

# Justifying Your Attendance at the 2011 Vision Users Conference

April 16 – 20, 2011 | Sheraton City Centre Hotel | Salt Lake City, Utah

## Introduction to the Justification Toolkit

Would you like to attend the 2011 Vision Users Conference – but funding doesn't appear to be available? Maybe this will help: The Vision Justification Toolkit.

A Vision Conference is truly unique in our industry. Since the first Vision Users Group Conference in 1990, our goal has been to ensure that every attendee takes home at least one valuable piece of knowledge that can be used immediately upon returning to work. At the Vision conferences we focus on currently available features of the Siemens MedSeries4 (MS4) solution. We help our users solve every day situations that they encounter, getting more out of the software that you have already licensed. With the help of the team at MS4, we extend this guarantee for every physician, administrator, or manager attendee involved in strategic planning and project management – to take back pertinent, tangible information that can be immediately incorporated into a department's or organization's strategic plan. You will have the opportunity to meet with other healthcare employees that are using MS4 software in their hospitals. You will be able to understand more fully how the MS4 and IBM partnership is working to provide your organization with one of the most cost-effective solutions in healthcare today.

Here is a practical strategy that should help you justify the expense of attending the Vision Users Conference. This Justification Toolkit includes:

- § Persuading your employer
- § How to calculate return on investment (ROI)
- § Justification letter for your supervisor
- § Cost comparison

## Persuading Your Employer:

### How You and Your Department Can Benefit

If travel and training budgets in your organization have been curtailed, but you'd like to attend the conference, you need some persuasive justifications for the expense. No matter how much you *want* to attend, and no matter how valuable you know the conference will be, you'll improve your chances of getting there if you can answer these questions:

Q: What will you bring back to your organization as return on the investment?

*Identify which sessions and workshops are most valuable and applicable to your setting. For example, you could bring back:*

- § Models for revising or establishing patient plans of care
- § Strategies for meeting the Meaningful Use requirements
- § Knowledge of how clinical systems impact the HIM process
- § Implementation needs for ICD10 and 5010
- § Security strategies

- § An understanding of the Materials Management EDI process flow
- § Best practices for mining QuickView's financial information
- § Knowledge of what impacts the Legal Electronic Health Record
- § Refreshed training on application basics: MIRA, AR/ADT, Accounts Payable, Materials Management, Clinical Suite, and many more
- § Updated understanding of ARRA / Meaningful Use
- § Best practices for implementing CPOE
- § Strategies for collecting data for reporting on quality measures
- § Options for quality reporting services

Q: When you return, could you deliver a short presentation and Q&A to your colleagues to share what you learned?

*Yes! This way, others will have the benefit of your attendance, too.*

Q: Are you willing to share handouts with your colleagues?

*As an attendee, you will have unlimited access to all session materials – for example, slides for all sessions, activity worksheets, planning documents, etc.*

Q: Who will cover for you while you are away?

*Prepare a schedule that shows who can cover for you while you are attending the conference.*

Q: Do you qualify for a registration discount?

*Look at the table of meeting fees below to see if you qualify for any of the lower rates or teaching discounts.*

- a. *Vision is one of the least expensive conferences to attend. Take a look at these (unofficial) comparisons:*

McKesson's Insight Conference	\$825 + \$125 annual fee
Eclipsys EUN Conference	\$825 (early bird)
AACC lab conference	\$865 + \$210 annual fee
CPSI	\$1,599
Kronos	\$1,525
ASHP pharmacy conference	\$555 + \$250 annual fee

- b. *Consider teaching a class next year in your area of expertise and get \$100 off the registration fee*  
 c. *Save over 12% on the registration fee by booking before March 11th*

