



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

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

Feel free to tailor these materials for your unique needs and the needs of your organization. If you need any other information or would like additional support, don’t hesitate to email AHCAP Headquarters staff at [ahcap@hqtrs.com](mailto:ahcap@hqtrs.com). We are here to help you and look forward to seeing you at this exciting educational event!

Dear [Manager or CEO],

I am writing to request permission to attend the 2021 Association for Healthcare Administrative Professionals Virtual 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 include:

### **The Admin's Guide to Leading Without Rank**

*Presented by Sandy Geroux, WOWplace International, LLC*

Congratulations! You have been asked to serve on or lead a team at work. You have responsibility and deliverables, but no real organizational authority. Now what? Since the title was invented, administrative professionals have been vested with great power and unofficial leadership. Join Sandy as she shares informal leadership processes that allow you to lead without rank, up down and across the organization.

This program focuses on informal leadership processes that will allow me to:

- capitalize on my power.
- gain greater visibility in our company's culture.
- unlock tremendous leadership abilities using relationships, feedback, and team-building skills; and
- use indirect influence to persuade others to act... without ever issuing a directive.

### **Avoiding Burnout in a Hybrid World**

*Presented by Michael Levitt, Breakfast Leadership, Inc.*

In our newly hybrid world people feel a constant demand to deliver, so they are either burning out or they are leaving their jobs, due to high stress and burnout. Michael Levitt will describe burnout, its signs, and other techniques to prevent burnout, with a focus on the work environment.

In this session, I will learn how to:

- manage my time when working from the office and from home.
- implement beneficial habits in my routine.
- maximize self-care during my commute.

### **Finding Calm in the Chaos**

*Presented by Allison Kinnear, Voice of Her Own*

In the chaos of COVID-19, we are all experiencing more fears about the future, anxiety and overwhelm. Working and living with the stress and anxiety of uncertainty and frequently upended plans can leave you depleted, off-balance and looking for a way out. Allison Kinnear will talk about effective tools to get your resourcefulness and resilience back on track.

In this session, I will learn how to:

- settle an anxious nervous system quickly & effectively.
- navigate uncomfortable emotions so that I can return quickly to joy.
- micro dose self-care practices to keep myself nurtured and energized.

### **Healthcare in 2021 Beyond COVID**

*Presented by Cassie Sauer, Washington State Hospital Association*

Join Cassie Sauer, CEO of the Washington State Hospital Association, as she discusses the 'new normal' in healthcare as we move beyond COVID. Will more healthcare admins continue to, or begin to work remotely? What are the pros and cons of this possibility?

## How to Quickly Master the Skill of Minute Taking

*Presented by Julie Perrine, All Things Admin*

Most assistants take meeting minutes at some point during their careers – whether it is a regular responsibility or a one-time event. If you do not have a good system in place, it can make you dread taking meeting minutes. This session will help you learn how to create an effective system for drafting meeting minutes and gain a better understanding of the tools and habits that you need to do the task successfully.

I will learn about:

- the three basic types of meetings that require minutes.
- what to do before, during, and after a meeting.
- the details to include (or not include) in my meeting minutes.
- how to word my minutes so they make sense.
- the difference between taking notes and recording business transacted.
- sample documents to show me how to take minutes from start to finish!

## Networking for Administrative Professionals

*Presented by Katherine Margard, OhioHealth*

Networking is not just for job hunters and executives schmoozing at a cocktail party. In fact, the ability to establish and grow your network is critical to your professional success. Throughout your career, the genuine connections you make can mean the difference between true job satisfaction and feeling like you are spinning your wheels.

This workshop will include:

- tips on how to create and leverage both my external and organizational network.
- suggestions for networking online and face-to-face.
- strategies to overcome small talk stress.
- help to start building my elevator speech.
- practice face-to-face networking skills through “speed dating” and ice breakers to help me be more comfortable with the process and purpose of networking.

## Proactively Preparing for the Unexpected Job Search

*Presented by Katherine Margard, OhioHealth*

An unexpected job search can happen for any number of reasons. Get practical advice from a veteran admin who has successfully navigated the uncertainty of the executive turnover merry-go-round. Her key to success is to regularly invest time so that you have the tools in place when they are needed - tools like a robust professional social media presence, an updated resume, a portfolio detailing key accomplishments, and the ability to write a targeted cover letter.

This session will answer questions like:

- If my boss leaves the company, what happens to me?
- In the face of organizational changes, how do I ensure your company wants to keep me?
- What do I do if a recruiter reaches out because they have seen my LinkedIn profile?

## Self-Care with a Twist

*Presented by Margaret Evans, Licensed Professional Counselor*

2020 was a year like no other. One thing we learned is that self-care is non-negotiable. What does self-care mean to you? Why it is so important? We will learn about different ways to practice self-care: connection, mindfulness, and gratitude – all with a fun twist.

