



Society for Health Care
Strategy & Market
Development™



Welcome to SHSMD's 2021 Call for Proposals Application

This document is intended to help you prepare your abstract proposal for the [online portal](#). **Only applications submitted via the online portal will be considered.** This document will help you gather the appropriate materials prior to submitting online.

The extended deadline to submit your proposal is February 17, 2021, **at 11:59 PM CT**. SHSMD is seeking workshop and concurrent submissions for the 2021 SHSMD “Connections” Conference in San Antonio, TX (September 19-21, 2021). This will be a hybrid event with in-person and virtual sessions.



SHSMD is also seeking virtual session proposals for other virtual conferences and educational programs during the 2021 year, including our Advanced Social Media & Digital Marketing Virtual Conference, hosted with the Mayo Clinic in June.

SHSMD is especially interested in submissions that are focused on these [topics of interest](#), which includes new cross-disciplinary topics, and those related to pandemic recovery and rebuilding. Proposals should be flexibly written so that presentations can be readily updated for potential use later in the year.

Before submitting a proposal, please read through the submission requirements, review criteria and speaker benefits [found here](#). Please note:

- SHSMD will accept up to three (3) proposals per organization. Please ensure no more than three are submitted as this could reduce your chance for acceptance.
- **SHSMD strongly recommends all vendors/consultants include** at least one presenter from a health care organization (hospital/health system or similar entity). Contact information and confirmation of that presenter's participation is required when



submitting the proposal. If you do not include a provider, please provide reasoning in your submission.

- We are particularly interested in new formats that help members solve problems across disciplines or within one discipline. Some of these co-created solutions might be distributed to members after the event.
- **The promotion of any commercial products or services directly violates the [SHSMD Code of Conduct](#) that all speakers must agree to during the submission process.**

Speakers will be notified of their submission status by **June 1**, or sooner, if selected for programs outside of the annual conference in September.

2021 CALL FOR PROPOSALS APPLICATION

Step 1: Enter the Speaker's Details

- Prefix
- First Name
- Last Name
- Email Address
- Title
- Organization
- Phone
- Brief Speaker Biography (100 words or less)
- Speaker Reference-Please provide up to three (minimum 1) references who can validate your presentation skills. Include each reference's name, title, organization and email.

Speaker Terms and Conditions Agreement.

* Read and provide your consent that you understand and will abide by the SHSMD terms set forth in the Speaker Terms and Conditions Agreement.

Yes, I Agree.

Co-Presenter Details

Primary presenters, please enter in any co-presenter information below.

Workshop presentations may have no more than three presenters total (including primary speaker) and concurrent sessions may have a maximum of two presenters (four total for panel presentations). If you plan to present in person, we are able to include one other presenter virtually, but you will need to use your own platform (e.g. Zoom).

If you plan to include any co-presenters, please have their contact information ready as you will need to include them in the proposal and they will be notified upon submission that they have been included in your proposal. At a minimum, you will need their name (first/last), title, organization and email address to add them to your session.

Proposals will not be considered complete until all co-presenters information is provided.



The primary presenter will serve as the lead contact and will be responsible for communicating all information to co-presenters.

Add Co-Speaker: First/Last Name, Title, Organization, Email, Phone Number

Step 2: Enter Submission Details

Please be sure to view SHSMD's **topics of interest** before starting this process. Please also ensure your topic will be relevant in September.

* Are you or your organization submitting additional proposals? A maximum of 3 per organization will be considered.

Yes, No, Not Sure

Session Title:

Session Descriptions:

* Abbreviated Session Description (100 words or less). This description of the selected presentations will appear in the brochure and on the website. Please review for correct grammar and spelling.

* Full Session Description in 500 words or less, describe the content of your session.

Learning Objectives:

Please complete this sentence with three key takeaways: "Following my presentation, participants will be able to..."

You must submit 3 learning objectives:

* Learning Objective 1:

* Learning Objective 2:

* Learning Objective 3:



Session Type:

Which of the following format options can you commit to presenting if selected by the committee? **Note: All sessions will also be considered for virtual events outside of the annual conference.**

* Select All That Apply:

- ☐ Two-Hour Workshop-intensive, deep dive into a topic that includes interactive exercises, skill development, and tangible take-aways. Workshops are limited to three presenters.
- ☐ 60-Minute Session- interactive presentation, including Q&A. Limited to two presenters. Panel presentations may have up to four presenters.
- ☐ In-person presentation at the conference in San Antonio (Sept 19-21).
- ☐ Virtual presentation for annual conference.

Please identify the topic area that best fits your proposal.

* Identify the Topic Area:

- Marketing
- Digital Engagement
- Communications & Public Relations
- Strategic Planning & Business Development
- Career & Leadership Development
- Innovation & Cross-Disciplinary Solutions

Audience Level (select one that best applies):

1. **General**- All concurrent sessions submitted should provide attendees with expanded and applied knowledge on a topic.
2. **Advanced** – provides knowledge well beyond foundational or applied levels.
3. **Senior Level Executive**-Sessions specific to executive leadership.

If you checked ADVANCED, please confirm that all three (3) of the following criteria are met.

- Session contains highly technical or specialized information
- Session attendees must have extensive pre-requisite knowledge on the topic
- Faculty have a proven success record with leading conference presentations and/or at least one of the presenters is at an executive level

Step 3: Review Your Submission

You are able to **Save and Edit Later**. Edits can be made until the deadline of 11:59pm Central, February 17. Please be sure to submit again if you make any edits. The submitter and any co-presenters will receive a confirmation email once submitted.



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All speakers will be notified of their selection status by June 1.

SUBMIT

Please note that this document is only meant to prepare you for the online application process.

The actual application must be submitted in the [online platform](#) by the extended deadline, February 17, at 11:59 pm Central.

Notification: All submissions will be evaluated by the SHSMD Conference Planning Committee and all primary presenters will be notified of their acceptance status by **June 1**. Abstracts will also be reviewed for other online educational programming (virtual conferences, webcasts/online courses), newsletter, podcast and blog consideration. You will be notified throughout in the year if we would like to highlight your ideas.

Please Contact SHSMD at (312.422.3888) or shsmd@aha.org with questions about the proposal process.