthcare simulation conference in Mexico City, where participants explored the whole idea of credentialing and accreditation and what regional organizations might require for future expansion.

“Another recent activity was SHAPES, the SSH Asia Pacific Evolution Summit, which we had in Honolulu. That drew different affiliation leadership from countries like Australia, New Zealand, Vietnam, Japan, Korea, India, along with other Asia Pacific representation. It was an amazing group of thought leaders that really brought perspectives of what they need to explore in relation to the strategic plans, what we can do for them, and what they can do for us in relation to expanding in this region of the world,” she said.

Asked where she sees some of the greatest challenges over the next few years, Smitten offered, “We have got all kinds of things happening in the world of the healthcare professions with new tools contributing to the diversity and improvement of healthcare outcomes. Against that reality, I believe that we need to definitely create more understanding and support in this exploding world of artificial reality, virtual reality, mixed reality, artificial intelligence, and other technologies, because there is a lot of potential for chaos out there if the understandings and guidelines are not addressed. So I think there are going to be a lot of tough decisions to be made, but in doing so, we will advance to become stronger in the world of simulation advancements.”

Balancing challenges against what she sees as the greatest potential opportunities, Smitten immediately pointed to workforce development.

“That is and will continue to be a big issue,”

she explained. “Development strategies and innovations are required for our workforce. And if we can embed some of this evidence-based research and build on the competency development of our healthcare disciplines, I think that is a great opportunity. We are such a rapidly evolving field of so many specializations and expertise. And that includes areas like administration, leadership, engineering, human factors, and human performance. That's all part of it. And there is all kinds of wonderful research happening in those areas. However, it has generally been a very small area that's been focused on to date. We need to look at that and expand that to a lot of the different simulation specializations out there.”

She noted that another area where she sees significant growth potential involves embracing new technologies that have become available over the last few years, like wearable sensors and other aspects of telemedicine.



“We are also extremely fortunate that we have industry representation on our Board of Directors...”

“I truly believe that a lot of this has happened as a result of COVID, which was a true tragedy,” she said. “But, although it was a tragedy, COVID also led to healthcare changes, where we are striving to become a stronger and more efficient and effective healthcare society. Now, with regards to what's happened in simulation, I think if we embrace some of these initiatives it can be truly a win-win for all. There is excellent research happening in all these areas, so we need to devote more attention to expand this for the future for our safe patient environments and competent healthcare workforce.”

Reflecting on the broad simulation contributions from academia, industry, and government, she praised the entities for working together while acknowledging that there is still work to be done.

“We are definitely working together but we

have got a little way to go to have all parties listening to one another for the benefit of the future of our Society,” she said. “In fact, I think that a future summit focused on academic, industry, and government perspectives would certainly be a worthwhile endeavor for SSH, and including some of the world's leaders and global health care organizations. Such a summit would provide people with an excellent venue to learn more about teamwork, so that we ensure that everybody is working together, and not in isolated silos, for the advancement of healthcare in our society.”

Smitten added, “We are also extremely fortunate that we have industry representation on our Board of Directors as well. That is a huge plus for us because it allows us to receive input of what's happening in their area. It's wonderful to have them on the team.”

Summarizing her messages for IMSH 2024 attendees, Smitten said, “Essentially, every single person attending IMSH 2024 has potential as passionate thinkers in healthcare simulation, thinking as futurists in the sense that we all will continue to research, explore, and understand this whole digital health revolution that is happening and impacting our Society. I think that's probably the key message I hope to deliver. I've said this before but be bold in moving forward and stretching your thoughts in relation to what we can do and where we're going. And also, make a difference in your particular area. Everybody can contribute in some way. I think those are the key messages I hope to impart. And I hope people will think about them during their time at IMSH and after they head home. IMSH 2024 is going to be record breaking, and it's going to provide unique opportunities for everyone.”

She concluded, “Those are some of the things that I hope to cover in my Presidential Address at IMSH, and I will include them because I think they are important to healthcare simulation. In addition, I hope I can capture some areas that may not have been addressed or may have been addressed in a different way. There are also trending areas of technologies and research that will impact simulation, and we need to pay close attention to those. I can't emphasize that enough. After all, all of us are contributing to the future of healthcare.”



