



## ABOUT VITAL2015 AND THE CALL FOR PROPOSALS

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America's Essential Hospitals' annual conference, VITAL2015, will be held June 24 – 26, 2015, at The Westin Gaslamp Quarter in San Diego. VITAL2015 will focus on our member hospitals and others who serve vulnerable populations. Participants will learn from experts and peers, gain insight on solutions and practices to ensure success in all aspects of their organization, and enjoy social and networking events. Participants will leave the conference invigorated, inspired, and equipped with practical tools to use in their hospitals and communities.

VITAL2015 will feature invited and proposal sessions. Invited sessions will be developed by America's Essential Hospitals staff. Proposal sessions will be developed from the pool of proposals submitted by members and will be reviewed and selected by association staff and volunteers on the education committee.

## IMPORTANT DATES

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**Friday, Nov. 14, 5 pm ET:** All proposals must be received by this date and time.

**November-December:** All proposals will be reviewed by staff and volunteers on the education committee.

**Jan. 6, 2015:** Applicants will be notified if their submission has been accepted or declined.

## RULES AND RESTRICTIONS

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Any staff person at a current member hospital may submit a proposal. Consultants, industry suppliers, and nonmembers may submit a proposal only when jointly submitted with a current member of America's Essential Hospitals.

**Proposals that sell a product or service will not be considered.** Presentations must focus on educating the audience rather than trying to sell a particular product or service.

## REGISTRATION AND TRAVEL

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Speakers accepted for proposal sessions will receive a discount on the conference registration fee. Speakers are responsible for their own travel and hotel expenses related to presenting at VITAL2015.



## SESSION TYPES

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The conference will feature five types of sessions and deliver learning in a variety of formats. We strongly encourage actively engaging the audience in all sessions. Reviewers reserve the right to combine proposals, request modifications to the session type, or otherwise shape the content to deliver the best programming possible.

### **75-Minute Breakout Panel**

This traditional panel format typically features two to three presenters and a question and answer period. These sessions are ideal for complex topics or panels that compare and contrast different experiences.

### **60-Minute Critical Conversation**

Designed to spark conversation among participants, these sessions typically have shorter formal presentations or more informal presentations and more open discussion among participants. We suggest having only one to two speakers for this type of session.

### **30-Minute Mini-Session**

These highly focused sessions are case studies on one topic or one experience and usually feature only one presenter but may have two. We encourage only 15 – 20 minutes of prepared material and 10 – 15 minutes of question and answer.

### **5-Minute Rapid-Fire Presentation**

Strictly limited to five minutes and one presenter, these storytelling sessions are designed to evoke an emotion or share an experience about being an essential hospital. Several rapid-fire presentations will be presented together in a high energy session that delivers learning in a light, fun atmosphere.

### **Poster Presentation**

Posters typically focus on research projects, operational issues, or other evidence-based practice initiatives. They should have clearly measurable outcomes and sound methodology. Posters will be on display throughout the conference. At least one author must attend the conference to answer questions about their project during a designated poster session.



### TRACKS

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Proposals must fit into one of the following tracks:

- clinical leadership
- executive leadership
- finance
- innovation and adaptation
- quality and patient safety

Reviewers reserve the right to move a proposal to a track other than the one for which it was submitted.

### EXAMPLES

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Example topics for each track are listed below. Proposals are not restricted to the below examples – the education committee will consider any proposal that fits within one of the tracks.

#### clinical leadership

- staffing/workforce
- physician contracting
- electronic medical records/electronic health records/meaningful use
- using data to drive clinical practice
- care coordination
- behavioral health integration
- primary care networks
- program evaluation
- sustainability

#### executive leadership

- strategic planning
- branding
- Affordable Care Act implementation
- talent development and management
- information technology as an organizational strategy
- the role of leaders in transformation
- strategic partnerships
- board development
- philanthropy/community relations

#### finance

- Medicaid accountable care organizations
- delivery system reform incentive program (DSRIP) and other Medicaid waivers

#### finance (continued)

- alternative payment models
- premium assistance/cost-sharing
- risk management
- value-based purchasing
- quality and pay for performance
- strategies for improving the bottom line
- philanthropy/alternative revenue sources

#### quality and patient safety

- harm reduction strategies
- readmissions
- caring for vulnerable populations
- population health
- whole person care
- engaging patients as advisors
- cross continuum care
- quality and pay for performance
- program evaluation

#### innovation and adaptation

*This track is designed to showcase new and promising programs at member hospitals in a variety of areas.*

- behavioral health
- food insecurity
- new delivery care models
- caring for special populations



## SAMPLE SUBMISSION FORM

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**This is a duplicate of the online submission form for planning purposes only. Please complete the online form at [vital.essentialhospitals.org](http://vital.essentialhospitals.org) to submit your entry.**

To be considered for a proposal session, please complete the below form in its entirety. Partial or incomplete proposals will not be considered. PROPOSAL DEADLINE: 5 pm ET, Friday, Nov. 14

- Primary Contact Name:
- Primary Contact Email:
- Primary Contact Phone:
- Session Title (limited to 60 characters):
- Session Objective(s): Please describe what you expect the participants to learn from the session.
- Abstract: Please include the premise or problem, methodology, intervention or innovation, and success or outcomes. (300 words)
- Target Audience: (For example: CEO, CFO, CMO, Director of Finance, etc.)
- Track: Clinical Leadership, Executive Leadership, Finance, Innovation and Adaptation, Quality and Patient Safety (*check all that apply*)
- Session Type: 75-Minute Breakout Panel, 60-Minute Critical Conversation, 30-Minute Mini Session, Rapid Fire Presentation, Poster Presentation (*check all that apply*)
- Primary Presenter Name
- Primary Presenter Credentials (MD, RN, MBA, etc.)
- Primary Presenter Organization
- Primary Presenter Title
- Additional Presenter Name
- Additional Presenter Credentials (MD, RN, MBA, etc.)
- Additional Presenter Organization
- Additional Presenter Title
- Please list other conferences where this proposal has been presented or is scheduled to be presented.
- Past Experience: Please describe past presentation experience, either with America's Essential Hospitals or another organization.
- Declaration of Commercial Support: Please list any financial or in-kind support you received for work on which your presentation is based.
- I agree/affirm the following:
  - At least one presenter is currently employed by a hospital that is a member in good standing of America's Essential Hospitals.
  - Faculty will not commercially promote a product or service during this presentation. All presentations will hold to a strictly educational format.
  - Faculty are willing to present in San Diego on any of the published dates of the conference (June 24 - 26, 2015).
  - Faculty agree to pay the reduced registration fee of \$395 per presenter.
  - This presentation can be posted on the association's website following the conference.