



June 1–5, 2013
Minneapolis Convention Center
Minneapolis, Minnesota

Justify Your Attendance at the ASHP 2013 Summer Meeting

June 1 - 5 | Minneapolis Convention Center | Minneapolis, Minnesota

Introduction to the Justification Toolkit

Would you like to attend the **2013 Summer Meeting** – and funding doesn't appear to be available? Maybe this will help: **The ASHP Justification Toolkit**.

Attending the Summer Meeting is a highly educational, career-enhancing experience. With its numerous sessions on medication safety, informatics, clinical skills, and pharmacy management and leadership, the ASHP Summer Meeting is like no other.

You'll discover and learn to implement ideas that improve your practice and sharpen your professionalism. As you attend sessions and network with colleagues, you'll open your mind to innovative solutions. The ASHP 2013 Summer Meeting will prepare you for dynamic achievement and a more rewarding career.

Here is a practical strategy that should help you justify the expense of attending the Summer Meeting. 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, and you'd like to attend the meeting, then 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 are most valuable and applicable to your setting. For example, you could bring back:

- *Strategies and tools to ensure greater medication and patient safety*
- *A working knowledge of The Joint Commission's new requirements*
- *A plan to effectively address antibiotic treatment and stewardship in the ED*
- *An update on new ischemic heart disease, dyslipidemia, and hypertension guidelines*
- *An update on new drugs in primary care*
- *Information on how to appropriately dose obese and overweight ambulatory patients*
- *Leadership skills to build your innovative ambulatory care practice.*
- *Timelines and requirements for Meaningful Use – Stage 2 of electronic health records*
- *Techniques and skills for capitalizing on the full system capabilities of automation and technology*
- *The vision and determination to leverage technology in achieving the future pharmacy practice model*

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: How much continuing education credit can you earn by attending this meeting?

The ASHP Summer Meeting is an excellent way to earn up to 30 hours of continuing education credit – one of the most time- and cost-effective ways to earn that amount of credit.

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 discounts.

Full Registration		
	ASHP Member	Nonmember*
Advance (on or before April 26)	\$520	\$835
Regular (April 27 – May 22)	\$570	\$885
On-site (June 1)	\$655	\$1,135
Resident	\$330	\$385
Retired	\$330	\$385
Pharmacy Technician	\$330	\$365
Student	\$205	\$255

**All full nonmember registrants are eligible to become members of ASHP for 6 months.*

One-Day Registration (All rates are per day)	
Member	Non-Member
\$290	\$420

One-Day Exhibit Pass	
Member	Non-Member
\$40	\$40

\$\$\$ 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. Register by April 26 for the lowest rate.	\$
Flight	Use a Web travel site for a quick estimate.	
Lodging	Room rates at nearby hotels range from \$150 to \$184 per night (plus tax)	
Transportation between MSP Airport and Downtown	<ul style="list-style-type: none">▪ Shuttle Service – \$40.00 round trip▪ Taxi – approximate cost is \$30 one way▪ Car Rental – Use Priceline or similar website for bargain rates▪ Light Rail – \$1.75 - \$2.25	
Mileage Reimbursement	Driving to the meeting? To the airport for your flight? Use Google Maps to calculate distances, then multiply miles by 55 cents/mile	
Parking Reimbursement	At airport for flight departure: approx. \$10 - \$15 daily	
Food Per Diem	Remember that your Summer Meeting registration fee includes lunch on Monday and Tuesday and breakfast on Tuesday all in the Exhibit Hall; and beverage/snack breaks.	
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 ASHP Summer Meeting 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 meeting, its value is hard to quantify.

However, if an employee came to you and said, “I want you to spend \$3,000 for me to attend a meeting, and I have no idea what it will do for us,” then you’d probably not take the request seriously. When you seek approval for attending a conference like ASHP’s Summer Meeting, 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.

To be most persuasive in justifying your attendance, you should prepare yourself to clearly articulate the connection between your organization’s knowledge requirements and the meeting programming. 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 programming objectives that are particularly relevant to your responsibilities. Select those that make sense for your organization, and omit the rest.

BENEFITS WORKSHEET

Your Organization's Need	Programming That Meets Your Needs
Medication Safety	We'll give you tools and tips from the experts living and breathing medication safety. You have come to expect this from our educational programming. Beyond that, we will challenge you with out-of-the-box perspectives. You will leave the meeting knowing where pharmacists and the safety team can and should be in the emerging health system environment, along with specific steps to implement right away to optimize safety. Experts and advocates will show you how to focus your priorities; advance your event investigation with actionable Pearls, and integrate new tools to deploy at every step.
Informatics	Navigating what the future holds can be tricky, especially in light of the always-changing field of informatics and technology. In this series of programs, you'll learn how you can align clinical decision support with Meaningful Use; how to identify informatics safety metrics, collect the data, and create a metrics dashboard; where others are in customizing clinical decision support and how they are sharing rules; and where pharmacy informatics is headed on a national level.
Leadership or Ambulatory Care	Ambulatory care covers a wide range of settings; can be characterized as an evolving practice of partnering with other clinicians to optimize care and get paid for it; and involves complicated patients with complex medication management issues. Further, staff development programs need to meet the challenges. What do you need to make your programs successful? The foundation for success is you. In this series, you will build your ambulatory care leadership skills and competencies. Participants will identify personal and professional strengths; develop communication and conflict management strategies, implement quality improvement initiatives to improve patient care, and explore tools to align your evolving demands in developing and expanding ambulatory care services.
Clinical Skills	Update your clinical acumen! The eight sessions in this series will offer real-world solutions and provide the latest guideline updates. Stay current in your practice by attending sessions on infectious disease and antimicrobial stewardship in the emergency department, drug dosing in obese and overweight ambulatory patients, and new drugs used in primary care; and learn the most relevant implications with the newly released guidelines for hypertension, dyslipidemia, and stable ischemic heart disease.
Leadership / Administration / Management	See "Leadership" above. Also, the popular Management Case Studies are 30-minute presentations of real-life situations, each an exercise in decision-making skills through problem identification, evaluation, and recommendations for solutions. Presenters will illuminate their own successes in medication safety, ambulatory care, informatics, and leadership. ASHP is seeking management case studies in specific topic areas: Informatics, Leadership/Administration, Medication Safety, and Clinical Conundrums. The deadline for submissions is February, 1, 2013 . For more information and to submit an abstract, visit ASHP's website at http://www.ashp.org/Get_Involved .
340B	Apexus, manager of the 340B Prime Vendor Program for the HRSA Office of Pharmacy Affairs, is offering a comprehensive review of the 340B Drug Pricing Program. The goal of the program is to provide an understanding of the 340B drug pricing program, its development, implementation and policies surrounding its utilization. 340B University™ will provide you with many opportunities for hands-on, practical advice to help with program implementation, including: learning innovative strategies to reduce costs, remaining compliant and improving care. There will be opportunities to participate in small breakout sessions, to get the advice from industry leaders, and to network with peers!

Now – SELL Your Way There!

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

COST COMPARISON: THE VALUE OF THE ASHP SUMMER MEETING

A stand alone 60-minute CE webinar can cost over \$100. At the Summer Meeting, you can earn up to 30 hours of CE credit (a value of more than \$3,000) for as low as \$520 (members). Attendees get all that CE and face-to-face networking in just four days, meaning fewer days out of the office, lower travel costs, and immediate results.

Letter to Your Manager

Here's a sample letter to sell your meeting proposition. Insert your information in the brackets:

Dear < *supervisor's name* >,

I would like to attend ASHP's Summer Meeting, June 1 -5, 2013, in Minneapolis, Minnesota. This premier event for health-system pharmacists will enable me to attend a number of education sessions that are directly applicable to my work and will allow me to network with thousands of experienced pharmacists.

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 our program here at <*name of your organization*>. The presentations are facilitated by experienced leaders who have faced similar challenges. I chose each of these presentations 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 programming which most apply to your responsibilities*>.

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

The full-price meeting fee is \$885 for ASHP nonmembers who register after April 26, and as a <*member*> I can register for <*\$520*> prior to that date, a savings of <*\$365*>.

< *Insert your travel cost numbers here*><*Consider including how much you can save by taking a bus/shuttle/light rail from airport to downtown Minneapolis instead of a taxi /renting a car*>.

Here is the breakdown of 2013 Summer Meeting costs:

Airfare: <*\$xxxx*>

Transportation: <*\$xxxx*>

Hotel: <*\$xxxx*>

Meals: <*\$xxxx*> <*remember, ASHP provides 1 reception, 1 breakfast and 2 lunches, plus coffee/tea*>

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 pharmacy practice makes my attendance at the ASHP 2013 Summer Meeting a wise investment, which will yield rich dividends for < *name of your organization*>.

Sincerely,

< *your name here* >

PS: In addition, I am willing to share < *information, handouts, resources, audio-synched presentations*>.