Michael Bonner

Sunday Plenary Includes Chad Epps Lecture Series

Sunday's Opening Plenary Session [11:00 am-12:30 pm] will include the Chad Epps Lecture series, represented this year by Michael Bonner.

Bonner is a renowned leader, innovator, and performance booster, who is a trailblazer in leadership development and organizational culture. He is a dynamic keynote speaker as seen on The Ellen Show, NBC Nightly News, and Time for Kids. He is the CEO of Bonnerville, a business that promotes the value of self-care and a highly respected team member at the famed Ron Clark Academy. He empowers leaders to build genuine relationships and establish a positive organizational culture, vision and team development. His seminars challenge listeners to reflect, strategize, and execute to increase their efficiency in the workplace and personal areas. He empowers listeners to build genuine relationships with their teams and colleagues because "You cannot demand a withdrawal from someone you have never invested in."

Michael Bonner's transformative approach leaves C-suite and nonprofit leaders, educators, and administrators confident and prepared to become world-changing citizens who garner significant impact.

The Chad Epps Lecture reflects an ongoing tribute to Dr. Chad Epps (1972-2020). Widely acknowledged for his unique talents and abilities as an educator, mentor, collaborator, and friend, his 10 years of leadership across SSH, including serving as President in 2016, have left an indelible mark across healthcare simulation.

His legacy is recognized, in part, through the Chad Epps Lecture series, which is supported through generous donations to the SSH Fund.



Today at IMSH

Sunday, January 21

Opening Plenary Session – The Chad Epps Lecture featuring Michael Bonner

Plenary Hall – 11:00 am-12:30 pm

Exhibit Hall Grand Opening

Exhibit Hall – 12:30-6:00 pm

Lunch

Exhibit Hall – 12:30-2:30 pm

Technology Experiential Area

Exhibit Hall – 12:30-6:00 pm

Research Posters Displayed

Exhibit Hall – 12:30-6:00 pm

Research Poster Professor Rounds

Exhibit Hall – 2:30-3:30 pm

"Happy Hour Tailgate" Reception

Exhibit Hall – 4:30-6:00 pm

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Welcome to San Diego and IMSH 2024!

... continued from page 3

open all the time for people to go in and reconnect, to re-center themselves.”

Diversity tables, another new element, will be set up in the Exhibit Hall dining space during lunch times. Topical themes focused on diversity, equity, and inclusion will be identified at tables, where, Camacho said, “you can discuss and share ideas, share what you’ve done in your organization. It’s another opportunity at IMSH for us to network, and network in the niches that we truly have those interests in.”

Also new to IMSH this year are Main Stage presentations on Monday and Tuesday afternoon in the Plenary Hall space. “We have two great speakers who were selected specifically to do this,” Robertson explained, adding that the topics are intended to be “interesting and useful to a wide range of participants, but also are taught at a bit more advanced level. We have a lot of attendees who have been to IMSH

... because all of it is to get better patient outcomes. That’s what it’s all about.



for many years and who’ve been working in simulation for 10, 15, 20 years, so we’re finding ways to ensure that they’re not just presenting content, but we’re also bringing in content that is very helpful and useful to them.”

The team agreed that while overall, the planning for IMSH 2024 has been a smooth process, one of the biggest challenges was the “overwhelming” response to the request for submissions. Robertson said, “There were so many good pieces of content submitted, and we can’t take all of them, so we had to find that balance and figure out what the right content is to be delivered.”

The team also expressed their gratitude to the SSH Staff in facilitating the planning process.

“They’re so amazing,” said Robertson, adding that “the staff members are really the ones who make all of the ideas happen and ensure that everything gets into place.”

Asked about their messages to IMSH participants, and especially first-time attendees, all three focused on the importance of networking. “Make connections now, because you can only build on those connections,” Camacho said.

Robertson added, “Being at the conference is such an amazing opportunity. We’ve all been first-time attendees at some point, where you feel like you don’t know anyone. And I will say that many of my professional networking friendships, projects that I’ve worked on, have resulted from people that I have talked to and met at this conference over the years.”

