CONNECTIVITY
THE KEY TO CAREER SUCCESS

CONFERENCE JUSTIFICATION MATERIALS

AHCAP.ORG / (888) 320-0808 /
WHAT YOUR MANAGER NEEDS TO APPROVE YOUR ATTENDANCE

This justification toolkit provides everything you need to “make the case” to your manager for attending the AHCAP Annual Conference. In this packet, you’ll find:

- A letter/email template
- A “Q&A” fact sheet
- Agenda-at-a-Glance
- An expense worksheet

Feel free to tailor these materials for your unique needs and the needs of your organization or association. If you need any other information or would like additional support, don’t hesitate to email your AHCAP headquarters staff at ahcap@hqtrs.com. We’re here to help you!

We’re looking forward to seeing you at this exciting educational event!
Dear [Manager or CEO],

I’m writing to request permission to attend the 2016 Association for Healthcare Administrative Professionals Educational Conference. This is the only annual educational event dedicated specifically to healthcare administrative professionals. It will provide targeted continuing education developed specifically for healthcare executive assistants and delivered by healthcare experts. Session highlights will include:

**Productivity and Connectivity: A Deep Dive Into Microsoft Outlook**

*Gini Courter, TRIAD Consulting*

- How to maximize productivity in scheduling and managing calendars
- Tips and techniques to improve and streamline communication with your contacts
- Using mail merge to personalize bulk emails

**Women in Leadership**

*Deborah Kallick, Vice President, Government and Industry Relations, Cedars-Sinai Medical Center*

*Anne McLeod, Senior Vice President, Health Policy & Innovation, California Hospital Association*

*Lynn Nicholas, FACHE, President & CEO, Massachusetts Hospital Association*

*Deborah Weymouth, President & CEO, HealthAlliance Hospital*

- Keys to success for women in healthcare
- How to be an invaluable partner to your executive
- How to motivate staff and encourage creative thinking

**The Art of Getting Things Done**

*Deborah Weymouth, President & CEO, HealthAlliance Hospital*

- How to stay focused to achieve results
- Processes and tips to effectively manage workflow
- Mastering your email in-box and to-do list

**Perspectives on Population Health – “Promise and Pain Points”**

*Lynn Nicholas, FACHE, President & CEO, Massachusetts Hospital Association*

- How providers are moving away from fee-for-service medicine to alternative payments
- How this “volume to value” strategy differs from traditional payment methods and what it means for patients and the organization serving them

**The Healing Power of Laughter and Humor in the Workplace**

*Diana Jordan, Healthcare Humorist*

- Why people in the healthcare industry need to “put on your own oxygen mask first”

The AHCAP conference is an excellent value compared to many other administrative professionals conferences. I’ve included a [fact sheet, conference agenda, estimated expenses] for your review. Please take a look at it and let me know what questions you may have.

I hope you’ll see the many benefits I can gain – and can use to the benefit of our whole team – by attending AHCAP’s educational conference. Thank you for your consideration.

Sincerely,

[Signature]
WHAT IS THE ASSOCIATION FOR HEALTHCARE ADMINISTRATIVE PROFESSIONALS (AHCAP)?

AHCAP is the premier organization for healthcare administrative professionals ... dedicated to advancing the professional development, leadership, value and excellence of healthcare administrative professionals through education, recognition, communication and advocacy. One of the primary benefits of membership is AHCAP’s educational conference — the only event of its kind.

WHAT IS THE STRATEGIC VALUE OF ATTENDING AHCAP’S CONFERENCE?

The AHCAP Educational Conference is my first choice for education because it is the ONLY national professional development event that provides not only education in administrative topics but also focuses specifically on the healthcare environment and the many unique challenges and considerations we face.

WHAT WILL I EXPERIENCE AT CONFERENCE?

This conference provides targeted support in three critical areas:

- **EXCEPTIONAL EDUCATION** — focused on balanced professional growth. Topics cover key areas of competency for executive administrative professionals including organization and productivity, communication and interpersonal skills, board management and organizational support, new technology and software skills, time management and personal growth and development.

- **INCREDIBLE NETWORKING** — with the contacts that will support my career for years to come. I can connect with peers facing the same challenges and concerns and learn from other healthcare executive assistants how to improve office operations and provide the best possible support to my executive and my team.

