



Soft Network Users Group Healthcare Information Technology Summit® SNUG's 20th Annual Conference

May 21-25, 2012

Getting support from your supervisor to send you to the conference

How to justify attending the SNUG Healthcare IT Summit in today's economy

These are some suggestions for justifying why your manager or supervisor should send you to the 2012 SNUG Healthcare Information Technology Summit. See [Sample memo to your supervisor](#) for a sample memo you can send with your request.

We understand that SNUG membership and attendance at the annual conference, with its related expenses, represents a big investment to your facility and your department, not only in terms of the dollars spent but also in your time away from work.

**However, the return on this investment far outweighs the cost,
in terms of what you will gain personally and professionally
and in what you will bring back to your facility.**

Would your employer be willing to pay all *or at least part* of the expenses for you to attend SNUG's annual conference in Clearwater, Florida?

It couldn't hurt to ask!

Consider writing a memo to your supervisor that explains how you and your facility would benefit from your attendance at the conference. The following model is based on a memo that worked for its author. Feel free to modify it for use within your company.

You may wish to attach a copy of **Why Attend? What's in it for my facility ... and me?**, an outline that highlights how SNUG membership and attendance at the annual SNUG conference benefits not only employers but also healthcare IT and allied healthcare professionals, and how attendance at the annual conference enhances your facility's SNUG membership. You can download a PDF version of the outline from www.snuginonline.org.

Sample memo to your supervisor

TO: [your supervisor's name]

FROM: [your name]

RE: Staff Improvement / Professional Development Opportunity

I understand that the recession has forced < your company > to cut back on training costs and we are looking for ways to get the most for the money we spend in every area. There is a cost-effective professional education conference in May that will help < name of your department / facility > learn how to get the most from our SCC Soft Computer information systems and maximize our LIS.

To help provide < your company > with the most current professional methods and technological advances in healthcare information technology related to SCC Soft Computer information systems, I would like to attend the Soft Network Users Group's (SNUG) Healthcare Information Technology Summit, SNUG's 20th annual conference, in Clearwater, Florida, May 21-25, 2012.

The Summit will offer nearly 100 breakout sessions presented by SNUG members (SCC Soft Computer users) and SCC staff, with topics covering multiple technical tracks, including SoftLab, SoftMic, SoftPath, Blood Services, and SoftA/R.

There are also special interest group (SIG) sessions during which SIG members have the opportunity to vote on the priority of future product enhancements. Because I'm a member of the < insert the names of the SIGs you belong to or plan on joining > SIG, I will be able to vote on product enhancements that will help streamline our processes.

A hands-on lab runs each day of the conference, providing the opportunity for me to meet with members of SCC's programming and product development teams to discuss our specific product and environment questions.

The conference also includes poster sessions presented by SNUG members and SCC staff, giving me an opportunity to meet with my peers from other SCC client locations and discuss methodologies they use to enhance their usage of SCC's software applications and discuss best practices.

A vendor expo will feature the most practical SCC add-ons and third-party programs and will present an opportunity for me to discuss these products with their developers and explore new ways to boost < your department's > efficiency.

There are five conference rooms where technical sessions, round-table discussions, panel/focus group presentations, seminars, and workshops run throughout the day, of which the following are of particular relevance to < name of your department and/or facility >:

- < List the titles of sessions that will provide the greatest benefit to your department and/or facility. Refer to the list of sessions in the conference Preliminary Program, which will be mailed in January. A complete and updated list of sessions will also be posted on the SNUG website @ www.snuginconline.org >

Although I will try to attend these particular sessions, some of the most popular may be closed because of limited seating. In that case, I will choose alternates. (NOTE: Many of the most popular sessions are repeated during the conference to give everyone who wants to attend these sessions the opportunity to do so.) Even if I cannot attend some of the sessions, our company can benefit from the conference. The conference session presentations and handouts are posted online and are provided free to all conference registrants.

Costs:

- < List transportation costs, registration fee, cost of meals (breakfast, lunch, and snacks are all included at no extra charge), and the price per night of the hotel room. SNUG has negotiated a very special conference room rate of \$179 per night for single or double occupancy ... that's the same price the Sheraton charged SNUG attendees in 2011! >

Summary of benefits for < your facility/department >:

The sessions will provide me with more knowledge of < list specific topics, (e.g., building a profitable outreach program, expediting cytology data entry, running single sheet collated reports on the Print Scheduler, motivating and retaining productive employees, getting the most from SCC's and SNUG's websites, writing SoftBank validation plans, preparing for ISBT, using Snagit and Word to produce effective screenshots, documentation, and job aids, etc.) >.

This knowledge will enable me to handle < list a particular project or issue > with more professionalism and confidence, which will reflect favorably on < your facility/department >. I will be able to pass on much of this information to my coworkers; and my notes and copy of the presentation and handouts will be available for reference.

I hope that you will give serious consideration to making this investment, not only in my professional development, but also in enhancing < name of your department / facility >'s usage of SCC's clinical information systems and < insert something else you expect to gain, (e.g., establishing a community of practice for our department/facility) > as well.

With the current economic conditions, everyone at < name of your department / facility > is being asked to do more and control costs wherever possible. This conference is a small investment in empowering me and others involved in < list what your department does > to do even more.

Sincerely,

< Your Name >

< Your Title >