

SIMULATION: BRINGING LEARNING TO LIFE



IMSH™

Society for Simulation in Healthcare

JANUARY 9 - 13, 2021 | NEW ORLEANS, LA USA

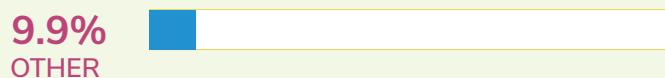
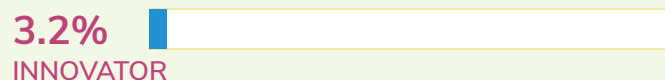
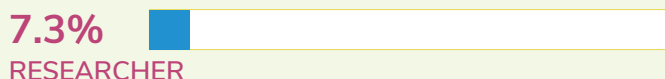
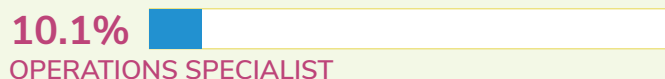
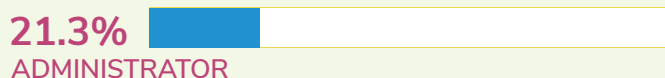
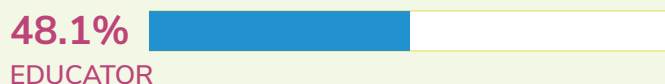
WHO ATTENDS?

The International Meeting on Simulation in Healthcare (IMSH) is a scientific conference that explores the latest innovations and best practices in healthcare simulation. Attendees come from all over the world to experience three days of networking, hands-on workshops, plenary speakers, nearly 300 education sessions, and an Exhibit Hall full of the latest products and services.

TOTAL ATTENDEES: 4,173 (Largest ever!)

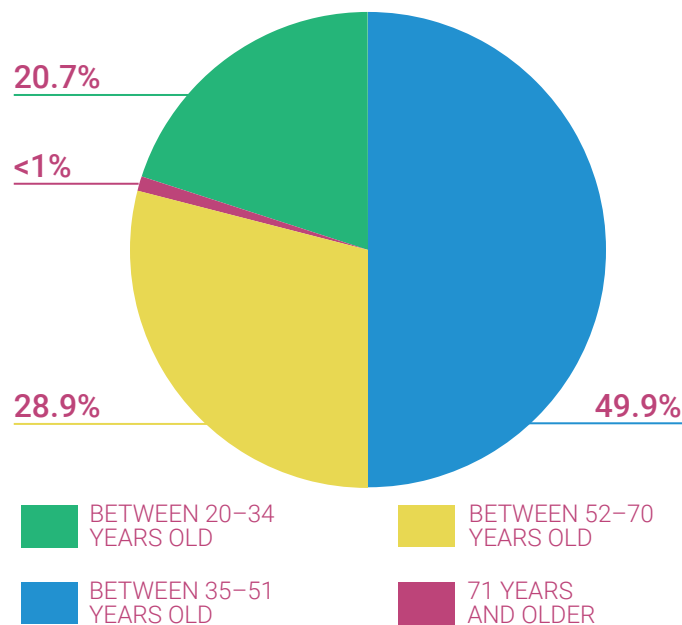
ATTENDEES' ROLE IN SIMULATION

(based on 2,963 question responses)



ATTENDEES' AGES

(based on 2,942 question responses)



PRIMARY REASONS FOR ATTENDING

IMSH 2020 attendees far-and-away indicated their top four reasons for attending were:

General Education

Networking Opportunities



Plenary Speakers

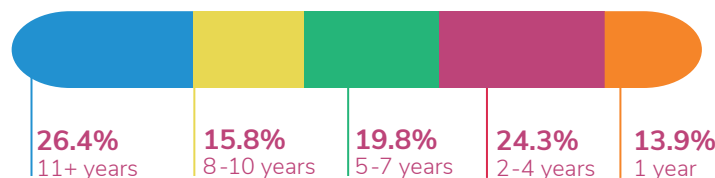


Exhibit Hall



HEALTHCARE SIMULATION EXPERIENCE

(based on 2,966 question responses)



62% of those who responded have at least 5 years of work experience in healthcare simulation. **More than 1 in 4** have 11 years or more. IMSH attendees know their industry!

Interested in exhibiting or sponsoring?
Contact Judy Larson, jlaron@ssih.org

#IMSH2021

WWW.IMSH2021.COM

*DATA FROM IMSH 2020



WHO ATTENDS?

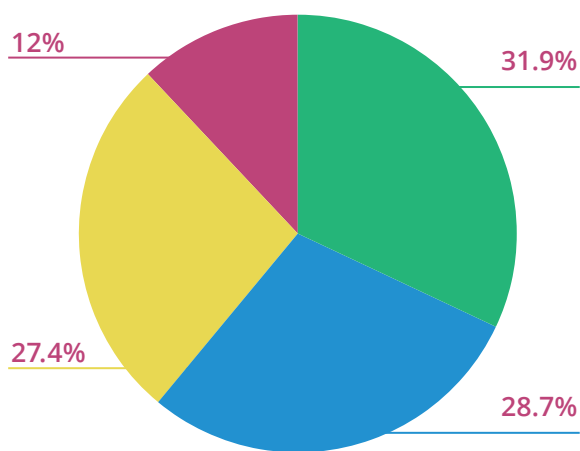


21% of attendees are SSH certified.
(based on 2,954 question responses)

28.3% are from an SSH accredited program.
(based on 2,949 question responses)

WORK ENVIRONMENT

(based on 2,959 question responses)



COLLEGE/UNIVERSITY
HOSPITAL
SIM CENTER
OTHER

IMSH 2020 EXHIBIT HALL NET PROMOTER SCORE



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

50.3%!*

*A "positive" score or NPS above 0 (-100 to 100 scale) is considered "good", +50 is "Excellent," and above 70 is considered "world class." (questionpro.com)

IMSH ATTENDEES INFLUENCE BROAD AUDIENCES



DEANS



CEOS & DIRECTORS



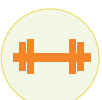
NURSES



LAB SCIENTISTS



PARAMEDICS



ATHLETIC TRAINERS



PHARMACISTS



PHYSICIAN ASSISTANTS



RESPIRATORY THERAPISTS



NURSE PRACTITIONERS



PHYSICIANS



ANESTHESIOLOGISTS



IT OPERATIONS



MILITARY



OCCUPATIONAL THERAPISTS



VETERINARIANS



PHYSICAL THERAPISTS

WHERE ARE ATTENDEES FROM?

Total Countries: **62**

Top 11 Include:

