



**ASHP 2012 Summer Meeting & Exhibition**  
June 9-13, 2012  
Baltimore Convention Center  
Baltimore, Maryland

## Justify Your Attendance at the ASHP 2012 Summer Meeting

### Introduction to the Justification Toolkit

Would you like to attend the **2012 Summer Meeting** – but 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 2012 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, but you'd like to attend the meeting, 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 safety*
- *A working knowledge of the The Joint Commission's new requirements*
- *A plan for successfully managing MRSA patients*
- *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 critically-ill patients*
- *A framework of leadership thinking that ensures the sustainability of change initiatives*
- *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*
- *Best practices in clinical pediatric practice*

**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 audio-synched slides and handouts with your colleagues?**

*As a registered attendee, you'll have unlimited access to the Summer Meeting slides and handouts two weeks prior to its start. After the meeting, you'll have free access to audio-synched slide presentations of recorded sessions. You can revisit sessions important to you – and take in sessions you missed. Gather your colleagues together to watch and hear audio-synched sessions at work – you'll be their connection to the meeting.*

**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 30.25 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*
<b>Advance</b> (on or before May 2)	\$495	\$795
<b>Regular</b> (May 3 – May 29)	\$545	\$845
<b>On-site</b> (June 9)	\$625	\$1080
<b>Resident</b>	\$315	\$365
<b>Retired</b>	\$315	\$365
<b>Pharmacy Technician</b>	\$315	\$365
<b>Student</b>	\$195	\$245

*\*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
\$275	\$400

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 May 2 for the lowest rate.	\$
Flight	Use a Web travel site for a quick estimate.	
Lodging	Room rates at nearby hotels range from \$185 to \$199 per night (plus tax)	
Transportation between BWI Airport and Downtown	<ul style="list-style-type: none"><li>▪ Shuttle Service \$40.00 round trip</li><li>▪ Taxi – approximate cost is \$40 one way</li><li>▪ Car Rental: Use Priceline or similar website for bargain rates</li></ul>	
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 - \$12 daily	
Food Per Diem	Remember that your Summer Meeting registration fee includes breakfast and lunch in the Exhibit Hall on Monday and Tuesday; and snack breaks.	
<b>Total Expense</b>		

## 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, 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 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
<p><b>Medication Safety</b></p>	<p>Seven sessions address current dynamics and best thinking in medication safety where you'll learn how to:</p> <ul style="list-style-type: none"> <li>▪ Compare and contrast the methods used to determine safe medication practices in US hospitals.</li> <li>▪ Describe the inputs and outputs of applying a just culture in health-systems and patient care.</li> <li>▪ Apply processes and tools to medication safety cases that promote openness, learning, and accountability over punishment.</li> <li>▪ Differentiate productive medication safety activities from activities focused on operations, regulations, or accreditation.</li> <li>▪ Develop a plan for your health-system to use multiple event detection methods to identify events and opportunities for improvement and prioritize your efforts.</li> <li>▪ Identify and apply tools and a systematic approach to investigating medication safety events at your workplace.</li> </ul>
<p><b>Informatics</b></p>	<p>In these six programs, you'll learn how to:</p> <ul style="list-style-type: none"> <li>▪ Propose a method for identifying high-value clinical decision support rules to support Meaningful Use objective attainment at your institution.</li> <li>▪ Outline the reasons why the electronic dashboard and patient scorecards will significantly contribute to the future practice model.</li> <li>▪ Describe the various automation technologies found in the inpatient pharmacy that automate and improve distributive workload.</li> <li>▪ Describe the informatics pharmacists role to ensure that normalized terminologies enhance pharmacy systems and patient safety.</li> <li>▪ Describe what we have learned from early data regarding the impact of meaningful use of certified EHRs on health care professionals practice and patient outcomes.</li> </ul>
<p><b>Pharmacy Leadership</b></p>	<p>In the five sessions of the Leadership Learning Community participants will walk-away with the knowledge and strategies to:</p> <ul style="list-style-type: none"> <li>▪ Use competency and continuous professional development (CPD) as tools to advance your staff to a higher level of practice.</li> <li>▪ Describe strategies and resources for planning and implementing continuous professional development and staff development to promote service excellence.</li> <li>▪ Develop plans to integrate competency development with continuous professional development for pharmacists and pharmacy technicians.</li> <li>▪ Summarize key steps and take-aways to initiate or further develop a competency program for pharmacists and pharmacy technicians at your institution.</li> </ul>
<p><b>Clinical Skills</b></p>	<p>Eight sessions prepare clinicians to:</p> <ul style="list-style-type: none"> <li>▪ Recommend therapy that effectively implements the JNC 8 and ATP 4 guidelines in given cases.</li> <li>▪ Describe a process for determining the initial dosing regimen for an adult obese patient when limited dosing information is not available in the usual product information brochures.</li> <li>▪ Interpret and apply the new guidelines to the management of patients with stable ischemic heart disease in specific patient populations.</li> <li>▪ Formulate a care plan in response to case vignettes highlighting controversial areas of evidence within anticoagulation in geriatric patients.</li> <li>▪ Distinguish susceptibility methods utilized to detect vancomycin MICs.</li> <li>▪ Describe new trends in drug development.</li> </ul>
<p><b>Administration and Management</b></p>	<p>A series of Management Case Studies explore administrative decision-making skills through problem identification, evaluation, and recommendations for solutions. Topics are informatics, leadership / administration, medication safety, and clinical conundrums.</p>

## 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 ASHP SUMMER MEETING**

A stand alone 60-minute CE webinar can cost over \$100. But at the Summer Meeting, you can earn up to 30.25 hours of CE credit (a value of more than \$3,025) for as low as \$495 (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

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

Dear < *supervisor's name* >,

I would like to attend ASHP's Summer Meeting, June 9 -13, 2012, in Baltimore, Maryland. 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 hundreds 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 session descriptions 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 \$845 for ASHP nonmembers who register after May 2, but as a <*member*> I can register for <*\$495*> prior to that date, a savings of <*\$350*>

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

Here is the breakdown of meeting costs:

Airfare: <*\$xxxx*>

Transportation: <*\$xxxx*>

Hotel: <*\$xxxx*>

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

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 2012 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* >.