



## ATTENDANCE JUSTIFICATION TOOLKIT

### Need to gain approval for your SROA attendance? Here's how:

You know the value of attending the SROA Annual Meeting, but how will you get the time off and funding for the trip from your employer?

Here are four simple steps to help you communicate VALUE and obtain your employer's support of your attendance at the SROA 2021 Annual Meeting, October 24-26, 2021 in Chicago.

1. Outline the benefits
2. Survey education offerings
3. Create a cost/benefit analysis
4. Compose a justification memo

These steps will demonstrate why your attendance at the SROA Annual Meeting benefits your team, your managers, and your company or organization.

Plus, we've made it even easier for you to articulate value with a "Top 11 Reasons to Attend" list to assist in making your case.

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### How past participants benefited from the meeting:

*All of the general speakers were very well rounded. The topics they spoke on were relevant and I enjoyed them immensely.*

**-- Kristopher Fulks**

*Very informative and pertinent to our work. Love sessions when they offer practical steps we can take back to our staff.*

**--Lee Atkins**

*Dynamic speakers, information to get you thinking about future of field, new ways to think about topics.*

**-- Lisa Flok**



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### Top 11 Reasons to Attend the SROA 2021 Annual Meeting

1. At the SROA 2021 Annual Meeting, I can choose from 30+ education sessions on the topics critical to my daily work, our patients, and our profession, including business & leadership; technology, clinical & ancillary services; coding & reimbursement; quality & safety, nursing, and more.
2. I can earn up to 13 hours of continuing education credits (pending approval) at one place and time, which is more efficient than taking courses one at a time or during work time. SROA will be pursuing credits from MDCB, ARRT, and AAPC.
3. I will bring knowledge back to our institution. SROA offers tangible materials and presentations that I can bring back from the meeting and share with my colleagues in my department.
4. Through connections and networking at the SROA 2021 Annual Meeting, I can spread the word about our institution as well as establish professional relationships with others in similar institutions that will bring value to our workplace. I can use these contacts throughout the year.
5. I can get a firsthand view of the latest products and services on display at the SROA 2021 Annual Meeting exhibit hall, so we'll stay ahead of the curve.
6. Our industry is rapidly changing — The SROA 2021 Annual Meeting is the best place to find out what's coming next with everything from technology to billing and coding issues and how to strategize for the future.
7. I can easily customize the education and events program to use the four days of the SROA 2021 Annual Meeting efficiently and effectively. ASTRO and SROA have a partnership where I can attend the ASTRO exhibit hall *at no additional cost*. SROA builds time in the schedule to allow for time to visit ASTRO.
8. The proximity of the SROA 2021 Annual Meeting to ASTRO and ASRT provides a unique opportunity for the team to benefit from the specific education they need to do their job more effectively. SROA offers a group discount for individuals attending from the same institution to attend the SROA 2021 Annual Meeting. There are also discounts available for SROA General Sessions for registrants of ASTRO.
9. I serve our institution with expertise in a particular subject area or skill, and the SROA 2021 Annual Meeting is the best way to quickly advance that knowledge base.
10. SROA is a strong organization with many opportunities to develop leadership through special interest groups and working groups. Attending the SROA 2021 Annual Meeting would enable me to take advantage of these opportunities and bring leadership skills back to our organization.
11. My attendance at the SROA 2021 Annual Meeting is an opportunity for me to help advance the radiation oncology profession, which in turn will advance our company/workplace.



## ATTENDANCE JUSTIFICATION TOOLKIT

### Step 1: Outline the Benefits of Attendance

Use this form to plan your SROA 2021 Annual Meeting strategy and target the top benefits to present to the decision maker of your department.

Begin by listing specific needs of your institution in the left column (some examples have been given); in the right column, list the relevant programming and activities that will meet those needs.

Your Institution's Needs:	How the SROA 2021 Annual Meeting will meet those needs:
<b>Teambuilding (if attending with other staff members):</b>  How will attendance enhance collaboration?	1. 2. 3. 4.
<b>Networking with Peers:</b>  What is the value of making connections to share knowledge and experience?	1. 2. 3. 4.
<b>Learning about new technologies, products, and services:</b>  Which companies in the exhibit hall provide the most value for your time? Which presentations will help?	1. 2. 3. 4.
<b>Education:</b>  How many CE credits will you earn? Which sessions will allow you to bring back valuable knowledge to your department?	1. 2. 3. 4.



## ATTENDANCE JUSTIFICATION TOOLKIT

### Step 2: Review the SROA 2021 Annual Meeting Education Offerings

Boost your knowledge. Advance your career. Turn theory into practice. Learn from some of the best minds and innovators in radiation oncology at the SROA 2021 Annual Meeting education sessions.

You'll find more than 30 education sessions in the most critical areas of radiation oncology today. Review the online program to pinpoint some of the knowledge areas that can benefit your patients, your workplace and your career.

Click [here](#) to view the schedule.

List the top four education sessions you want to attend:

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



## ATTENDANCE JUSTIFICATION TOOLKIT

### Step 3: Create a Cost/Benefit Analysis

You and your employer need to aim for the best return on your investment from your attendance at the SROA 2021 Annual Meeting. This form makes it easy to calculate and demonstrate value.

