

Justifying Your Attendance at the 2012 Vision Users Conference

April 22 – 25, 2012 | Sheraton City Centre Hotel | Salt Lake City, Utah

Introduction to the Justification Toolkit

Would you like to attend the 2012 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 ICD-10 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.

1. *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 ACE Conference	\$975
AACC lab conference	\$865 + \$210 annual fee
CPSI	\$1,599
Kronos	\$1,525
ASHP pharmacy conference	\$555 + \$250 annual fee

2. *Consider teaching a class next year in your area of expertise and get \$100 off the registration fee.*

REGISTRATION FEES (+ \$0 Annual Fee)	AMOUNT
General Registration	\$795
Meaningful Use Symposium (with general reg)	\$175
Healthcare Spotlight 2-day (includes MU Symposium and Monday)	\$350
Workshops (3-hour instructions)	\$115
Session/workshop instructor – 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 for your desired registration type (General, Healthcare Spotlight 2-day pass).	\$
Workshops	\$115 for each 3-hour, hands-on training class	\$
MU Symposium	\$175 with general 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	Sale 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 Sunday lunch \$10 at hotel Sunday dinner reception heave hor d’œuvres 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 to get an idea of the types of classes that will be offered. Identify the sessions that are particularly relevant to your responsibilities. Select those that make sense for your organization, and omit the rest.

Benefits Worksheet – A Sampling

Your Hospital’s Needs	Sessions / Workshops that Meet the Need
Legislative Issues and Healthcare Reform	<ul style="list-style-type: none"> • Accountable Care: Changing Landscapes • Meaningful Use Stage 2 & Beyond • Regulatory Update, Are We Ready for ICD-10?
Achieve Meaningful Use / CPOE	<ul style="list-style-type: none"> • Meaningful Use: Quality Reporting • Coordinate & Deliver Patient Care Through HIE • CPOE – It’s Not Just an IT Project • MU – Automated Measures • CPOE Rollout • Clinical Quality Measures • MS4 MU Technology • Continuity of Care (CCD) Implementation • MU Security, Privacy & Auditing in MS4
Strengthen Clinical Workflow	<ul style="list-style-type: none"> • Patient Safety • Medication Mgmt – Communicating with Pharmacy • Siemens Pharmacy Update • Medication Mgt Reporting • Order Sets Prose & Cons, Including Meds • EDM Update – Features & Functions • Care Plan Problem Lists • EDM Unique Uses
Funding, Finances, & Reimbursement	<ul style="list-style-type: none"> • ADT Effects on Billing • Charge Flow Analysis

	<ul style="list-style-type: none"> • Navigating 837-5010 Editors • Insurance Follow-up Tools • Payment & Remittance Posting • 5010 Troubleshooting • Reimbursement Term Limits Within Package Terms • Form Codes & Prorations in AR & EC • Claims Auditing & Reporting Tool (CART) • Data Dictionary for Revenue Cycle Queries • QuickView • Navigating Your ADT Menu • Denial Management • AR/EC Manager Perspectives • ADT Manager Perspectives
<p>Refresher training on initial application investment</p>	<ul style="list-style-type: none"> • AR/ADT File Maintenance • EC File Maintenance • ACTS File Maintenance • MS4 Scheduling File Maintenance • Order Sets • Intro to Clinical Files • Clinical Reports • Patient Care Management • Medication Management • Meaningful Use Measure Reporting • MS Visio • MS Excel • MS Access • GL Report Writer • Download/Upload to Excel • Payroll 101 • Materials Mgt. 101 • Materials Mgt Master Files • OPENLink Base & Toolkit • MIRA File Maintenance • ICD10 Testing • MIRA ASM & ICD10 • EDM • Privacy • AR/ADT for Beginners • ACTS • 837 I/P • Improving Self-pay & Collections • MS4 Scheduling • AR Reports • Improving Registration Accuracy • Managing the Charge Master • Improving Business Office Workflow & Productivity • Account Life Cycle • RAC Audits • Billing Before and After • Managing AR Days • Query - Beginning

	<ul style="list-style-type: none"> • Crystal Reports • Query - Intermediate • MS4 File Structure • SQL - Advanced • Query - Advanced • Query - Beginning • MS4 File Structure • RE/DG Dayend Processing • CPT Codes • RE: Contract to Reimbursement • RE File Maintenance
Keep current on technology investment	<ul style="list-style-type: none"> • Siemens OPENLink™ - Introduction • Emerging technology in an MS4 Environment • Benefits of Remote Computing Option (RCO) • IBM i, Operating System, Tech Refreshers, & Licensing • Managing MS4 Web Applications • MS4 Interoperability Workflow • Fast Start - Part 1 • HL7 Troubleshooting • Fast Start - Part 2 • OPENLink Advanced (new) • GP Triggers • Clinical Interfaces • DBU / DFU • Clinical Suite & Rx Troubleshooting

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 2012 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 22 - 25, 2012, 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.**>

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

Here is the breakdown of meeteting 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 **2012 Vision Conference** a wise investment, which will yield rich dividends for < **name of your organization** >.

Sincerely,

< **your name here** >

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