<b>REGISTRATION FEES (+ \$0 Annual Fee)</b>	<b>AMOUNT</b>
<b>Early Bird</b> (on or before March 11, 2011)	\$695
<b>Regular</b> (After March 1, 2011)	\$795
<b>Meaningful Use Symposium</b> (with full reg)	\$150
<b>Healthcare Spotlight</b> 2-day (includes MU Symposium and Monday)	\$300
<b>Workshops</b> (3-hour instruction)	\$95
<b>Session/workshop instructor</b> - per class taught (maximum \$300 discount)	-\$100

## \$\$\$ Calculating ROI \$\$\$

Whenever people make decisions about allocations of resources in organizations, they begin by taking two components into consideration:

- § Expense (the “investment”)
- § Return on Investment (ROI)

To help you calculate the return on the investment of your attendance, here are some tools you can use. Use this worksheet to calculate a cost estimate:

Expense	Guideline	Cost
Registration	See the registration form above. Identify your type and registration date. (Early Bird, Regular, Healthcare Spotlight 2-day pass.) Register by March 12, 2011 for the lowest rates.	\$
Pre-conference workshops	\$95 for each 3-hour, hands-on training class	\$
MU Symposium	\$150 with full registration	\$
Flight	Try using a Web travel site for a quick estimate.	\$
Lodging	Vision room rates at the Sheraton are \$145 per night for single and double occupancy plus 12.7% tax (\$18.41) = \$163.41 per night. Consider sharing a room with one of your teammates.	\$
Transportation – between airport and Sheraton Hotel	Salt Lake International Airport (SLC) – 8 miles \$ Hotel shuttle: complementary \$ Taxi: \$18 one way (tip not included)  Car Rental: Use Priceline or similar website for bargain rates	\$
Parking Reimbursement	Contact your local airport website for long term parking rates (usually \$10- \$12 daily)	\$
Food Per Diem	Remember that your Vision registration fee includes many meals: Travel to conference Saturday lunch           \$10 at hotel Sunday lunch             \$10 at hotel Sunday dinner           reception heavy hors d'oeuvres Monday breakfast       included in reg fee Monday lunch            included in reg fee Monday dinner           on your own Tuesday breakfast       included in reg fee Tuesday lunch            included in reg fee Tuesday dinner           included in reg fee Wednesday breakfast   included in reg fee Wednesday lunch        included in reg fee Conference over – travel home	\$
TOTAL EXPENSE		\$

## Defining the Benefits

Benefits from meeting attendance are not easy to put into quantifiable amounts. For example, one of the greatest benefits of attending the Vision Users Conference is *networking*. But how can you put a dollar amount on it – even when you get groundbreaking solutions to problems you’re facing? Although networking is one of the most important aspects of the Vision, its value is hard to quantify.

However, if an employee came to you and said, "I want you to spend \$2,500 for me to attend a meeting, but I have no idea what it will do for us," you'd probably not take the request seriously.

When you seek approval for attending a conference like Vision, don't focus on how much you want to go. Instead, define specifically what you will bring back to your organization as payback for the investment.

Think about a specific problem or workflow challenge that you are struggling with today and commit to your employer to try and find a solution at the conference.

To be most persuasive in justifying your attendance, you should prepare yourself to clearly articulate the connection between your hospital's knowledge requirements and the conference offerings. You should identify which workshops or sessions teach those skills that will help your group manage your organization's challenges. Also keep in mind that ongoing professional development is important not only for you but for your organization.

To support this process, use the following Benefits Worksheet. Identify the sessions that are particularly relevant to your responsibilities. Select those that make sense for your organization, and omit the rest.