## Time & Stress Management for Executive Assistants

*Presented by Sandy Geroux, WOWplace International, LLC*

Today's administrative assistant not only has routine daily tasks, but they also take on special projects, managerial responsibilities, and coordinate teamwork. Not to mention the unexpected and urgent things that come up each day. This fast-paced session provides realistic techniques for setting priorities, tips on managing time so that the unexpected does not control you, and ideas for boosting your ability to focus and reduce distractions.

In this program, I will:

- discover the distinction between multi-tasking, background tasking and switch-tasking.
- learn how to prioritize and categorize what should be multi-tasked and what should not.
- find out how to manage my time, my actions, and my emotions.
- uncover techniques to avoid the frustration and stress that comes with changing priorities, last-minute requests and repetitive demands.
- find strategies for maximizing my strengths and those of my team.
- learn effective methods for allocating my time and breaking up my activities.
- obtain tools and techniques to help me get more organized.

## Workplace Culture: Create A Workplace That People Will Beg to Work With

*Presented by Michael Levitt, Breakfast Leadership, Inc.*

Inside every organization sits a Trojan Horse, filled with employees waiting to unload their emotional baggage and managers who behave in ways that trigger those employees into engaging in "scorched earth" warfare. And yet few, if any organizations, build into their risk management plans how to neutralize employee behavior that can level an organization with just a simple message on social media. You think it cannot happen to you, think again!

Countless leaders are being brought down each day and all of it could have been avoided by simply creating and deploying a pre-emptive strike plan designed to minimize the behavioral threats that are infiltrating your organization. If you knew that it was possible to avert a disaster, would you take the steps to do it? If you knew that failure could be avoided, would you take action to ensure against it? Do you want to run an organization that is a go-to place to work? Or do you want to lose talent to your competition?

This workshop will include:

- unfair treatment at work.
- unmanageable workloads.
- lack of role clarity.
- lack of communication or support from management.
- unreasonable time pressures.

## AHCAP Member Panel

*Panel members include Lisa Featherston, Mercy Health East Communities, Ingrid Hamel, California Hospital Association and Bonnie Sanderlin, Sentara Albemarle Medical Center*

In this open forum, a diverse panel (one from a healthcare facility, a health system, and a state hospital association) will discuss a mixture of tips and topics.

I hope you will see the many benefits I can gain – and can use to the benefit of our whole team – by attending AHCAP's Virtual Educational Conference.

Thank you for your consideration.

Sincerely,  
[Signature]

# CONFERENCE “Q & A” FACT SHEET

## 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 Virtual 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 THE VIRTUAL 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. Most 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 Virtual Educational Conference is an excellent value! With a reasonable registration fee, no travel or hotel costs needed, it provides a cost-effective source for continuing education.

# AGENDA-AT-A-GLANCE

## TUESDAY, JUNE 1 1:00 – 4:00 pm ET

- Session 1 - Welcome and Member Orientation  
*Presented by AHCAP Board of Directors and Staff*
- Session 2 - Networking for Administrative Professionals  
*Presented by Katherine Margard, OhioHealth*
- Session 3 - AHCAP Member Panel  
*Panel members include Lisa Featherston, Mercy Health East Communities, Ingrid Hamel, California Hospital Association and Bonnie Sanderlin, Sentara Albemarle Medical Center*

## TUESDAY, JUNE 8 1:00 – 4:00 pm ET

- Session 1 - Healthcare in 2021: Beyond COVID  
*Presented by Cassie Sauer, Washington State Hospital Association*
- Session 2 - Self-Care with a Twist  
*Presented by Margaret Evans, Licensed Professional Counselor*
- Session 3 - Finding Calm in the Chaos  
*Presented by Allison Kinnear, Voice of Her Own*

## TUESDAY, JUNE 15 1:00 – 4:00 pm ET

- Session 1 - The Admin's Guide to Leading Without Rank  
*Presented by Sandy Geroux, WOWplace International, LLC*
- Session 2 - Workplace Culture: Create A Workplace That People Will Beg to Work With  
*Presented by Michael Levitt, Breakfast Leadership, Inc.*
- Session 3 - Join us for some fun and games!

## TUESDAY, JUNE 22 1:00 – 4:00 pm ET

- Session 1 - Time & Stress Management for Executive Assistants  
*Presented by Sandy Geroux, WOWplace International, LLC*
- Session 2 - Desk Yoga  
*Presented by Kara Price, Core Principles Louisville*
- Session 3 - How to Quickly Master the Skill of Minute Taking  
*Presented by Julie Perrine, All Things Admin*

## TUESDAY, JUNE 29 1:00 – 4:00 pm ET

- Session 1 - Avoiding Burnout in a Hybrid World  
*Presented by Michael Levitt, Breakfast Leadership, Inc.*
- Session 2 - Proactively Preparing for the Unexpected Job Search  
*Presented by Katherine Margard, OhioHealth*
- Session 3 - AHCAP Happy Hour!