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’ Ages

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>71 Years and Older</td>
<td>9.9%</td>
</tr>
<tr>
<td>52–70 Years Old</td>
<td>28.9%</td>
</tr>
<tr>
<td>35–51 Years Old</td>
<td>49.9%</td>
</tr>
<tr>
<td>20–34 Years Old</td>
<td>20.7%</td>
</tr>
<tr>
<td>&lt;1 Year Old</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

### Attendees’ Roles in Simulation

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educator</td>
<td>48.1%</td>
</tr>
<tr>
<td>Administrator</td>
<td>21.3%</td>
</tr>
<tr>
<td>Operations Specialist</td>
<td>10.1%</td>
</tr>
<tr>
<td>Researcher</td>
<td>7.3%</td>
</tr>
<tr>
<td>Innovator</td>
<td>3.2%</td>
</tr>
<tr>
<td>Other</td>
<td>9.9%</td>
</tr>
</tbody>
</table>

### Primary Reasons for Attending

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

- General Education: 49.9%
- Networking Opportunities: 33.1%
- Plenary Speakers: 25.0%
- Exhibit Hall: 24.3%

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!

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

WWW.IMSH2021.COM

#IMSH2021

*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)

WHERE ARE ATTENDEES FROM?
Total Countries: 62
Top 11 Include:

THAILAND
SOUTH KOREA
CHINA
JAPAN
UNITED STATES
CANADA
NEW ZEALAND
PORTUGAL
DENMARK
UNITED KINGDOM
SAUDI ARABIA

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

WORK ENVIRONMENT
(based on 2,959 question responses)

31.9%
12%
27.4%
28.7%

COLLEGE/UNIVERSITY
SIM CENTER
HOSPITAL
OTHER

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