



# ATTENDANCE JUSTIFICATION TOOLKIT

## Make the Case for Attending the SROA Annual Meeting

You know the value of attending the SROA Annual Meeting, but securing time and funding often requires a clear, business-focused case. This toolkit is designed to help you communicate *organizational value*, *professional return on investment*, and *practical outcomes* to your supervisor or finance team.

Whether you are new to radiation oncology administration or a seasoned leader, these steps will help you justify attendance as a strategic investment for your department.

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### Four Simple Steps to Gain Approval

1. **Outline the organizational benefits**
2. **Identify relevant education and training**
3. **Create a cost/benefit analysis**
4. **Submit a concise justification memo**

These steps demonstrate how attendance benefits **your department, your leadership team, and your organization**, not just the individual attendee.

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### Added Value for New Administrators

#### New Administrators Pre-Conference Course

For professionals who are new to radiation oncology administration, or stepping into expanded responsibilities, SROA offers a **New Administrators Pre-Conference Course**, held prior to the Annual Meeting.

#### Why this matters to your organization:

- Accelerates onboarding and foundational knowledge
- Reduces trial-and-error learning on critical operational topics
- Provides practical context for the sessions that follow during the Annual Meeting

#### Core focus areas include:

- Fundamentals of radiation oncology operations
- Key regulatory, billing, and reimbursement concepts
- Staffing models and departmental structure

- Navigating vendor relationships and technology
- Common challenges faced by new administrators — and how peers address them

This course is a high-value add-on that equips newer administrators with essential knowledge they can immediately apply, shortening the learning curve and strengthening departmental performance.

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## Top Reasons to Attend the SROA Annual Meeting

The SROA Annual Meeting is designed for practical application, not passive learning, offering meaningful connection across the core areas that define radiation oncology administration.

- **Education for Radiation Oncology Administrators**  
Sessions are organized across Business and Leadership, Payer Trends, Technology, Clinical and Ancillary Services, and Quality and Safety, ensuring well-rounded, practical education that is directly relevant to your role and departmental priorities.
- **Focused Exploration of AI and Operational Innovation**  
Gain practical insight into how AI and emerging technologies are being applied to improve workflows, decision-making, and efficiency in radiation oncology settings.
- **Immediate Application to Your Department**  
Learn strategies and solutions that can be implemented right away to improve processes, strengthen workflows, and support your team.
- **18 CE Hours in One Setting**  
Earn up to 18 continuing education hours in a single event, reducing the need for multiple trainings and minimizing time away from the office.
- **Real-World Solutions from Peers**  
Hear how administrators are addressing staffing shortages, workflow challenges, and resource constraints, with practical approaches you can implement. Includes interactive formats like the Poster Session, where you can engage directly with presenters and discuss real-world applications.
- **Stronger Decision-Making in a Changing Environment**  
Stay current on reimbursement, compliance, and operational trends so you can make informed decisions that impact financial and clinical performance. Includes sessions like Billing in Practice, where attendees can submit real scenarios and hear expert perspectives on protecting reimbursement.
- **Broader Industry Perspective**  
Benefit from the timing of other major radiation oncology meetings to gain additional insights, explore more vendors, and bring back a more comprehensive view of the field.

- Expanded Exhibit Hall Access**  
 Take advantage of dedicated time to explore both the SROA exhibit hall and additional industry exhibits, maximizing exposure to vendors and solutions in a single trip.
- Technology and Vendor Insights**  
 Engage directly with vendors and evaluate solutions to support informed purchasing, implementation, and long-term planning decisions.
- New Administrator Training and Onboarding Support**  
 Take advantage of the New Administrators Pre-Conference Course to build foundational knowledge and accelerate readiness for those new to the role.
- Leadership Development and Meaningful Peer Connection**  
 Build leadership and management skills while connecting with peers across practice settings. Includes curated opportunities like the invitation-only SROA Connections Lunch, designed to foster meaningful discussion and peer learning.

## Step 1: Outline the Benefits of Attendance

Use the table below to align **your institution's needs** with **specific meeting outcomes**.

Your Institution's Needs	How the SROA Annual Meeting Meets Those Needs
Workforce training	Targeted sessions and pre-conference education to build core knowledge and role-specific skills
Operational efficiency	Peer-shared best practices and case studies
Compliance & reimbursement	Up-to-date billing, coding, and payer sessions
Leadership development	Peer-driven insights and case-based learning to strengthen decision-making, team management, and strategic thinking
Technology planning	Vendor demos and peer technology discussions

### Organizational Needs Alignment

*Check all that apply and briefly note how this aligns with current priorities or challenges.*

#### Need

- Workforce training and staff development
- Operational efficiency and workflow improvement
- Compliance and reimbursement updates
- Technology evaluation and planning
- Leadership development

#### Specific examples from YOUR current organization

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## Step 2: Identify Priority Education

Review the Annual Meeting agenda and identify sessions that directly support your responsibilities.

List up to four priority sessions:

- 1.
- 2.
- 3.
- 4.