Echoing the networking aspect of IMSH, Gore said, “I’ve never seen such a group of professionals who share their stories, all of their ideas, their successes, their strategies, and their tools... because all of it is to get better patient outcomes. That’s what it’s all about.”

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IMSH Exhibit Hall: It's a Happening Place!

Continuing on an evolutionary trend established over the last few years, the IMSH Exhibit Hall is becoming “the default location” for free time relaxation and exploration at IMSH 2024.

“My personal goal has always been to evolve the Exhibit Hall from an ‘us and them’ to a ‘we,’” said Judy Larson, Director of Meetings & Exhibits for the Society for Simulation in Healthcare (SSH). “And this year’s Exhibit Hall continues that trend as a cooperative effort that brings together everything that our members need in their practice, their teaching, and their education. It is an amazing symbiotic relationship.”

Larson explained that the challenge had been to create an Exhibit Hall where people would naturally congregate when they were not in plenary sessions, courses, or other activities.

“Reflective of that challenge, we’ve done things over the years, and we’re doing even more this year,” she said. “It started a number of years ago, when we started to feed the attendees. That’s not a small expenditure, but putting food into the Exhibit Hall and putting coffee into the Exhibit Hall turned out to be a good investment. And we’ve got an opening reception in the hall. It’s going to be a fun one on Sunday night. Because we are so close to the Superbowl, it’s going to be something of a tailgate theme party. We’re telling people to wear their favorite football jerseys and we’re going to have a little fun with it.”

Along with the opening reception, she added that the 2024 IMSH Exhibit Hall will also be the venue for serious activities, offering examples ranging from placing Posters in the hall and locating “Simventors” in the Technology Experiential Center to the establishment of a new Startup Central.

According to Olivia Rosace Fleenor, Meetings & Exhibits Coordinator for SSH, the Exhibit Hall experience will include more than 140 exhibitors covering the largest hall footprint in IMSH history.

“We have a lot of new companies with us and many of our already existing companies have elected to increase their booth sizes this year,” she said.

Highlighting the new Startup Central venue, Fleenor described it as “a pavilion on the IMSH Exhibit Hall show floor made up of

innovative startups that have recently brought cutting-edge technologies and products to the market.”

“The goal of Startup Central is to bridge the gap between Simventors and the general IMSH Exhibit Hall floor,” she said. “It provides an opportunity for those younger, smaller, innovative companies to ‘get their feet wet’ at IMSH and with the simulation community before they commit to space on the general show floor. And we’re extremely excited to try that this year.”

She said that eight companies selected for Startup Central resulted from an open application process during which SSH worked together with Simulation Collective to ascertain and verify applicant eligibility.

“There were a number of eligibility requirements,” she explained. “For example, one of them was based on company size and another was based on revenue. Also, they cannot have been an IMSH exhibitor in the past. So this will be an area that highlights startups, not just small companies, but true, innovative startups.”

Enthusiasm over other aspects of the Exhibit Hall, Fleenor quickly emphasized the criticality of the SSH Corporate Roundtable and IMSH sponsors in providing the foundation for new activities like Startup Central. She noted that IMSH 2024 is supported by “the highest number of sponsors we have ever had” and highlighted a number of specific sponsorship activities.

One new activity that will place a spotlight on IMSH industry support is the inaugural IMSH 2024 Press Tour. Building on the success of the Exhibit Hall Press Box, the Sunday morning press tour will be led by Wendy LaGrange, Chair of the SSH Corporate Roundtable.

“She will start the tour at 10:45 am, welcoming all of the participating members of the press,” Fleenor said. “Then she will lead the group on a tour of the exhibits, stopping at the presidential, platinum, and opening plenary sponsors to provide each company with a five-minute opportunity to showcase their product or capability. Then at noon there will be a 15-minute question and answer with SSH President-Elect Barry Issenberg.”

She continued, “By the time that the tour ends, the media will have seen 10 substantial

exhibits and have a greatly improved understanding of what healthcare simulation is, what it looks like, and what tools are out there for healthcare professionals to use. We are extremely excited about this new initiative and the opportunity that it provides to our top-level sponsors.”

