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# Soft Network Users Group Healthcare Information Technology Summit SNUG's 20<sup>th</sup> Annual Conference

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May 21-25, 2012

## Why Attend? What's in it for my facility ... and me?

The annual SNUG conference is simply good value, offering professional training and career development at a reasonable price. *A single idea taken home from the conference could save your facility many times the cost of your attendance.*

**With such an immediate return on investment,  
your facility can't afford to pass up this educational opportunity!**

Each year, the SNUG conference attracts more and more healthcare IT and allied healthcare professionals who have a common goal of learning what's new with SCC's powerful software solutions and finding ways to get the most from their SCC systems.

The SNUG conference offers unique educational and networking opportunities. You'll learn new tools and techniques, share ideas, network with peers, and preview the latest software and services from many vendors, including SCC Soft Computer – the host of the event.

We incorporate fun activities designed to help break the ice so you can renew old friendships and feel comfortable meeting colleagues from other client facilities. And, we foster an environment where you can share ideas that will help you take full advantage of SCC products and keep up with the industry's best practices.

Your facility's investment in your professional development includes a healthy breakfast and sumptuous lunch each day, as well as fun treats and healthy snacks during the afternoon breaks to help keep your energy level high!

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## Increase Profits 🌐 Decrease Costs 🌐 Streamline Processes

The Soft Network Users Group (SNUG) was established to promote the free exchange of ideas and suggestions, relating to the applications of SCC Soft Computer (SCC) laboratory software packages. As a vehicle of communication between the users and SCC, SNUG offers assistance to the large international client base with benefits including:

- The opportunity to vote on submitted enhancement suggestions to SCC for future versions through special interest groups (SIGs).
- As an active SIG member you have direct input into the decisions affecting customizations and their prioritization.
- Access to the SNUG member listserv where questions and information can be easily posted for a quick response from a variety of seasoned users.
- The opportunity to serve on the executive committee and help in the planning of the annual conference, SNUG's Healthcare Information Technology Summit.
- ***Discounted registration fee for the annual conference held in sunny Florida!***



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## **SNUG 2012: *Reflections from the Silver Screen*** ***SNUG Celebrates Two Decades of Continuing Education***

### **Why Attend? What's in it for my facility ... and me?**

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Your organization has already taken that important first step by becoming a member of the Soft Network Users Group. As member of SNUG, you and your facility benefit from the support of a dedicated group of users who share a common goal.

When you attend the SNUG Healthcare Information Technology Summit, your SNUG membership experience is enhanced. The majority of the conference is focused on intensive, timely education and networking opportunities. Your facility's investment in this conference will empower you with knowledge that will benefit you and your site for many years to come.

In addition to informative breakout sessions, you'll receive so much more. Here's a glimpse of what you can expect from your SNUG attendance at this gathering of allied healthcare and healthcare IT professionals.

#### ***Technical Sessions***

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Technical sessions make up the core of the SNUG Healthcare Information Technology Summit.

Several tracks are offered for those SNUG attendees who want to focus their attention and learning experience on a specific area or areas. Topic tracks typically include: ***SoftLab***, ***SoftMic***, ***SoftPath***, ***Blood Services***, ***LIS***, and ***SoftA/R***, with sessions presented by both SNUG members and SCC's staff of subject matter experts (SMEs).

There are technical sessions on new product features, upgrades, tools and technology, and ways to get the most from your SCC products and documentation. Sessions range from hands-on training to roundtable discussions to evening networking events.

Each year before the conference, we take the time to create a schedule that will benefit as many attendees as possible. Although the conference (*not including the pre- and post-conference training*) runs four and a half days, we understand that some members can only make it here for a day or two. To help attendees get the most from their time at the annual conference, we try to keep sessions for the various tracks grouped together so attendees who opt for the one- or two-day registrations can get the most bang from their facility's buck.

The technical sessions are presented by SNUG members and SCC staff, and we encourage SNUG members to present sessions. Perhaps you can share a lesson learned, best practice, or a tip or trick that has helped increase your department's productivity!

#### ***Poster Sessions***

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Maximize your time at SNUG and check out the poster sessions presented by your colleagues and SCC staff members. This showcase will give you the opportunity to engage in discussions with the researchers as they accompany their posters.

Do you have something you want to share or a topic you want to discuss, but don't have time to prepare a full-blown SNUG presentation? The SNUG poster sessions enable you to present in a one-on-one setting without having to present before a large group.



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#### ***Earn P.A.C.E.<sup>®</sup> CEUs***

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Get FREE CEUs, and keep up your P.A.C.E. (Professional Acknowledgement for Continuing Education) certification through selected annual conference sessions (and SCC training).

