

Innovations for Imaging



Six Steps to Justify Attendance to Innovations for Imaging

The Siemens Healthineers Innovations for Imaging symposium delivers a unique opportunity for technologists and managers to network, gain knowledge, and improve leadership skills that positively impact healthcare outcomes.

The program offers:

- Customer-driven educational sessions that help maximize the use of Siemens Healthineers imaging equipment.
- An intimate, group-oriented, highly interactive setting where managers and supervisors can enhance their management capabilities and discuss industry issues with their peers.
- More than 50 relevant topics for clinical imaging professionals, providing insight and ideas for improving efficiencies and patient care outcomes.
- Numerous opportunities to network with colleagues, speakers, industry vendors, and product experts from Siemens Healthineers.

The symposium is designed to provide valuable opportunities for attendees to expand knowledge and learn from colleagues and experts to help drive healthcare delivery excellence.

Use the six steps below to help your employer understand the true value of attending Innovations for Imaging.

Step 1

Identify Your Organization's Challenges and Goals

To gain approval, you'll need to clearly outline to your employer how your attendance will benefit the organization and document your strategy for job/project coverage while you are away. First, identify the ways that you can return the money spent during this conference, or realize the return on investment (ROI). The ROI resulting from your attendance is acquired by the knowledge you gain, the experiences you share, and networking opportunities you attend at the event. When identifying your facility's most pressing challenges or concerns, include not only those needs you are trying to meet now, but also those needs you foresee developing in the future. The Knowledge Sharing Checklist and Worksheet, located on the Innovations website, are the perfect tools to help you document event activity and present benefits and outcomes to your manager.

Step 2

Match Your Challenges to Sessions with Solutions

The symposium offers education on a broad spectrum of topics including modality-specific education and training as well as management workshops, a keynote presentation, and professional development sessions. In addition, the Innovations Showcase offers the ability to learn about specific Siemens Healthineers products and services as well as those from our business partners.

In order to show the benefit of attending the symposium, review the session descriptions and highlight events/sessions that match the challenges you identified in Step 1. By identifying your company's specific needs and matching them with the sessions available to meet those needs, you will be prepared to tell your employer specific and defined areas that you plan on researching through your attendance—how your attendance will be of benefit to you.

As you match your needs with the sessions available, don't overlook the following:

The Value of Networking

The evening events, Innovations Showcase, and meal functions all offer superior peer networking opportunities, enabling you to discuss your successes and challenges with others who may be experiencing the same outcomes. Nothing replaces one-on-one interaction to gather insights and gain new information that could make a positive impact in your organization.

The Value of Witnessing Solutions in Action

In the Innovations Showcase, you can speak with experts and, in some instances, view live demonstrations of solutions from Siemens Healthineers and our partners. You'll gain insight into how these solutions may help your organization in the future. By meeting face-to-face with experts and learning about the solutions their companies provide, you can evaluate and determine if and how specific products and services will fit your organization's needs.

The Value of Gaining Knowledge in your Specific Areas of Responsibility

Many of our customers provide examples of information and techniques that they learned from our symposium and have used at their own institutions to improve processes.

Step 3

Determine Your Continuing Education Credits

Attending Innovations is also an easy way to continue your required education. You can earn up to 12 Category A education credits by attending all required Innovations for Imaging sessions. Combined program attendees (professionals and managers) can earn up to a total of 18 CECs. Credits are pending approval from the accrediting organization.

Step 4

Create a Post-Event Plan

Inform your employer that you will provide your colleagues with a presentation about what you learned at the conference after the event. Again, utilize the Knowledge Sharing Checklist and Worksheet to help you document event activity and organize your thoughts for your post-event presentation. This will make you a valuable resource. Presentation slides will be available onsite via the event mobile app as well as on the Innovations for Imaging website.

Step 5

Calculate Expenses and Register Early!

Before attending an event, it is important to recognize the event's total cost. This calculation determines a ballpark figure of the true cost of your attendance. This cost should be weighed against the value of information gained at the event, something to which it is hard to attach a dollar figure, but is extremely valuable.

The first step is to register early to ensure your spot. This event has sold out in the past, so you'll want to register as soon as possible.

The program is separated into educational content for imaging managers or supervisors as well as clinical professionals. Each program spans two (2) days. You may choose to attend both components to achieve the best value. Registration fees are discounted for combined program attendees.

There are two ways you can register for the event:

1. Unused Education Funds

Your facility may have unused education funds that can be converted for an Innovations for Imaging attendance. These funds could be significant enough to include not only your conference registration, but also your travel and living expenses. In this case, there would be little to no additional cost to your facility in your attendance; only the time away from the office.

Before registering, find out more by calling 1-888-221-8010, options 1 and 4, or sending an email to educationccainnovation.team@siemens-healthineers.com. You will need to have your functional location/site ID number(s) available when you make the call. You will then be given special instructions on how to register for the conference.

2. Education Package

If you do not have educational funds, you will need to purchase a package to register for the symposium. Packages that include lodging and/or airfare are available. To purchase a registration package, please send an email to clinicaleducation.team@siemens-healthineers.com or call 1-888-221-8010, options 1 and 1.

Step 6

Craft a Justification Email to Your Manager

Use the information above to craft a compelling email outlining your reasons for wanting to attend the event.

- 1) The value you will receive both personally and professionally for your organization.
- 2) The sessions and events of interest (areas of need) to your organization.
- 3) How your tasks will be covered while you are away
- 4) How you intend to share the knowledge you have gained upon your return.
- 5) The approximate cost of your attendance outweighed by the benefits you anticipate receiving.

Calculate your real cost of attendance

Expense	Amount
Registration Fee (based on registration type selected)	\$
Flight (use the web to estimate this cost unless quoted a package that includes airfare)	\$
Hotel (if using the Innovations for Imaging room block, use a general rate of \$200 per night including tax, unless quoted a package that includes accommodations)	\$
Transportation: Use the web to estimate costs (cab, car rental or shuttle, parking, etc.); these costs are not included in package rates.	\$
Cab	\$
Car rental (check the web to estimate this cost)	\$
Airport shuttle service	\$
Parking Reimbursement (contact your local airport website for long-term parking rates—usually \$10–\$12 per day)	\$
Food Per Diem (for additional food-related costs and meals not included in Symposium program packages)	\$

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