You have many options when it comes to fees. Do you qualify for any registration discounts, such as the early bird or group registration? Check the [SROA conference website](#) to ensure you're taking advantage of the best rates available. You will find that these prices reflect a very cost-effective "bang for your buck."

SROA has reserved a block of rooms at a special discounted rate for 2021 Annual Meeting attendees. View the [SROA website](#) for more information and pricing.

Expense	Considerations	Total Cost
Registration fee	Include any discounts (ie; early bird or group registration).	
Conference Materials	Electronic materials that can be referenced and used post-conference	Included
Roundtrip airfare	Are mileage points available to offset airfare?	
Transportation fees	Taxi/car rental/airport shuttle Parking reimbursement	
Meals	Conference fee includes breakfast, lunch, snacks on most days and cocktail receptions with hors d'oeuvres. Evening meals are not included.  Check the Annual Meeting schedule.	
Hotel rate per night plus taxes	Discounted hotel rooms at the Hilton Chicago are available from \$295 + tax and hotel fees per night.	
Miscellaneous expenses (ie; tips, internet fees)	Check your expense reimbursement policies.	
	<b>Subtotal</b>	
	<b>Total employees attending</b>	
	<b>Grand total</b>	

#### Register Your Team to Maximize Benefits!

Register two or more colleagues from the same institution in the same transaction before the Early Bird Deadline (August 5, 2021) and receive \$100 off the total registration cost. Register two or more colleagues from the same organization in the same transaction for Virtual Only Access before the Early Bird Deadline (August 5, 2021) and receive \$50 off the total registration cost.\*

Contact [jtarr@paimgmt.com](mailto:jtarr@paimgmt.com) or call 301.718.6525 to register your team today!

\* To qualify for a group booking discount (i) all participants must be from the same company and must book together in one transaction, (ii) substitutions are permitted but this booking is non-refundable, (iii) group booking discounts apply to the conference-only fee.



## ATTENDANCE JUSTIFICATION TOOLKIT

### Step 4: Compose Your Justification Memo

Customize this letter using the information above to formally request support from your supervisor to attend the SROA 2021 Annual Meeting.

[Date]

Dear [supervisor's name],

I am writing this letter to request your consideration to provide support for my attendance at the 2021 SROA Annual Meeting & Exposition, October 24-26, in Chicago.

Participating in the SROA 2021 Annual Meeting will enable me to attend a number of education sessions that are directly applicable to my work and will allow me to network with a variety of radiation oncology experts and colleagues from around the country. The Society for Radiation Oncology Administrators is the premier "go to" source for radiation oncology administrative information.

Many of the presentations are tailored to the [Insert your primary function here i.e. administrator, nurse manager, billing specialist, etc.] and give information on how to [Insert **Benefits of Attendance from step one** here.]

After reviewing the conference brochure, I have identified a number of education sessions which will allow me to gain knowledge and understanding about how we can improve our organizational processes. The presentations are facilitated by both industry experts and colleagues who have faced similar challenges. I chose each presentation because it directly relates to an issue we currently face.

Getting the information in a seminar format will greatly reduce the research time and costs that [your organization's name] would normally incur in researching the topics. Incidentally, I have only listed some of the sessions that I will attend. Including them all would make this memo much too long.

[Insert **Educational Offerings from step 2** here. Attach session descriptions for the sessions which most apply to your responsibilities, if appropriate.]

An anticipated 400+ attendees, including industry professionals, administrators, billing and coding representatives, and nurses will attend and present at this event. I will have access to the SROA exhibit hall featuring more than 30 companies and, as a bonus, the ASTRO exhibit hall.

SROA also offers Special Interest Groups where I can attend meetings and network with peers focused on specific topic areas such as EHR/Epic Forum, Emerging Technologies, Payer Trends, and Nursing.

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At the SROA 2021 Annual Meeting, I can earn up to 13 hours of continuing education credits (pending approval) at one place and time, which is more efficient than taking courses one at a time or during work time. SROA will be pursuing credits from MDCB, ARRT, and AAPC.

There are 30+ sessions and poster presentations planned across five core interest areas and numerous featured topics ranging from:

- Billing and Coding
- Business & Leadership
- Technology, Clinical & Ancillary Services
- Quality & Safety
- Nursing

The full price conference fee is [\$xxxx], but can be reduced by more than \$50 by registering before the early bird deadline. The registration can be further reduced by taking advantage of group registration and sending multiple individuals from our department.

[You will need to insert your **Travel Cost numbers from Step 3** here]  
Here is the breakdown of conference costs:

- Conference Fee: [\$xxxx]
- Roundtrip Airfare: [\$xxxx]
- Transportation: [\$xxxx]
- Hotel: [\$xxxx]
- Meals: [\$xxxx]
- Miscellaneous (if applicable): [\$xxxx]

The total costs associated with attending this conference are: [\$xxxx]

Thank you for taking the time to review this proposal. I strongly believe the [SROA 2021 Annual Meeting](#) is a solid investment for [insert name of your organization here] that offers valuable networking, education, and training opportunities for the whole department.

Sincerely,  
[your name here]

**Once you have approval to attend, here is how to register:**

**Call:**  
301.718.6510

**Email:**  
[info@sroa.org](mailto:info@sroa.org)

**Online:**  
<https://www.sroa.org/meetings/conference-2021/registration>