



HEALTHCARE ADVOCATE SUMMIT 2020

ADVOCATE JUSTIFICATION TOOLKIT

April 6-7, 2020 | Mandalay Bay | Las Vegas, Nevada

www.advocatesummit.com

Bringing Together:

15+
Sessions

300+
Advocates

100+
Industry

2
Days

- ✓ Advocates
- ✓ Healthcare Leadership
- ✓ Field Reimbursement
- ✓ Foundations
- ✓ Specialty Pharmacy
- ✓ Technology Solutions
- ✓ Pharmaceutical Industry
- ✓ Healthcare Facilities



Dear Advocate,

We are excited to announce the first annual **Healthcare Advocate Summit**, April 6-7, 2020 at the Mandalay Bay Resort and Casino in Las Vegas. The Healthcare Advocate Summit aims to be the premier event for patient access, navigation, and reimbursement within the healthcare industry. We are bringing together advocates and key industry leaders from across the country to provide resources and education for advocates to enhance their role for patients and your organization.

We project over **300 Advocates** and Healthcare Leaders along with over a **100 Industry** professionals, all taking part in **15 Sessions** with topics on how to reduce barriers to therapies, leverage technology, and other solutions to improve access to care throughout this **2 Day** summit.

The Healthcare Advocate Summit is a unique opportunity to network with other advocates that share the same passion for assisting patients. I'd like to personally invite you to be part of this spectacular event. I also want to invite you to bring your families and make this a mini vacation! You can stay at the Resort, 3 days before and or 3 days after the summit, at our negotiated discounted rates.

Included is our **Advocate Justification Toolkit**, which will help you communicate to your employer the VALUE of attending.

On behalf of the entire Healthcare Advocate Summit Team, thank you for being the patient voice, and working on their behalf to improve access to life-changing care. Please don't hesitate to contact me for any further questions or details.

Sincerely,

Melissa Paige
Founder and CEO



“ Each case can sometimes be a battle, but to do what is right for patients who are so vulnerable, you know you and your team make a difference ”

- Nurse

ADVOCATE JUSTIFICATION TOOLKIT

JUSTIFICATION

Do you need justification or approval through your employer for attending the Healthcare Advocate Summit?

To do this, you will need to demonstrate how your attendance benefits your team, your managers, and your company or organization by communicating the VALUE of attending the Healthcare Advocate Summit

TOOLKIT

The Advocate Justification Toolkit provides three key steps for communicating support from your employer by:

1. Why you should attend and outlining the benefits of attending
2. Cost analysis for travel to the conference
3. Justification Memo Template requesting to attend the conference to your employer

VALUE

By providing the VALUE of attending Healthcare Advocate Summit, you can justify the time away from work and the funding for your trip by your employer:

1. Learning and education for access and reimbursement
2. Improve cost savings to patients
3. Learning how to increase revenue cycle for your organization
4. Meet other advocates that will share their success stories

DOWNLOAD

- <https://www.healthcareadvocatesummit.com/advocates>



OUTLINE THE BENEFITS

Use this form to plan your Healthcare Advocate Summit strategy and target the top benefits to present to your supervisor.

Begin by listing specific needs of your pharmacy/workplace in the left column (some examples have been given); in the right column, list the relevant programming and activities that will meet those needs.

Your Pharmacy or Organization needs:	How the Advocate Summit will meet your needs:
Teambuilding (if attending with other staff members): How will attendance enhance your collaboration ?	Increased Collaboration Improve Communication Encourage Creativity Improve Productivity
Media networking with peers: What is the value of making contacts to share knowledge and experience?	Gain a different perspective Build confidence Get fresh ideas Get career advice and support
Visit various exhibit booths. Which companies provide the most value for your time?	Meet Experts & Influencers, Face to Face Encounter New Vendors and Suppliers The Energy of Like-Minded Individuals New Tips & Tactics
Advancing our company and the pharmacy profession: What can I do to promote our workplace or specialty, or to develop professional leadership?	Increase employee engagement Implement an effective leadership style Make better decisions Reenergize current staff

WHY SHOULD YOU ATTEND

Top 10 Reasons to attend the Healthcare Advocate Summit 2020.

TRENDING

The healthcare landscape is ever changing and the role of an Advocate is becoming more important for patients and organizations. I can learn the value of learning what is trending with access and reimbursement.

ENHANCE SKILLS

My attendance is an opportunity for me to help advance my role and enhance my skills for patients, which in turn will advance our organization and increase revenue.

RESOURCES

Healthcare Advocate Summit is the best place to find out what resources are available to help patients navigate access and reimbursement.

COLLABORATE

Strategize and collaborate with other Advocates and meet keynote speakers trending within access and reimbursement that have helped other organizations increase patient care.

KNOWLEDGE

I will bring knowledge back to my organization from what was shared at Healthcare Advocate Summit.

NETWORKING

I can share our company and workplace mission as well as establish professional relationships that will bring value to our workplace through connections and networking at Healthcare Advocate Summit.

LATEST PRODUCTS

I can get a firsthand view of the latest products and services on exhibit at the summit, so our organization can stay ahead of the curve and share with key stakeholders when I return.

STREAMLINING

I can learn how to bridge the gap between 501c3, FRM's, SP and the benefits of streamlining communications to do so.

