



AMERICA'S ESSENTIAL HOSPITALS

Education Committee Guidance
VITAL2015 Proposal Scoring

November 18, 2014



KEY DATES

- Friday, December 5 @ 5 pm EST – Scores due from committee.
- Wednesday, December 10 – Score summary sent to committee.
- Friday, December 12, 2-4 pm EST – Selection Call.



PROPOSAL SUMMARY

- 79 proposals received.
- One proposal was eliminated because it came from a non-member and had no member co-presenters.
- Each committee member has been assigned either 28 or 29 proposals to score.
- We estimate it will take you 4-5 hours to score all your assigned proposals.



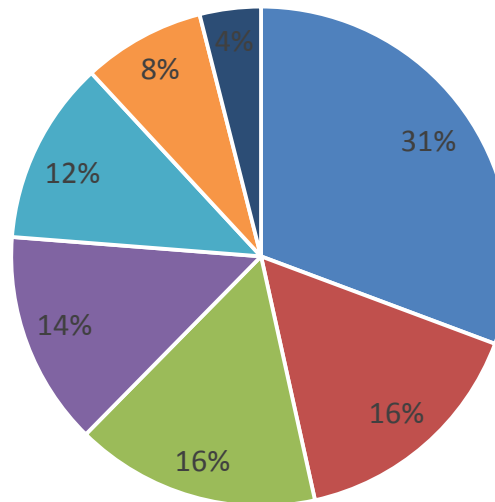
FRAME OF REFERENCE – SCORING GOAL

- Build a conference program that addresses key topics for member hospitals and health systems.
- Program should be attractive to many hospitals and multiple staff within each hospital.
- Perfect conference = attendees are telling their peers that they really missed out by not attending.



FRAME OF REFERENCE - ATTENDEES

Conference Attendees



- C-Suite Leaders
- Government Affairs
- Business Operations
- Quality/Safety/Risk Leadership
- Medical Directors
- Hospital Administration
- Nursing Staff

SCORING - MECHANICS

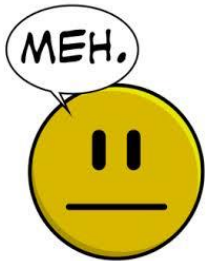
- Four committee members will score each proposal
- Each proposal scored on four criteria
- Each criterion scored on a 10-point scale
- Total maximum score for each proposal = 40 points



SCORING



10 = Completely nailed the criterion



5 = Neither good nor bad performance on the criterion



1 = Totally missed the criterion

SCORING - TIPS

- You do not need to spread your proposal scores across the 40 points.
- If you feel like they are all duds, score them all low.
- If you have many outstanding proposals, score them all high.
- Do not “hold back” on scoring early proposals lower in order to save room for the potential of better proposals that may come later.
- Don't be afraid to be a hard grader.



SCORING – CRITERIA

1. Relevance of the proposal to the current health care environment.
2. Focus on essential hospital services and/or vulnerable populations.
3. Ability to replicate or sustain in other hospitals.
4. Clarity and quality of the proposal.



SCORING – FIFTH CRITERION

- There is a fifth published criterion – contribution to the overall conference program
- This criterion is not scored on the 10-point scale
- It will be used during our selection call as a mechanism to shape the overall conference program



MAKE NOTES

- There is a place in the online system for you to comment on each proposal. Use this space to make liberal notes that you can refer back to during the selection call.
- You definitely will not remember all the details of each proposal or what you were thinking at the time of scoring.
- Your notes will not be available to other committee members during the scoring process.
- Your notes will be shared with staff and other committee members after scoring is complete and prior to the selection call.



ACCEPT/DECLINE

- For each proposal, you will be asked to provide a recommendation in addition to the numerical scores:
 - » Accept
 - » Accept with revisions
 - » Decline
- If you suggest “Accept with revisions,” please document in the comments section what revisions would make the session better.
- Your individual response will not be determinative for the proposal. It acts as an overall rating and provides guidance for the selection call.



GENERAL TIPS

- Strike a balance between being objective and your personal experience. You are an active member of the association and should be a good bellwether for other participants.
- Consider if you would attend a session.
- Consider if a colleague of yours would attend a session.



GENERAL TIPS

- Consider reading through all the proposals quickly before you start scoring. This will give you a sense of what the collection of proposals looks like and keeps you from starting an artificially high or low score that becomes your benchmark for the subsequent proposals.
- When you are ready to score, read each proposal carefully, score each criterion and make ample notes.
- Note if you begin to score proposals more quickly due to fatigue. If so, take a break and start again later.



COMMON PITFALLS

- Multitasking while reading and scoring the proposals.
- Waiting until the last minute to score the proposals. Set interim deadlines for yourself such as scoring 3-5 proposals a day.
- Judging the proposal based on your quick reaction or examples that come to mind immediately. Take your time with each proposal.
- Being tired, hungry, or in a strong mood (positive and negative) can impact your scores.



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