



# EDUCATIONAL CONFERENCE



**October 4-6, 2022**

Hyatt Regency Bellevue  
Bellevue, Washington

This justification toolkit provides everything you need to “make the case” to your manager for attending the AHCAP Educational Conference. In this packet, you will find:

- A letter/email template
- A “Q&A” fact sheet
- Agenda-at-a-Glance

Feel free to tailor these materials for your unique needs and the needs of your organization. If you need any other information or would like additional support, don't hesitate to email AHCAP Headquarters staff at [ahcap@hqtrs.com](mailto:ahcap@hqtrs.com). We are here to help you and look forward to seeing you at this exciting educational event!

**Dear [Manager or CEO],**

I am writing to request permission to attend the Association for Healthcare Administrative Professionals (AHCAP) 2022 Educational Conference.

This is the only annual educational event dedicated specifically to healthcare administrative professionals. It will provide targeted continuing education developed specifically for healthcare executive assistants and delivered by healthcare experts. Session highlights include:

**The Power of Life-Work Balance**

Presented by Sabrina Cadini

Wellness has become synonymous with success, and we all wish to lead more balanced, happy, and productive lives. But busyness is still the norm in our modern society: we're working more but getting less done and we often find ourselves pulled in different directions without time for ourselves. We eventually conclude that "feeling exhausted" is normal. It may be common, but it's not normal.

Sabrina Cadini will guide the audience through the Harmony Compass, a 6-pillar framework that focuses on nutrition, movement, sleep, stress/anxiety/burnout management, self-care, social connections, and time optimization.

Attendees will be able to identify what is preventing them from achieving their goals, gain a deeper knowledge of themselves, and leave with actionable steps to create their own Life-Work Balance Toolbox - a customized set of habits and strategies to improve their well-being, be more present, increase productivity and deliver results in the workplace.

**Leadership Bingo**

Presented by Sandra Geroux

Whether titled or untitled, your success depends on your ability to objectively assess and evolve your leadership style, behaviors, and consistency to meet the demands of an ever-changing workforce. Join Sandy for this fast-paced, interactive, and FUN session, where you will play a round of her proprietary leadership assessment tool, Leadership Bingo™. You will receive 25+ ideas on a Bingo card you can take with you to remind yourself of what you should do every day.

After this program, attendees will:

- Understand the importance of consistency in their behavior toward their teams
- Recognize their leadership strengths and "blind spots" (identified by gaps on the Bingo card)
- Use tips and ideas gained during the program to connect with and inspire team members to engage

**Seizing the Power of Now**

Presented by Ingrid Ricks

In this transformational workshop, NYT-Bestselling Memoir Author and Storytelling Coach Ingrid Ricks draws on her personal journey and the life-changing lessons she learned to help you tap into the power of Now and unleash the life you want and deserve. Ricks, who discovered she was going blind from a rare eye disease at age thirty-seven, shares how her shock diagnosis — combined with an eye-opening trip to South Africa to write about the plight of AIDS orphans — slammed home the reality that all we have for certain is now, and that she had to make it count. This pivotal realization led her and her husband to completely revamp their lives — including leaving their rural community to live in a city neighborhood they love, redefining their relationship, and quitting their jobs to pursue their passions and dreams.

## **Building Strong Communities as Healthcare Administrative Professionals**

Presented by Catherine White

Healthcare administrative professionals have a very important role as they tirelessly work behind the scenes to ensure their organization is running smoothly. But their influence, often gone unrecognized, doesn't end with managing policies, processes, and patients. The impact they make in their organization ripples out into their communities, and they can make the world a better place through their individual leadership.

In "Building Strong Communities", your members will learn how to use our signature system - P.O.W.E.R.R.® - to:

- Gain a greater appreciation for the work they do.
- Make a stronger impact in their organizations.
- Build a positive influence within their communities.

## **Fostering Teamwork and Effective Communication Using Personality Lingo**

Presented by Sandra Geroux

Imagine a world where people understand your way of doing things. Better yet, you understand why they do things so differently from you (and each other) so you know exactly how to communicate with them to build relationships, foster teamwork and get things done. In this program, Sandy will guide us through four personality styles (identified by colors and identifying descriptors) and help us understand the "lingo" that is natural to each style.

Through stories, examples and tips, she'll illustrate how we can bring out the best in each other instead of driving each other crazy! You'll identify your own true personality style and that of your leaders, colleagues and clients, allowing you to enhance your communications and reduce stress – not only at work, but at home and in your communities, as well!

After this program, attendees will:

- Recognize their dominant personality styles and understand the core values that drive them.
- Utilize new behaviors and approaches to others based on a higher understanding of what drives them.
- Break down barriers to effective communication in and out of the workplace.
- Build a work culture that honors differences, rather than struggling against them.

## **Closing Session**

Presented by Jennifer Watson

With feedback from AHCAP members, Jennifer will create a session that will leave us geared up and ready to head back home.

The AHCAP conference is an excellent value compared to many other administrative professionals conferences. I've included a [fact sheet, conference agenda, estimated expenses] for your review. Please take a look at it and let me know what questions you may have.

I hope you'll see the many benefits I can gain – and can use to the benefit of our whole team – by attending AHCAP's Educational Conference. Thank you for your consideration.

