

ASHHRA 48th Annual Conference & Exposition



Leading PEOPLE Through CHANGE

September 22-25, 2012
DENVER, COLORADO

ASHHRA Annual Conference Justification Toolkit



ASHHRA Annual Conference Justification Tool ***Determine Your ROI***

Many travel budgets and training budgets have been reduced, which means that regardless of the merits of attending the ASHHRA 48th Annual Conference & Exposition, you'll probably need to justify the expense and your time away from the office. To help you, below are some tips and talking points on the annual conference to consider so you can justify your attendance. Additionally, if you need to submit something in writing, download the [Justification Letter Template](#) from the ASHHRA website, and customize it with your information.

The ASHHRA 48th Annual Conference & Exposition offers health care HR professionals an exceptional, educational experience unique to the health care field.

The annual conference provides an in-depth curriculum developed and delivered by health care HR leaders including subject matter experts from industry leaders, consultants, and attorneys specializing in the health care and human resources arena.

Emphasize that the ASHHRA 48th Annual Conference & Exposition offers a comprehensive, time-intensive learning environment.

Your attendance will be much more cost effective and time-efficient compared to registering for multiple seminars or webinars. Plus, you'll minimize the time you are away from the office.

Meet exhibitors and subject matter consultants who can help make your job easier.

The annual conference showcases over 150 vendors on the cutting edge of health care technology and everyday solutions. Examine these vendors for potential future use, or see if they can help you control and reduce costs. The annual conference will be a "one-stop shopping" experience for a solution provider - saving time out of the office and the expense of attending multiple conferences and unnecessary meetings with vendors throughout the year.

Professional development training is critical to prepare employees to take on greater responsibility.

While we are in the midst of the "do more with less" era, your attendance at the annual conference will provide you and your department with tools, resources, and best practices to enhance quality patient care, increase employee and physician engagement, and comply with pressing legal and regulatory changes.

Earn HR Certification Institute Recertification Credit Hours for your PHR, SPHR, or GPHR certification.

Awaiting approval from HR Certification Institute. New this year - ACHE credit hours being applied for!

Your peers can benefit from your conference attendance, too.

Impart what you learned by sharing the resources you gather from the learning sessions, exhibit hall, and ASHHRA Resource Library that can assist in leadership, succession planning, and many other significant topics.

The following grid provides an estimate of your annual conference expenses.

Typical Annual Conference Related Expense	Average Cost for Non-Members	Average Cost for Members (after May 31 st)	Average Cost with Discounts/Promotions for Members (before May 31 st)
Annual Conference Registration (Sunday, Sept. 23 – Tuesday, Sept. 25)	\$790	\$695	\$665
Pre-Conference Workshops (Saturday, Sept. 22 includes Special Recognition Reception)	\$305	\$200	\$180
Flight (ASHHRA is offering special discounts for all attendees, click here for more information)	\$500	\$500	\$500
Lodging (Hyatt Regency Denver at the Colorado Convention Center \$199.00 + 14.75% city/state tax*)	\$640	\$640	\$640
Transportation to/from Hotel (Taxis are about \$50 or shuttle service starts at \$22, click here for more information)	\$100	\$100	\$100
Evening Meals (ASHHRA provides breakfast and lunch during conference)	\$200	\$200	\$200
TOTAL	\$	\$	\$

*tax subject to change

ASHHRA Savings Opportunities:

- **Spring Savings!** - Save up to \$30
- **Bundled Price Discount** - Save \$30
- **MetLife Annual Conference Scholarship** - \$1500 toward conference attendance if you are selected as a recipient (9 recipients possible!)
- **HealthcareSource New-to-the-Profession Grant** - \$1500 toward conference attendance if you are selected as a recipient (3 recipients possible!)