Larson summarized that the new elements and activities in the IMSH Exhibit Hall will serve as a central location for attendees to learn about “new things.”

“And the exhibits themselves derive great benefit from having all of this activity in one location. Additionally, people tend to stay longer in the Exhibit Hall. I think the first time we really saw that was at IMSH 2019 in San Antonio. We simply couldn’t get people to end their discussions and get out of the Exhibit Hall to roll up the aisle carpeting on the last day. Compare that to other events, where you could shoot a cannon through the exhibit hall on the last day. But in our case, people are still walking around looking at displays while stepping over carpet rolls. And after we saw this, we thought, you know what? This is what you want: People leaving wanting more! And we continue to work with the SSH Corporate Roundtable and our IMSH exhibitors to increase the value of what we are offering,” she said.

She concluded, “As the world’s largest exhibit dedicated to medical simulation, I see our creation of new events, coupled with the overall growth of the exhibit area, resulting in a complex and vibrant marketplace for the latest in technology and education. In creating this environment, we recognize the value of teamwork and cooperation. We are sincerely grateful to every one of our exhibitors for their attendance and continuing support. There can be a lot of egos at some annual events, but IMSH is unique in treating exhibitors as partners.”

EXHIBIT HALL HOURS

Sunday	12:30-6:00 pm “Happy Hour Tailgate” Reception 4:30-6:00 pm
Monday	9:30 am-4:00 pm
Tuesday	9:30 am-2:00 pm

Meet the Staff

One of the keys to the success of IMSH 2024 can be found in the tireless efforts of the SSH Staff. Tackling innumerable challenges, large and small, SSH Staff members play critical roles at IMSH and throughout the year.

Patricia Morgan, who works as Membership Coordinator in the SSH Membership Department, has supported SSH activities since November 2022. When asked about the best thing about being on SSH Staff, she highlighted, "Assisting the best and the brightest minds in the industry to help progress simulation each and every day," adding that she is looking forward to IMSH for many reasons, including the opportunity to "put faces to so many names I have gotten to know throughout my time with SSH!"

Becca Fletcher is the Senior Membership Coordinator in the SSH Membership Department, having joined SSH in October 2018.



Patricia Morgan Becca Fletcher Jeff Hale

"Coming from an SP [Standardized Patient] Educator and Coordinator background, I fell in love with simulation," she said. "Being on the SSH staff means I get to support the incredible work being done by all our members and attendees. As a coordinator for membership and IMSH registration, I get to connect with so many of you by helping you make the most of your SSH membership, and the events you attend."

"The excitement of the attendees carries me through the most exhausting week

of the year," she added, as well as "putting faces to the names at the registration desk and hearing the chatter as people are rushing to their next moment, and the feeling of that first time entering the full and bustling Exhibit Hall and seeing the incredible innovation of our industry."

Jeff Hale started with SSH in October 2023, and currently works as Director of Development in the SSH Development Department.

"As a relatively new member of the staff, I have very much enjoyed getting to know my colleagues," he said. "Joining the team so close to IMSH has been a little stressful, but everyone has been incredibly helpful in getting me acclimated and settled. Since this is my first IMSH, I'm looking forward to meeting a broad cross-section of our SSH members and other healthcare simulation enthusiasts, and to learning more about the field."

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Academy Welcomes New Cohort of Fellows

The Society for Simulation in Healthcare Academy introduces its class of Fellows for 2024.

The Academy recognizes experts and leaders in the simulation community, including practitioners, researchers, administrators, clinicians, operations specialists, and educators, who have demonstrated sustained and substantial contributions to the field of healthcare simulation.

The designation of Fellow is more than honorary. Individuals inducted into the Academy are expected to continue contributing their expertise, vision, and leadership to advance healthcare simulation according to the mission of the Academy by serving SSH in a “think tank” capacity, speaking to organizations about simulation, or developing projects to benefit SSH. Additionally, Fellows are important resources and serve as mentors for others in healthcare simulation.