EXPERTISE

I serve our company/workplace with expertise in a particular subject area or skill, and Healthcare Advocate Summit is the best way to quickly advance that knowledge base.

PROCESS IMPROVEMENT

I can also learn workflow and process improvement to enhance navigation and reimbursement that may enhance our organization.

COST ANALYSIS

Our foremost goal was to make this Summit **Affordable for Advocates** to attend.

CONFERENCE REGISTRATION

Do you qualify for any registration discounts, such as the early bird? Check the Healthcare Advocate Summit website to ensure you're taking advantage of the best rates available. You will find that these prices reflect a very cost-effective "bang for your buck."

FLIGHT

The Las Vegas, McCarran International Airport code is LAS and has many daily flights from all across the United States. *This will vary, depending on your location, please check airline booking website for price.

LODGING/HOTEL

We have secured a limited number of discounted hotel rooms at the Mandalay Bay. \$99 or \$129 per night for King or Double Queen. There is an additional \$37.00 resort fee per night, and 13.38% tax.

Please book through our Passkey link to receive the discount.

- <https://book.passkey.com/event/49934824/owner/28466/home>

TRANSPORTATION/PARKING

The easiest way to get around Las Vegas is via, Lyft, Uber, a local Taxi service, which will cost about \$10.00 per trip. Parking at your local airport varies. If you drive or have a rental car, parking at the event is complementary.

ENTERTAINMENT/FOOD

We are providing Breakfast, Snacks, and Lunch on both days of the Summit, to include accommodations for food allergies or dietary requirements (i.e. gluten free). You would only be responsible for dinners and any additional entertainment you desire.

REGISTRATION

\$149.00

FLIGHT*

\$300.00

LODGING

\$308.00

TRANSPORTATION

\$20.00

ENTERTAINMENT/FOOD

\$150.00

\$987.00

ADVOCATE TESTIMONIAL



“I attended a conference 18 months ago. I met like-minded individuals searching for process improvement and work flow to their organizations as well as mine. What I learned I brought back to my organization. We made key changes and provided an enhanced format of communication with clinicians, management and patients. By going to the conference our organization generated close to \$1.5 million in 12 months. The ROI (return of investment) of attending the conference was a cost savings to our organization. ”

*- Natasha Gomes
Former Team Lead
Dupage Medical Group*

See more of Natasha's work at ACCC
FINANCIAL TOXICITY
Navigation Process Improvement:
Improving patient flow by optimizing EHRs

TICKET PRICING

ADVOCATE – HEALTHCARE LEADERSHIP

\$149.00

The Summit aims to bring together Advocates from across the country, and provide insights and lessons learned on pathways that provide solutions for the most difficult barriers. The Summit's affordable cost to Advocates and Healthcare Leadership promotes a high turnout.

FIELD REIMBURSEMENT – FOUNDATIONS

\$799.00

The Summit will bring the Foundations and Field Reimbursement Teams to the Advocates to build strong relationships. This will allow you the opportunity to help other Advocates understand your role, resources, tools, and pathways to help get their patients access to life-changing medication and treatment.

SPECIALTY PHARMACY – PHARMACEUTICAL – INDUSTRY – TECHNOLOGY SOLUTIONS

\$1,499.00

The Summit will offer the opportunity for Advocates in finding the right partnerships and technology solutions to greatly enhance an Advocates productivity and effectiveness. This will allow you to gain key insights on current processes, pathways, best practices, challenges and opportunities for improvements in the patient journey for medication access.

PREMIUM BOOTH (20x20 | 20x10)

Sponsor Level

When you partner with us, you have an opportunity to create a space to interact with Advocates and Healthcare Leadership. You receive first choice of booth location that ensures the most opportunity to engage with the attendees.

STANDARD BOOTH (10x10)

\$2,999.00

Adding a booth, allows you to showcase your products and services to potential customers and influential healthcare systems Advocates from across the country.

JUSTIFICATION MEMO

Customize this Sample Letter to your Supervisor to formally request support to attend the Healthcare Advocate Summit 2020.

[DATE]

Dear [SUPERVISOR'S NAME],

I am writing this letter to request your consideration to provide support for my attendance at the Healthcare Advocate Summit.

April 6-7, 2020, in Las Vegas, Nevada.

Participating in Healthcare Advocate Summit will allow me to expand my knowledge and give me new tools and resources to enhance my performance at [WORKPLACE]. This opportunity will also allow me to experience the latest patient resources and tools that will benefit our patients and profession.

I would be pleased to share my experience with my colleagues upon my return.

The support of my attendance would include registration fees, travel expenses, and food & lodging expenses while at the Healthcare Summit. I have attached a Cost/Benefit Analysis sheet that features a calculated breakdown of anticipated expenses. The cost of my registration is estimated to be \$[MAXIMUM COST OF YOUR REGISTRATION CATEGORY]; however, I can save \$[DOLLAR AMOUNT SAVED] if I register prior to the early bird deadline of [DATE].

I strongly believe this is a solid investment for [WORKPLACE] and our patients, that offers valuable networking, education and training opportunities.

Thank you for your consideration of this request.

Sincerely,

[NAME/SIGNATURE]



HEALTHCARE
ADVOCATE
SUMMIT 2020

THANK YOU!

for your time and hope to see
you in April, where we all can
collaborate and transform
patient access.

www.advocatesummit.com