P.A.C.E. provides a means for recording credits that Clinical Laboratory Professionals earn by attending continuing education programs to maintain and enhance their competence. The American Society of Clinical Laboratory Science (ASCLS) is a continuing sponsor of P.A.C.E.

SCC is approved as a provider of continuing education programs in the clinical laboratory sciences by the ASCLS P.A.C.E. Program. Many of the presentations given at SNUG are approved to receive P.A.C.E. credit in the form of contact hours.

#### ***Hands-on Lab***

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The SCC Hands-on Lab is a perennial SNUG conference favorite. The Hands-on Lab is a separate room set up with workstations where SCC applications configured for a multitude of network and client environments are installed. Each day, specific products are showcased throughout the day, giving you many opportunities to visit the lab and not miss any SNUG technical sessions.

Members of SCC's programming and product development teams staff the Hands-on Lab, and they are available to answer your specific product or environment questions. The SCC Hands-on Lab gives you the opportunity to sit in the driver's seat and try out SCC applications yourself.

#### ***Special Interest Groups (SIGs) / Influence Product Development***

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SNUG members have the unparalleled opportunity to vote on the priority of future product enhancements. SCC actively works with the SNUG special interest groups (SIGs) toward this goal.

To target your needs, SNUG SIGs focus on a single module of the product (there is one SIG for each SCC product). Each SIG has its own eGroup listserv allowing for a 24/7 exchange. SIG listservs are exclusively for SNUG membership, and SNUG members may join multiple SIGs.

The SIG sessions are all scheduled for Wednesday during the conference so attendees don't have to choose between a SNUG session and a SIG. Each SIG session is presented by the SCC SIG moderator and the SNUG SIG moderator. During these SIG sessions, SIG members have an opportunity to review and vote on SCC software enhancement suggestions.

#### ***E-Communicate***

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SNUG membership gives you the ability to link up with and stay connected to other industry professionals throughout the year with eGroups (SIG listservs), e-mail blasts, and Web links.

Attending the SNUG conference enables you to meet fellow SNUG members from across the U.S.A. and Canada in person, thus enhancing your e-communications and bring more value to the experience.



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## **SNUG 2012: *Reflections from the Silver Screen*** ***SNUG Celebrates Two Decades of Continuing Education***

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### **Why Attend? What's in it for my facility ... and me?**

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#### ***Networking***

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A user network can be invaluable. Whether you have a question about new legislation, best practices, or industry standards, your SNUG connections just might make the difference.

With the annual SNUG conference, you have exceptional education and networking opportunities, combined with technical sessions, and product demonstrations. Indeed, the conference focus is on intensive, timely education and networking opportunities. Your facility's investment in this conference will empower you with knowledge that will benefit you and your site for many years!

#### ***Vendor Fair and Reception***

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The SNUG committee is dedicated to making sure attendees are exposed to a variety of tools that can help advance productivity. The SNUG vendor fair features the most practical SCC add-ons and third-party programs and presents an opportunity for you to discuss these products with their developers and explore new ways to boost your efficiency.

During the combined vendor reception / SCC product demo showcase, conference attendees have the opportunity to see how some of the vendors' products/services tie into and enhance the performance of select SCC products.

#### ***Optional Pre-Conference Workshops***

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To increase the value of your SNUG conference experience, you also have the opportunity to attend in-depth, hands-on pre-conference workshops at SCC's Clearwater headquarters or the SNUG conference site, the Sheraton Sand Key Resort on Clearwater Beach. These sessions are available for an extra fee and typically cover such topics as SoftSQL, SoftODBC, SoftReports, and LIS Administrator workshops.

#### ***Annual SNUG Business Meeting***

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Attend the annual SNUG business meeting for a SNUG business review and update, and election of new officers. Vote for the committee members that will represent you and influence SCC.

***Or, increase your involvement and become a committee member yourself!***

#### ***Commitment***

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You can participate in SNUG and SIG activities as much or as little as your schedule permits. In fact, your participation will increase the quality and efficiency of your experience at the SNUG conference and when you return to work and share what you've learned with your team.

#### ***An Unparalleled Value***

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You get all the benefits of membership AND the conference for less than the price of a nonmember fee to the conference alone. ***And, one good tip from the user group can repay your membership fee many times over!***



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## SNUG 2012: *Reflections from the Silver Screen* *SNUG Celebrates Two Decades of Continuing Education*

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## Annual SNUG Conference-at-a-Glance

The annual SNUG conference offers a unique blend of education, training, and relaxation that you can only find in the Sunshine State. We've found a way to combine business and pleasure to enhance your learning experience and help motivate you to learn even more!

Here are just a few highlights.