Below is an outline of some of the immediate challenges that the health care HR field is currently facing. Conference learning sessions have been matched to help provide the solutions:

Challenge	Learning Sessions to Implement Solutions
<p>Executive and Physician Compensation</p> <p>It is critical to understand how executive and physician compensation practices and program design have changed to reflect the rapid changes in the health care industry (e.g., industry consolidation, clinical integration, value based purchasing, bundled payments, cost cutting pressures, etc.)</p>	<p><i>The Changing Executive & Physician Compensation Landscape</i></p> <p><i>Effective Strategies for Attracting and Retaining Physicians</i></p> <p><i>Physician Leadership Institute – Development to Application</i></p>
<p>Regulatory and Legal Compliance</p> <p>The labor and employment arena providers will be subject to an environment of unprecedented regulatory enforcement initiatives from federal agencies. HR executives must assume a strategic role in advising leadership on these new challenges while eliminating compliance risks.</p>	<p><i>Avoiding FLSA Liability Through a Culture of Work-Life Balance</i></p> <p><i>MY TIME: Paycheck Protection Benefits Within a Shared-Responsibility Culture</i></p> <p><i>Breaking Down Silos: Exploring Wage & Hour Issues Created by Health Care Operations</i></p>
<p>Workforce Planning</p> <p>The path to accountable care requires hospitals and health systems to undergo meaningful financial and clinical transformation. Current strategic planning efforts far outpace workforce planning at most organizations.</p>	<p><i>Mature, Sophisticated Leadership Continuity and Succession Planning</i></p> <p><i>CareerSTAT: The Best Models for Building Tomorrow’s Frontline Hospital Workforce</i></p> <p><i>Retaining HlPO’s with Emotional Intelligence</i></p>
<p>Employee Engagement</p> <p>Efforts to improve employee engagement often fall short without appropriate results, follow-through, and dedication to ongoing action planning to drive satisfaction.</p>	<p><i>Top 10 Leadership Behaviors that Drive Employee Engagement</i></p> <p><i>Securing Connections: Diagnosing Turnover in New Nurses</i></p> <p><i>Onboarding Your Greatest Assets – Your People</i></p> <p><i>Communications Strategies Before, During, and After Collective Bargaining</i></p>



Dear [Decision Maker],

The ASHHRA 48th Annual Conference & Exposition is an extraordinary event for the health care HR professional. This event is exceptional for education, networking, and professional development. I believe my attendance is paramount in collecting new perspectives and ideas for our team while continuing my professional development.

The conference will be held in Denver, Colorado, September 22-25, 2012, and attended by health care HR professionals. I will hear first hand subject matter experts and innovators discuss topics including executive and physician compensation, regulatory and legal compliance, workforce planning, employee and physician engagement, just to name a few. I will reach beyond the expected and embrace new learning as I collect new processes for my personal toolbox for use in compensation, workforce development, strategic planning, and risk management and employee relations projects within our organization. The exhibit hall provides opportunities to explore the health care HR products and services offered by companies that can lead to creating efficient processes, reducing costs, and improving employee satisfaction rates here at [YOUR ORGANIZATION].

I intend to register for the following learning sessions which will add value to our team as well as support my professional development.

Learning Session	Enhanced Knowledge to be Gained	Competency Improvement

By not having to research, create, and develop these topics in-house, I will save approximately eighty hours of my time which I can utilize on the [YOUR CURRENT MAJOR INITIATIVE IN PROGRESS] initiative. (15 hours to research, create, and develop each topic X 6 topics = 80 manhours, nearly two weeks of my time saved).



I intend to speak with these exhibitors to explore options in improving efficiencies and lowering operational expenditures which we discussed earlier in the year regarding [AREA/TOPIC].

Exhibitors	Product/Service Offered	Benefit

Here are my projected expenses for attending the ASHHRA Annual Conference & Exposition:

Expense	Cost
Annual Conference Registration	
Flight	
Airport Transfers	
Lodging	
Evening Meals (5 meals are included in the conference registration fee)	
Estimated Total Cost	

As you can see, attending the annual conference will be a win-win for [YOUR ORGANIZATION] as well as a high return on our investment (ROI.)

1. Information will benefit [X] areas within [YOUR ORGANIZATION].
2. Sharing knowledge from the learning sessions will benefit *Name Team Members here* in the areas of [X].
3. My professional development will grow in the areas of [COMPETENCIES ENHANCED].
4. Researching options for [X] products/services can improve performance and lower expenses in the areas of [X].

I appreciate your consideration of my request to attend the ASHHRA Annual Conference & Exposition. I am available to answer any questions you may have regarding the conference.

Name
Position