## Benefits Worksheet

Your Hospital's Need	Sessions / Workshops That Meet that Need
Legislative Issues and Healthcare Reform	<ul style="list-style-type: none"> <li>§ EDM – The Cornerstone Towards the EHR</li> <li>§ Regulation Update</li> <li>§ What Impacts the Legal Electronic Health Record?</li> </ul>
Achieve Meaningful Use / CPOE	<ul style="list-style-type: none"> <li>§ Meaningful Use Update – Stage One and Beyond</li> <li>§ Meaningful Use – Quality Reporting</li> <li>§ Assessing Your Readiness for Meaningful Use</li> <li>§ MU Security, Privacy &amp; Auditing Capabilities in an MS4 Environment</li> <li>§ Siemens OPENLink Security &amp; Meaningful Use Update</li> <li>§ Collecting and Reporting on Metrics</li> <li>§ Med Orders &amp; CPOE</li> <li>§ Siemens MAK &amp; MS4 MAR</li> <li>§ CPOE / MU All-day Symposium</li> </ul>
Strengthen Clinical Workflow	<ul style="list-style-type: none"> <li>§ How Clinical Systems Impact HIM Processes</li> <li>§ Specialty Areas and Patient Care Management</li> <li>§ Home Meds and Med Reconciliation</li> <li>§ Pt. Care Management: Plan of the Day/Plan of the Stay</li> <li>§ Knowledge Base &amp; Poster Presentations</li> <li>§ GUI Security</li> <li>§ Medication Orders Coordination with Pharmacy Orders</li> <li>§ Quality Reporting Services</li> <li>§ ED / Bedboard / Logical Ink</li> <li>§ EDM &amp; Clinical Suite</li> <li>§ Medication Management</li> <li>§ The Clinical Suite &amp; Pharmacy Connection</li> </ul>
Funding, Finances, and Reimbursement	<ul style="list-style-type: none"> <li>§ Financial Services Mind Exchange</li> <li>§ Flex Budgeting</li> <li>§ General Ledger Interfaces</li> <li>§ Identify Implementation Needs for ICD10 and 5010</li> <li>§ Audit Tracking &amp; Denial Management</li> </ul>

	<ul style="list-style-type: none"> <li>§ Self-pay AR Options</li> <li>§ RE Concepts</li> <li>§ Lab Panel Processing</li> <li>§ Auditing Revenue Cycle</li> <li>§ RE Description Keys</li> <li>§ Contract to RE</li> <li>§ Universal Secondary Payor</li> <li>§ U4/H4 Editors</li> <li>§ Managing AR Days</li> <li>§ CPT4 Codes</li> <li>§ Implementing 5010 Billing</li> <li>§ Revenue Reclassification</li> <li>§ Billing Before &amp; After</li> </ul>
Refresher training on initial application investment	<ul style="list-style-type: none"> <li>§ Beginning MIRA</li> <li>§ EDI Process Flow</li> <li>§ Materials Management 101</li> <li>§ Materials Management Tips &amp; Tricks</li> <li>§ Inventory with Bar Coding</li> <li>§ AP/MA Report Reconciliation</li> <li>§ GL Tips &amp; Tricks</li> <li>§ MIRA Reporting</li> <li>§ CPT4 Flow</li> <li>§ Beginning AR/ADT</li> <li>§ ADT Monitoring</li> <li>§ Account Life Cycle</li> <li>§ MS4 Scheduling</li> <li>§ ACTS</li> <li>§ Insurance Follow-up Solutions</li> <li>§ Optimizing Document Processing</li> <li>§ Assessing Your Assessments</li> <li>§ Your Repository – Your Friend</li> <li>§ Introduction to Patient Care Management</li> <li>§ Making Patient Care Management Work for You</li> <li>§ Introduction to Clinical Files</li> <li>§ Implementing ICD10</li> <li>§ MIRA File Analysis</li> <li>§ Understanding Transactions</li> <li>§ AR Reports</li> <li>§ Managing the Charge Master</li> <li>§ AR Files Dependencies</li> <li>§ EC Description Keys</li> <li>§ RE Maintenance</li> <li>§ Case Mix Master Files</li> <li>§ Case Mix Reports</li> </ul>
Get current on releases	<ul style="list-style-type: none"> <li>§ Focus Group Updates (5)</li> <li>§ Release 30.30 Implementation</li> <li>§ 837I &amp; 837P File Maintenance</li> <li>§ Managing Releases &amp; Upgrades</li> <li>§ Testing New Releases</li> </ul>