- ✓ Stay in the luxurious **Sheraton Sand Key Resort** on Clearwater Beach (**SNUG 2012**).
- ✓ Renew old friendships and make new ones at the **SNUG Welcome Reception**.
- ✓ Hear about SCC's "*State of the Union*" of at the opening General Session with presentations by SCC's CEO, Gilbert Hakim, and other executives.
- ✓ Enjoy a **keynote speaker** selected to help you learn something new that you can bring back and share with your colleagues and change the way you look at life and how you handle stress in your daily life. At **SNUG 2012**, we've scheduled a very special keynote speaker since this is SNUG's 20<sup>th</sup> anniversary celebration:

- Acclaimed photographer Steve Uzzell will explore the very nature of transition, visualized with his striking photographs. He will examine the subject from myriad perspectives— personal, daily, local, historical, architectural, global, and from the natural world. Attendees will come away from *The Nature of Transition* inspired, transformed and empowered, with a new appreciation for what Steve believes is this most exciting step in the creative process.

For those of you who were fortunate enough to hear Steve Uzzell's 2008 SNUG keynote speech, *Open Roads Open Minds, an Exploration of Creative Problem Solving*, you know that SNUG 2012 attendees are in for a real treat. Steve Uzzell is one of the top advertising and corporate photographers in the United States. He started in the photography business 39 years ago as the assistant to the editor of *National Geographic* and a member of their photographic staff. He now shoots for a roster of clients that includes airlines and automobile manufacturers; travel, shelter and fashion magazines; six of the United States, and three foreign countries.

Steve's work has garnered international acclaim and won numerous awards, including ten from Communication Arts. Along the way he has photographed two books, *Maryland*, and *The View From Sterling Bluff* and had editorial work published in over 100 publications.

- ✓ Attend one week of informative breakout sessions and workshops, presented by both SCC staff members and SNUG delegates.
  - You could even present a session yourself and share your knowledge with your colleagues while honing your presentation skills!
  - Or, you can present a poster session and discuss your topic with your colleagues one-on-one!
- ✓ Attend a **vendor expo/tradeshow** that will feature the most practical SCC add-ons and third-party programs.



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- ✓ Enjoy fun-filled activities in the evenings as you network with your fellow SNUG attendees:
  - the SNUG Welcome Reception
  - the 4<sup>th</sup> annual SNUG Karaoke Night in the Mainstay Tavern
  - the Vendor Reception/New Product Showcase
  - the ever-popular SNUG banquet, brought to you by SCC Soft Computer
  - an optional trip to the set of the heartwarming film, *A Dolphin's Tale*, which is based on the true story – that has inspired millions of people around the world – of Winter, a baby bottlenose dolphin that lost her tail and was fitted with a prosthetic tail ... the movie was filmed in and around Clearwater and at the Clearwater Aquarium (*extra fee for this activity*)
  
- ✓ The **SCC Hands-on Lab** showcases SCC products configured for a multitude of network and client environments.
  
- ✓ Continue your conference experience and share what you've learned with your co-workers when you return home, with presentations and handouts available online following the conference.
  
- ✓ Feast on hearty breakfasts, sumptuous lunches, and nutritious snacks, which are included in your registration fee.
  
- ✓ Actively participate in **SIGs** of interest to your site and influence future product development.
  
- ✓ Tour the **Vendor Fair** booths at the SNUG Expo and discover the latest in technological advancements.
  
- ✓ Enjoy the keynote speaker's presentation and bring back a new skill for working through stressful situations ...

*We've all heard it, and we've all said it—about our organizations, about our workplace, about the economy, about our lives: “We are in such a state of transition.” But what does it mean to be in transition? What was it like when we weren't in transition? When does it start? Does transition end? How do we know when we are finished? Should we fear it, avoid it, or look forward to it and embrace it? Keynote speaker, Steve Uzzell will explore the very nature of transition and will inspire you with his striking photographs.*

- ✓ Dine and dance the night away at the business casual **SNUG Appreciation Banquet** (courtesy of SCC) and mingle with your colleagues and SCC staff.
  
- ✓ Participate in the **SNUG, Inc. Annual Business Meeting** and vote for new SNUG officers.
  
- ✓ Consider running for office yourself on the **SNUG Executive Committee** and take an active role in the leadership of the **Soft Network Users Group**.



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*If you have any questions or need additional information please refer to the SNUG website at [www.snuginconline.org](http://www.snuginconline.org), or contact SNUG registrar, Angelika Wing, at (813) 600-7322 or [SNUG@wingmeetings.com](mailto:SNUG@wingmeetings.com) for more information (or Don Keller, [donk@softcomputer.com](mailto:donk@softcomputer.com)).*

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