*Tip: Supervisors respond well to specific examples tied to current challenges or initiatives.*

## Step 3: Create a Cost / Benefit Analysis

Use this section to clearly show total costs and highlight available discounts. **Registration rates for this year can be found online.**

<b>Expense Category</b>	<b>Notes</b>	<b>Estimated Cost</b>
Registration	Early-bird, member, or group discounts	
Pre-Conference Course	New Administrators Course (if applicable)	
Airfare	Use points if available	
Ground transportation	Taxi, rideshare, parking	
Hilton Boston Park Plaza Hotel	Discounted conference rate \$355.00USD +Taxes & Fees	
Meals	Many meals included with registration	
Miscellaneous	Internet, tips, incidentals	
<b>Total Estimated Cost</b>		

## Step 4: Justification Memo Template

**Subject:** Request to Attend the SROA Annual Meeting

Dear [Supervisor Name],

I am requesting approval to attend the upcoming SROA Annual Meeting, September 26-20 in Boston. This event provides targeted education and practical insights directly aligned with my role and our department's operational priorities.

The program includes sessions across key areas such as business and leadership, payer trends, and technology and operations, with a focused exploration of AI and operational innovation. It also includes interactive sessions like *Billing in Practice*, where participants can submit real scenarios and gain expert guidance on navigating reimbursement in a changing environment.

For professionals newer to radiation oncology administration, SROA also offers a New Administrators Pre-Conference Course that provides foundational training and helps accelerate readiness in the role.

Attending the Annual Meeting will allow me to:

- Apply best practices to improve departmental efficiency and workflows
- Bring back practical tools and insights to share with our team
- Stay current on reimbursement, compliance, and technology trends
- Evaluate vendor solutions and industry developments during dedicated exhibit time
- Build peer connections that support ongoing problem-solving and benchmarking

I can also earn up to 18 continuing education hours in one setting, reducing the need for multiple trainings throughout the year.

I have outlined the estimated costs and available discounts in the attached analysis. I believe this meeting represents a strong return on investment for our department and organization.

Thank you for your consideration.

Sincerely,  
[Your Name]

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## After Approval

Once approved, register early to secure the best rates and hotel availability. Register two or more colleagues from the same institution in the same transaction before the Early Bird Deadline (July 10, 2026) and receive \$100 off the total registration cost. Email [info@sroa.org](mailto:info@sroa.org) for more information.

Register online: [2026 Annual Meeting - Society for Radiation Oncology Administrators](#)

# EXECUTIVE & FINANCE JUSTIFICATION ADD-ONS

## 1-Page Executive Summary

**Event:** SROA Annual Meeting

**Audience:** Radiation Oncology Administration & Operations Leaders

### **Purpose**

Attendance at the SROA Annual Meeting supports operational efficiency, staff readiness, and informed decision-making in a rapidly evolving reimbursement, staffing, and technology environment.

### **Why This Matters to the Department**

- Keeps administrative leadership current on reimbursement, compliance, and payer trends
- Accelerates readiness of new or transitioning administrators
- Reduces risk by learning from peer-tested operational models
- Strengthens leadership capacity without internal training build-out

### **Key Value Drivers**

- 30+ targeted education sessions focused on real-world operations
- Up to 18 CE credits earned efficiently in one setting
- Practical tools and takeaways transferable to the broader team
- Peer benchmarking with similar institutions
- Exposure to vendor solutions that inform smarter purchasing decisions

### **Special Value for New Administrators**

The New Administrators Pre-Conference Course provides foundational training that shortens onboarding time and improves decision quality early in tenure.

### **Bottom Line**

The SROA Annual Meeting is a focused, role-specific investment that strengthens departmental performance while reducing long-term training and operational risk.

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## Finance-Friendly Cost Justification (ROI vs Cost)

### **Estimated Direct Costs**

- Registration (member / early-bird / group rates)
- Pre-Conference Course (if applicable)
- Travel & lodging (discounted conference rates)

### **Offsetting Value & ROI**

- Consolidated CE credits reduce need for multiple courses
- Faster onboarding for new administrators reduces supervision time

- Peer-shared best practices reduce costly trial-and-error decisions
- Improved vendor evaluation leads to better long-term contracts
- Knowledge sharing multiplies benefit beyond a single attendee

### **Cost Efficiency Considerations**

- Early-bird and group registration discounts available
- Many meals included with registration
- Single trip replaces multiple training events

### **Financial Takeaway**

The cost of attendance is offset by reduced training spend, improved operational decisions, and faster staff effectiveness.

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## **New Administrator Mini-Justification (First-Time Attendees)**

### **Who This Is For**

New or recently transitioned radiation oncology administrators

### **Why Attend Early in Career**

- Builds foundational understanding of radiation oncology operations
- Provides context for billing, compliance, staffing, and technology decisions
- Connects new administrators with peers and mentors

### **New Administrators Pre-Conference Course**

- Designed specifically for those new to the role
- Covers essential operational concepts and common challenges
- Improves confidence and decision-making speed

### **Organizational Benefit**

Investing early in structured training reduces ramp-up time and minimizes downstream operational risk.

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*This toolkit is intended to make approval easier by clearly connecting professional development to organizational value.*