Management, Leadership, and Professionalism	§ Developing a Training Program § Visual Thinking § Time/Work Management § Project Management § Using Social Media in a Professional Environment
Keep current on technology investment	§ GSM, URL, & Navigator Bar § Supporting HL7 & Clinical Repository Triggers § Meaningful Use Technology § Emerging Technology in the MS4 Environment § MS4 Interoperability Workflow § Siemens OPENLink for Beginners § IBM High Availability § Sharing Best Practices § System i Security § HL7 Standards for Beginners § Managing Your MS4 Web Based Applications § Web Query for Beginners § HL7 Orders, Results, & Charges § OPENLink Introduction § OPENLink Advanced § Query Training (Beginning, Intermediate, Advanced) § Query – Clinical § MS4 File Structure § SQL – Advanced § DBU / DFU § GP Triggers § Optimizing Dayend § MS4 Web Setup § Fast Start

## Now – SELL your way there!

Rather than passively hoping your manager will see the value of your attendance, help him/her make that leap.

## Cost Comparison

### The Value of the 2011 Vision Users Group Conference

We recognize that more than ever it is difficult to ensure that your teams have pertinent, quality education to maintain that competitive edge, while keeping a watchful eye on your travel and education budgets. The annual user conference is a wonderful compromise as we provide:

- Educational sessions to solve everyday issues
- Workshops for hands on training in specific areas of need
- Networking among hospitals to build “user communities”
- Executive planning sessions with access to key trendsetters
- Vendor exhibits with products designed to leverage your current MS4 investment

It is an easy ROI calculation. A “break even” would come from a single good idea coming from a session or workshop. We have been told numerous times that this conference easily yields a countless number of these idea-generating opportunities.

## Letter to Your Manager

Sell your meeting proposition with a letter like this. Insert your information in the brackets:

< **Date** >

Dear < **supervisor's name** >:

I would like to attend the Vision Users Conference, April 16 - 20, 2011, in Salt Lake City, Utah. This premier event for users of Siemens MedSeries4 software will enable me to attend a number of education sessions that are directly applicable to my work and will allow me to network with hundreds of experienced users from across the nation and from around the world.

I stand to gain particular benefits from attending sessions that <**list benefits to your responsibilities**>. I am seeking sponsorship for the registration fee, travel expenses to the meeting, and living expenses during the meeting. A detailed cost breakdown is included below.

After reviewing the educational content, I have identified the sessions that will allow me to gain important knowledge and skills relative to our program here at <**name of your hospital**>. The presentations are facilitated by experienced attendees and Siemens personnel who have faced similar challenges. I chose each presentation because it is directly related to an issue we are dealing with here. Getting the information in a seminar format will greatly reduce the research time and costs we typically incur in researching the topics.

< **Insert the session descriptions which most apply to your responsibilities. Identify what problem(s) in the organization you can help solve through your Vision attendance.**>

< **In the brackets below, adjust the numbers/information to reflect what your actual costs will be.**>

The full-price meeting fee is \$795 for attendees who register after March 11, but if I register prior to that date, I can register for \$695, a savings of 12%.

< **Insert your travel cost numbers here** >< **Consider including how much you can save by taking the hotel's complementary shuttle from airport to Sheraton instead of a taxi /renting a car.**>

Here is the breakdown of meeting costs:

Airfare: <\$xxxx>

Transportation: <\$xxxx>

Hotel: <\$xxxx>

Meals: <\$xxxx> <**remember, Vision provides several meals and breaks**>

Conference Fee: <\$xxxx>

The total costs associated with attending this meeting are: <\$xxxx>.

The opportunity for me to develop professionally and gain knowledge in specific areas of my responsibility makes my attendance at the **2011 Vision Conference** a wise investment, which will yield rich dividends for < **name of your organization** >.

Sincerely,

< **your name here** >

PS: In addition, upon my return I am willing to share through inservice or personal education < **information, handouts, resources** >.