



Over 1,000 of your colleagues will attend the May 5-9, 2017 ASOA Congress in Los Angeles

You should be there too!

Take the initiative and show your practice why, and how, your attendance at the 2017 ASOA Congress will strengthen your management skills and benefit your practice.

ASOA's Justification Toolkit can help you have this conversation with your supervisor and/or physicians. Use any, or all, of the following toolkit items:

1. Visit the [2017 Annual Meeting](#) website for information on registration, housing, general schedule, special events, and travel.
2. **Make the Case to Attend** using these general tips and facts.
3. Use the **"Benefits Worksheet"** to demonstrate the tangible benefits you will bring back from the Congress.
4. Tailor **ASOA's justification letter template** to highlight how the conference will benefit you and the practice, and to itemize the estimated cost of attendance.



Make the Case to Attend!

General Tips

- ✓ Focus on what you will specifically bring back to the organization. Where else can you find so many colleagues facing the same issues as you and your practice in one location?
- ✓ Identify what sessions have particular relevance to the tools, technologies and processes required in performing your job and managing the practice.
- ✓ Identify vendors whose products/services you use, or are considering using, who will be in the exhibit hall. This is your opportunity to talk with them one-on-one.
- ✓ Be ready with a plan that shows who will assume your responsibilities while you are attending the Congress.

Increase Your Knowledge and Enhance Your Skills

Comprehensive educational programming and networking opportunities for those who manage the business of an ophthalmic practice. Over 150+ courses are offered and are organized along the following topic tracks:

- | | |
|-----------------------------------|--|
| ✓ Advanced Administrator | ✓ Leadership & Strategic Management |
| ✓ Ambulatory Surgery Center (ASC) | ✓ Marketing & Business Development |
| ✓ Business Management | ✓ Risk Management & Compliance |
| ✓ Coding and Billing | ✓ Specialty Services (Optical, Retina, Cosmetics, Hearing, Nutritional Supplements, Allergy, etc.) |
| ✓ EHR & Information Technology | |
| ✓ Human Resources | |

Friday Workshops provide specialized training and leadership conditioning.

Roundtable discussions, moderated by subject matter experts, provide a forum for an informal exchange of information.

“Consultants on Call” allows for complimentary consultations with industry consultants.

Earn Credits

Attendees can earn up to 18 hours of educational credits during the conference and up to 8 additional hours if attending Friday workshops. Credits offered include COE, AAPC, and CBRN.

Share Information

Take notes, download the handouts and bring back knowledge to share. Communicate major takeaways, tips and action items from the sessions you attend. Sending even one representative from your practice benefits the entire team.



Benefits Worksheet

When you propose attending the ASOA Congress, focus **specifically** on what you will bring back to the practice to demonstrate return on investment and the tangible benefits of your attendance. Use this “benefits worksheet” to help state your case.

Networking Benefits

The ASOA Congress will allow me to meet and interact with professionals in similar roles around the country. I can learn what challenges my peers are experiencing and planning for, and how they are accomplishing their goals. Roundtable sessions provide access to subject matter experts on over 20 topics. I can take advantage of one-on-one time with industry experts through the “Consultants on Call” program. I can meet and compare notes with my peers in the Networking Lounge and the 150+ courses offered.

Knowledge Benefits

Session Content: Which topic tracks or specific sessions have particular relevance to your practice’s current priorities and goals? What sessions are offered that will provide insight into a particular challenge your practice is facing right now, or expects to face in the next 12 months? Identify specifically what you can use, and how.

Training and Skills Development: Which of the sessions or Friday workshops are most relevant to your professional development goals or your organization’s expectations of you? What new knowledge and skills will you bring back?

Strategic Benefits

“The business management of ophthalmology practices is changing rapidly - the practice needs to anticipate, understand, and prepare for these changes. Attending the ASOA Congress will enable us to gain knowledge and tools to adapt to the changes.”

Exhibit Hall Benefits

List the exhibitors that will be there and the product or service they offer that could help meet the needs of the practice. “Leading vendors of ophthalmic practice products and services will be present. This is our chance to collect information and evaluate multiple vendors for **[state your vendor or product need]** all at once, helping us make an informed decision more quickly.”



Dear **<Supervisor or physician>**:

The ASOA Congress on Ophthalmic Practice Management is the premier conference focusing on the business of ophthalmology and is being held May 5-9, 2017 in Los Angeles. This event provides exceptional education, networking and professional development opportunities. I would like to attend the Congress and am seeking approval for the registration fee, the cost of travel, and expenses during the conference. The detailed cost breakdown is listed below.

Attendance would allow me to gain valuable skills and tools to improve efficiency and positively impact our practice and bottom line. The registration fee includes access to all of the speaker handouts, which I can share with the staff after the event. The ASOA Congress offers over 150+ educational sessions presented by experienced administrators and leading consultants and subject experts and will provide me with solutions, tools, and processes our practice can implement immediately. The following are some of the sessions I will plan on attending:

<List the top sessions you plan to attend>

The ASOA Congress also offers workshops which provide specialized training and leadership conditioning. I would like to attend the workshop(s) entitled **<Fill In>** to provide me with additional skills enhancement.

Here is the estimated breakdown of conference costs:

<Insert your travel cost numbers in here>

Airfare	\$
Transportation (airport to hotel and back)	\$
Hotel	\$
Meals	\$
Conference Fee	\$
Optional Workshop Fee(s)	\$
Total conference cost	\$

The opportunity for me to learn from other administrators and industry experts makes my attendance at the ASOA Congress a wise investment - one which will yield rich dividends for our practice.

Sincerely,

<Insert name here>