- **INDUSTRY-SPECIFIC KNOWLEDGE** — targeted specifically to the healthcare environment. The majority of sessions are delivered by knowledgeable and experienced healthcare executives and focus on the unique content we need and challenges we face in healthcare.

DOES AHCAP’S EDUCATIONAL CONFERENCE MAKE THE MOST OF YOUR BUDGET?

AHCAP’s Educational Conference is an excellent value. With a reasonable registration fee, special room rate just for AHCAP attendees and five meals included in the conference registration fee, it provides a cost-effective source for continuing education.
AGENDA AT A GLANCE

TUESDAY, JULY 26
1:00 p.m. — 5:00 p.m.  State Hospital Association Executive Assistants Meeting

WEDNESDAY, JULY 27
8:30 a.m. — 11:30 a.m.  OPTIONAL PRE-CONFERENCE WORKSHOP
- Productivity and Connectivity: A Deep Dive Into Microsoft Outlook
11:45 a.m. — 1:00 p.m.  Conference Kick-off Lunch & Award of Distinction
1:15 p.m. — 2:15 p.m.  Network & Connect Session
2:30 p.m. — 3:30 p.m.  Opening General Session: Women in Leadership Panel Discussion
5:30 p.m. — 5:30 p.m.  New Member Reception
5:30 p.m. — 6:30 p.m.  Happy Hour with Sponsors
6:30 p.m. — 8:30 p.m.  Member Appreciation Event

THURSDAY, JULY 28
8:00 a.m. — 8:45 a.m.  Breakfast & Sponsor “Food for Thought” Presentation
9:00 a.m. — 10:00 a.m.  CONCURRENT SESSIONS
- Fabulous and (Nearly) Free Software for Admins
- Build Your Network, Build Your Career
10:15 a.m. — 11:15 a.m.  CONCURRENT SESSIONS
- Tell Your Story with Microsoft Sway
- Build Your Network, Build Your Career
11:30 a.m. — 12:30 p.m.  General Session: The Art of Getting Things Done
12:30 p.m. — 2:00 p.m.  Lunch
2:00 p.m. — 3:00 p.m.  General Session: Perspectives on Population Health – “Promise and Pain Points”

FRIDAY, JULY 29
8:00 a.m. — 8:45 a.m.  Breakfast
8:45 a.m. — 10:00 a.m.  General Session
10:10 a.m. — 11:15 a.m.  Closing General Session: The Healing Power of Laughter and Humor in the Workplace
11:15 a.m. — 11:30 a.m.  Closing Remarks

Agenda subject to change.
A proposal for allocation of resources in your organization must include the two elementary components of decision-making: expenses (the “investment”) and return on investment (ROI). This tool provides simple steps for calculating the investment and identifying your return.

**UNDERSTANDING YOUR CONFERENCE EXPENSES**

Conference expenses are affected by a number of factors. Before you can even begin to justify conference expenses, you need to calculate what those expenses are. To do so, use the following Expenses Worksheet to develop a cost estimate for attending conference. We have included some of the information for you to get you started.

**EXPENSES WORKSHEET**

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Details</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Registration</td>
<td>AHCAP Member early rate. Must register on or before June 15, 2016 to qualify for this rate.</td>
<td>$580</td>
</tr>
<tr>
<td>Flight</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Lodging</td>
<td>$224.27 per night (includes tax) x ____ nights =</td>
<td>$</td>
</tr>
<tr>
<td>Transportation — Taxi</td>
<td>Approximately $20 roundtrip =</td>
<td>$</td>
</tr>
<tr>
<td>Mileage Reimbursement</td>
<td>Driving to conference? Or to the airport for your flight? Use MapQuest to calculate distances, then multiply miles by 54 cents/mile (IRS standard for 2016) =</td>
<td>$</td>
</tr>
<tr>
<td>Parking Reimbursement (valet only)</td>
<td>$44 x ____ nights =</td>
<td>$</td>
</tr>
<tr>
<td>Food Per Diem</td>
<td>Several, but not all, meals are included in the price of the conference, so total per diem less 5 meals =</td>
<td>$</td>
</tr>
<tr>
<td>Subtotal</td>
<td>Multiply by number of employees attending</td>
<td>$</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

Enter your customized information in the writable fields identified by red text.