Sincerely,  
[Signature]

## CONFERENCE “Q & A” FACT SHEET

### WHAT IS THE ASSOCIATION FOR HEALTHCARE ADMINISTRATIVE PROFESSIONALS (AHCAP)?

AHCAP is the premier organization for healthcare administrative professionals ... dedicated to advancing the professional development, leadership, value and excellence of healthcare administrative professionals through education, recognition, communication and advocacy. One of the primary benefits of membership is AHCAP's Educational Conference — the only event of its kind.

### WHAT IS THE STRATEGIC VALUE OF ATTENDING AHCAP'S CONFERENCE?

The AHCAP Educational Conference is my first choice for education because it is the ONLY national professional development event that provides not only education in administrative topics but also focuses specifically on the healthcare environment and the many unique challenges and considerations we face.

### WHAT WILL I EXPERIENCE AT THE EDUCATIONAL CONFERENCE?

This conference provides targeted support in three critical areas:

- **EXCEPTIONAL EDUCATION** — focused on balanced professional growth. Topics cover key areas of competency for executive administrative professionals including organization and productivity, communication and interpersonal skills, board management and organizational support, new technology and software skills, time management and personal growth and development.
- **INCREDIBLE NETWORKING** — with the contacts that will support my career for years to come. I can connect with peers facing the same challenges and concerns and learn from other healthcare executive assistants how to improve office operations and provide the best possible support to my executive and my team.
- **INDUSTRY-SPECIFIC KNOWLEDGE** — targeted specifically to the healthcare environment. Most sessions are delivered by knowledgeable and experienced healthcare executives and focus on the unique content we need and challenges we face in healthcare.

### DOES AHCAP'S EDUCATIONAL CONFERENCE MAKE THE MOST OF YOUR BUDGET?

AHCAP's Educational Conference is an excellent value. With a reasonable registration fee, special room rate just for AHCAP attendees and four meals included in the conference registration fee, it provides a cost-effective source for continuing education.

## AGENDA-AT-A-GLANCE

<b>Date</b>	<b>Time</b>	<b>Function</b>
<b>Monday, October 3<sup>rd</sup></b>	1:00 pm – 7:00 pm	State Hospital Association Executive Assistant Meeting and Dinner <i>(by invitation only)</i>
<b>Tuesday, October 4<sup>th</sup></b>	8:00 am – 10:30 am	Pre-Conference Workshop on Microsoft Teams
	11:00 am – 12:30 pm	Kick Off Lunch – Business Meeting, Recognitions, Awards
	12:45 pm – 1:45 pm	Network & Connect
	2:00 pm – 3:00 pm	<b>Session – TBD</b>
	3:15 pm – 4:15 pm	<b>Session – The Power of You with Life-Work Balance</b> <i>Presented by Sabrina Cadini</i>
	5:30 pm – 6:30 pm	New Member Reception <i>(by invitation only)</i>
	6:30 pm – 9:00 pm	Member Appreciation Dinner
<b>Wednesday, October 5<sup>th</sup></b>	7:45 am – 8:45 am	Breakfast
	8:45 am – 10:15 am	<b>Session - Leadership Bingo</b> <i>Presented by Sandy Geroux</i>
	10:30 am – 11:30 am	<b>Session - Seizing the Power of Now</b> <i>Presented by Ingrid Ricks</i>
	11:45 am – 1:00 pm	Lunch
	1:00 pm – 2:30 pm	<b>Session – Building Strong Communities as Healthcare Administrative Professionals</b> <i>Presented by Catherine White</i>
	3:00 pm – 5:00 pm	City Scavenger Hunt
		<i>No Planned Event – Off Evening</i>
<b>Thursday, October 6<sup>th</sup></b>	7:45 am – 8:45 am	Breakfast
	8:45 am – 10:15 am	<b>Session - Fostering Teamwork and Effective Communication Using Personality Lingo</b> <i>Presented by Sandy Geroux</i>
	10:15 am – 11:45 am	<b>Closing Session – TBD</b> <i>Presented by Jennifer Watson</i>
	11:45 am – 12:00 pm	Wrap Up

## CALCULATE OVERALL CONFERENCE VALUE

A proposal for allocation of resources in your organization must include the two elementary components of decision-making: expenses (the “investment”) and return on investment (ROI). This tool provides simple steps for calculating the investment and identifying your return.

### UNDERSTANDING YOUR CONFERENCE EXPENSES

Conference expenses are affected by a number of factors. Before you can even begin to justify conference expenses, you need to calculate what those expenses are. To do so, use the following Expenses Worksheet to develop a cost estimate for attending conference. We have included some of the information for you to get you started.

### EXPENSES WORKSHEET

<b>Conference Registration</b>		\$ 595
<b>Flight</b>		\$
<b>Lodging</b>	\$227.66 per night (includes tax) x ____ nights =	\$
<b>Mileage Reimbursement Driving to conference? Or to the airport for your flight?</b>		\$
Use Google Maps to calculate distances, then multiply miles by 58.5 cents/mile (IRS standard for 2022)		
<b>Parking Reimbursement</b>	\$32 (self parking overnight) x ____ nights =	\$
<b>Food Per Diem</b>		\$
Four meals are included in the price of the conference, so total per diem less 4 meals		
Multiply by number of employees attending		_____
<b>TOTAL</b>		\$