The selection process to become a Fellow is comprehensive, with applications going to a panel of current Fellows and then further reviewed by the selection committee.

Members of the Academy congratulate and welcome the 2024 Class of Fellows!

The 2024 SSH Academy Fellows

Benjamin Berg, MD, CHSE, FSSH, University of Hawaii at Manoa, Honolulu, HI

David Biffar, MS, CHSOS-A, FSSH, University of Arizona, Tucson, AZ

Kellie Bryant, DNP, WHNP, CHSE, FAAN, FSSH, Columbia University, New York, NY

Jennifer Calzada, MA, MPH, CHSE, FSSH, Tulane School of Medicine, New Orleans, LA

Cheryl Camacho, MBA, CHSE, Paramedic, FSSH, Nationwide Children's Hospital, Columbus, OH

Chun Kit Jacky Chan, DN, MSc, BN, RN, FHKAN, FSSH, Hospital Authority, Hong Kong S.A.R., China

Dayna Downing, MBA, MHA, FSSH, Boston Children's Hospital Immersive Design Systems, Boston, MA

Jonathan Duff, MD, MEd, FSSH, University of Alberta, Edmonton, AB (Canada)

Amy Follmer, CHSOS-A, FSSH, Zamierowski Institute for Experiential Learning (ZIEL), Kansas City, KS

Jesika Gavilanes, EdD (c), MATESOL, FSSH, Oregon Health & Science University, Portland, OR

Isabel Gross, MD, PHD, MPH, FSSH, Yale University, New Haven, CT

Shelita Kimble, BS, M.Ed, CHSOS, FSSH, University of Texas MD Anderson Cancer Center, Houston, TX

Melissa Leal, EdD, MSN, RN, CHSE, FSSH, Texas A&M University Corpus Christi, Corpus Christi, TX

Pooja Nawathe, MD, FAAP, FCCM, CHSE-A, CHSOS, FSSH, Cedars-Sinai Medical Center, Los Angeles, CA

Jamie Robertson, PhD, MPH, CHSE-A, FSSH, Brigham and Women's Hospital, Boston, MA

David Rodgers, EdD, EMT-P, NRP, FSSH, Indiana University School of Medicine, Bloomington, IN

Muhammad Waseem, MD, MS, CHSE-A, FSSH, Emergency Medicine Lincoln Medical Center and Weill Cornell Medicine, New York, NY

A Round of Applause!

The Society for Simulation in Healthcare (SSH) is very pleased to announce that the 2023 SSH Fund was a success. This was the first year for the campaign, and we are so pleased to have raised approximately \$135,000 to support programs in the coming year. Fundraising totals were not final at time of publication.

With that good news, we offer a round of applause to all the individuals and organizations that contributed to the SSH Fund last year. Thank you!

The 2024 SSH Fund will foster the next generation of innovation and excellence by supporting the following:

- Early-Career and Experienced Research Grants
- SimVentors Innovation Awards
- Beverlee Anderson Educational Scholarships
- The Chad Epps Lecture

See the full list of donors at sshfund.org and use the QR code to make your gift or pledge today!



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Society for Simulation in Healthcare

Against the backdrop of excitement surrounding IMSH 2024, it might be easy for some to overlook the critical foundation provided by the Society for Simulation in Healthcare (SSH). *IMSH Daily* had a recent opportunity to discuss the organization with two SSH executives who outlined a broader perspective on the organization and its myriad contributions to healthcare simulation.

According to Jennifer Manos, MBA, MSN, RN, Executive Director for SSH, SSH is the largest healthcare simulation association in the world, and its annual IMSH gathering brings together over 4,000 attendees from around the globe.

“Additionally, when you think about SSH, what makes us different is our diversity and broad focus,” she explained. “SSH is an organization that includes all disciplines of healthcare simulationists, in whatever setting, mode, or technology, that might exist in healthcare simulation.”

