

To:

From:

Re: Request to attend the 2018 Excellence in Healthcare Conference

I would like to participate in [the 2018 Excellence in Healthcare Conference](#) in Isle of Palms, South Carolina, near Charleston, from May 20 through May 22. **[Name of organization]**'s return on this very reasonable investment will be significant.

### Your return on investment

By bringing back new ideas, practical tools, best practices and innovative strategies to help us improve patient care, I can add value to our business and make a greater difference for the patients and families we serve. I will be participating in six keynote discussions and 16 breakout sessions that offer continuing education credits and explore four essential areas of best practice in our industry.

- 1. A Return to Purpose: Restoring Relationships in Healthcare.** The connections we make with our patients, their families and our fellow caregivers enable us to develop meaningful relationships and deliver an excellent patient experience. These connections also anchor us to our purpose — to the calling that originally inspired us to take up our healing profession.
- 2. Solutions that Humanize Healthcare.** The Journey to Excellence is rooted in culture. Establishing and promoting a culture that humanizes the effective and efficient delivery of care enables leaders to move beyond checklists and lean-only process improvements.
- 3. Differentiating on the Human Experience: Metrics that Matter.** Allowing your data to guide meaningful decision-making strategies is an art, a science, and a path that more need to travel on their Journey to Excellence. Learning how to understand and apply your data to recalibrate your journey can make all the difference in the world.
- 4. Transforming Culture through Leadership.** Understanding the impact of culture and the role of leadership in aligning and engaging teams to deliver excellent care can be a key differentiator.

When I return, I will share a report with you and the rest of the team, identifying the insights I gained from the conference that could help improve our performance. I will work as hard as I can to ensure that the organization's investment in my participation will benefit the entire team.

### Your investment

**[Pick one registration rate, depending on the timing of your request.]**

Airfare:	\$ [Estimate]
Transportation: [from airport to hotel and back]	\$ [Estimate]
Hotel: 3 nights at \$219 per night, not including taxes and fees	\$ 645
<b>Adventurer registration rate (on or before December 31, 2017):</b>	<b>\$ 895</b>
<b>Explorer registration rate (on or before March 20, 2018):</b>	<b>\$ 995</b>
<b><u>Voyager registration rate (after March 20, 2018):</u></b>	<b><u>\$1,195</u></b>
<b>Total</b>	<b>\$ x,xxx</b>

### Meeting the challenge of change

Anticipating and adapting to changes in this volatile healthcare marketplace is critical to the continued success of **[Name of organization]**. Improving our performance and differentiating our care will help us stand out among our competitors. And being on the leading edge of the forces that are shaping the

future of patient-centered care is essential. I can contribute to this effort by incorporating Excellence in Healthcare into everything I do to support the mission of [Name of organization].

Thank you for considering my request. I look forward to hearing from you.

Regards,