“That does position us somewhat differently compared to a lot of the other organizations,” echoed Andrew Spain, PhD, MA, EMT-P, Associate Executive Director for SSH. “It really creates some fabulous conversations when you get everybody together. Of course, you get all of those diverse viewpoints. In fact, the different viewpoints are so rich that it’s sometimes difficult to get to some of the consistent principles. But at the same time, when you get those items put together, you can feel confident that the result is representative of the broad spectrum of what we are as SSH, which is every aspect of healthcare simulation, no matter where it is practiced around the globe.”

Outlining a number of SSH activities that occur throughout the year, Spain said, “One representative example is the SSH SimOps Conference, which covers the latest and most innovative applications of operational technology in a team-based learning environment. That takes place around the middle of the year and is focused more on operations specialists and their specific needs.”

He continued, “Other SSH events reflect ongoing efforts that occur throughout the year. For example, there are accreditation application cycles that occur twice a year. Additionally, people are getting certified with

any of our various certifications throughout the year. And our education department is very busy with offering typically weekly, if not more frequent, educational opportunities. It reflects a mixture of opportunities. On top of that, SSH has other activities related to research. And of course, there is lots of work for our committees throughout the year to generate and share the various resources that are needed. And it doesn’t stop there. You can look at even our SIGs [special interest groups], sections, affinity groups, and now regional groups, and they’re all focused on various pieces of the puzzle as well.”

Spain explained that the entire year of diverse activity comes together at IMSH, noting, “That’s where we share everything. I think we have over 700 educational activities this year, including sessions and research papers. There’s just a lot that occurs throughout the year and it all culminates in IMSH.”



Turning to the growth of IMSH over the last two decades, he offered, “My first IMSH was 2011, when we barely had 2,000 people on site. I don’t remember the number of exhibitors at that time, but we’re now over twice that size. And of course, that reflects the growth in healthcare simulation as a methodology and a recognized educational technique as it becomes better known and the technologies evolve with non-technology-oriented components as well. More and more people embrace it. I think a lot of that is driven through learners, because our learners like ‘doing’ and not just listening. And of course, healthcare simulation is a fabulous way to ‘do,’ whether it’s manikins, or standardized patients, or virtual reality goggles, or even things on a phone. I mean, there are just so many things that are part of simulation.”

Manos added, “Ultimately, I think the biggest reason for the growth of IMSH is the dedicated SSH Staff and Society members who build this amazing conference every year. You can see their passion, excitement,

and enthusiasm, from coming up with a theme to selecting the sessions to creating special activities. I think you really have to give credit to all of our members and volunteers who work together with the SSH Staff to create a conference that everybody wants to attend.”

Spain shifted his vision to the future, acknowledging that the coming year will pave the way for a “double milestone” in the form of the 20th Anniversary of SSH as well as the 25th Anniversary of IMSH in 2025 (SSH evolved from a previous organization that originally sponsored the annual meeting)."

He noted that one of the emerging concepts that will help support both milestones involves the creation of a healthcare simulation museum.

“It’s going to be in heavy development this year,” he said. “We’re going to start with a ‘virtual museum’ and the concepts around that. Of course, we’ll have in-person components, and a lot of that will be at IMSH 2025 next year. We’ve had a small representation of history exhibits and things like that, but we’re getting much more serious about collecting the history of healthcare simulation, and creating guidelines, rules, and processes for recording and preserving that history.”

Along with emerging museum elements, Spain highlighted other efforts to look into the future, offering the representative example of the SSH Meetings Oversight Commission, which provides guidance related to the location, structure, and planning of all simulation meetings including, annual, international, and regional meetings sponsored by the Society.

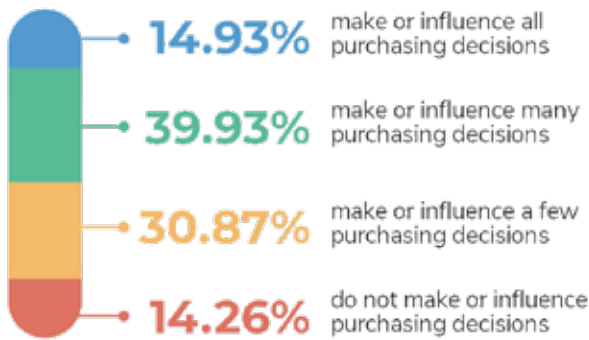
“On an ongoing basis, we’re going to take a look at where we want IMSH on different timelines within a reasonable timeframe. We understand that a lot of it might be ‘crystal ball stuff.’ I get that. We don’t know where we’re going to be in five years. But we have to plan that far out. In fact, we’re booked for our locations up through IMSH 2032 or IMSH 2033, so we need to continually look at where our conference is going.”

Manos concluded, “The key part is that we’re going to be leveraging the power of our members to deliberately have visioning activities to continue to grow and evolve IMSH to ensure that it engages and creates that enthusiasm to get together and do some amazing things every year.”

WHO ATTENDS?

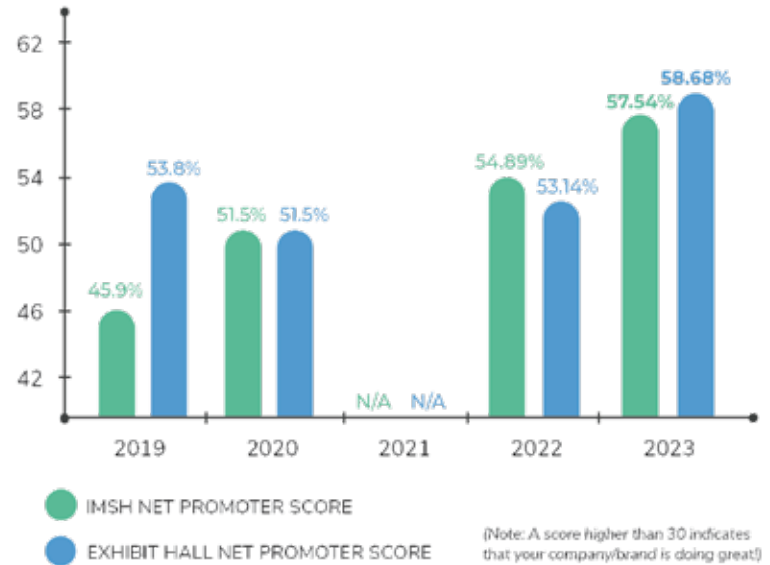
HEALTHCARE SIMULATION PURCHASE POWER!

IMSH attendees are movers and shakers! Of 596 answers provided, **nearly 86%** make or influence purchasing decisions for their organization ...



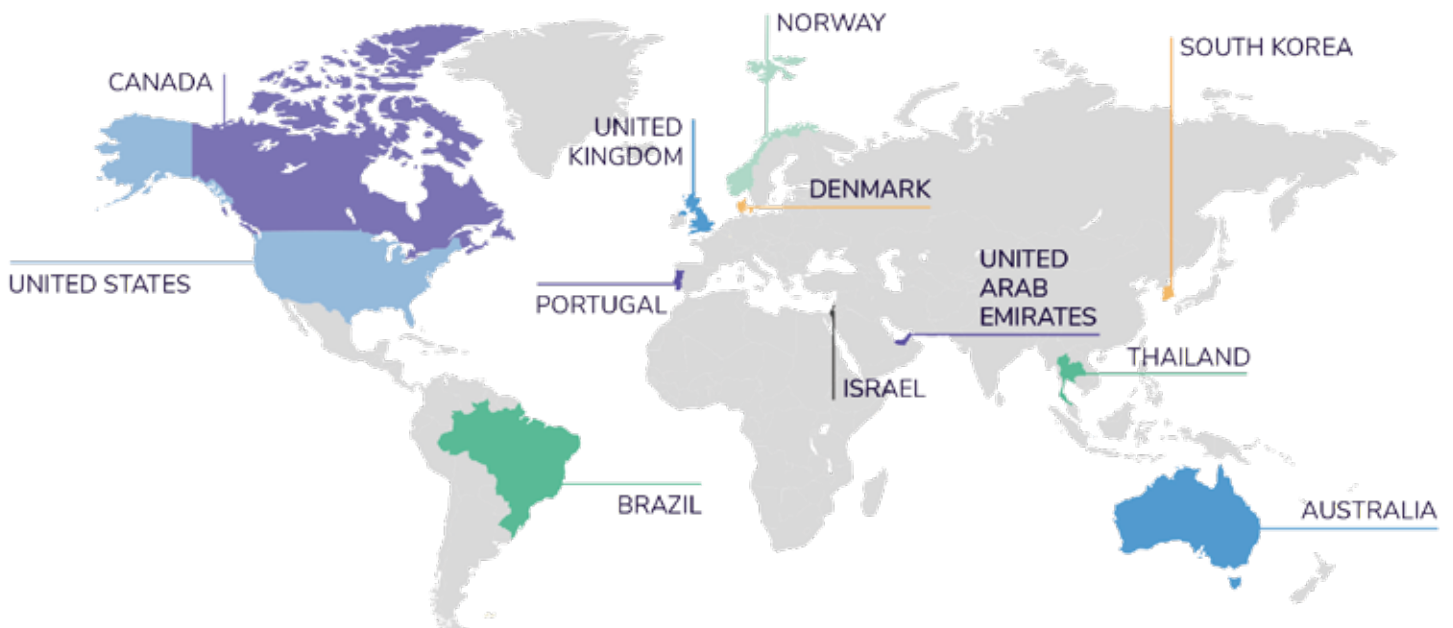
NET PROMOTER SCORE

How likely is it that you would recommend to a friend or colleague...?



WHERE ATTENDEES CAME FROM IN 2023

TOTAL COUNTRIES: 59
TOP 12 INCLUDE:



Corporate Roundtable: Academic and Industry Collaboration

Welcome to my hometown of San Diego, California! I feel extremely fortunate to not only call San Diego home, but to share this beautiful city with all of you this week as we further innovate, disseminate, educate, and advocate for healthcare simulation here at IMSH 2024.

As the Chair of the Corporate Roundtable (CR) for the past year, I have had a unique opportunity to see simulation through a variety of lenses. From my role in industry at my “day job,” to the collaboration with my peers on Corporate Roundtable, to the honored position of Director at Large on the Society for Simulation in Healthcare (SSH) Board of Directors, I have witnessed the transformative impact healthcare simulation is having here at home and around the world.

The Corporate Roundtable has been focused this year on furthering the SSH Strategic Initiatives of Advocacy, Research & Innovation, Education & Learning, Credentialing, and Organizational Sustainability & Growth. With the leadership of former CR Chair Ryan Ribeiro and SSH Past President Haru Okuda, we have developed a Planning Committee that is actively working on a whitepaper for the “Future of Simulation Technology.” The goal of this initiative is to further strengthen SSH as a thought leader, to provide the organization with a vision that can help guide advocacy, to provide educators and industry

innovators with a roadmap for future simulation technologies, and to increase probability that future technology will meet educator needs.

We have also focused our efforts on participating in the SSH Fund, which supports programs designed to foster innovation and advances in healthcare simulation through research awards, scholarships, and endowments.

Being part of Corporate Roundtable has allowed industry to have a strong voice in the Society, while providing a vehicle for educational feedback to industry. It has fostered academic and industry collaboration, as well as industry and educational alignment. Our initiatives for 2024 will continue to focus on growing collaboration and creating an even more dynamic interface between industry and academic research, creating a future where simulation is an integral part of

healthcare training and practice.

On behalf of the members of the Corporate Roundtable, I welcome you to San Diego, to this amazing Exhibit Hall, and to get ready to innovate, disseminate, educate, and advocate at IMSH 2024!



Wendy LaGrange

– Wendy LaGrange

Chair of Corporate Round Table; SSH Board of Directors; Vice President & Managing Director, Wallcur

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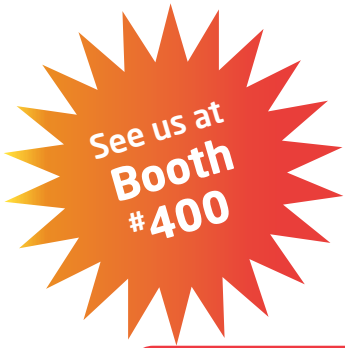
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