**Customizable Justification Letter**

**How to use**: Update all highlighted sections to customize for your boss. Make sure to delete anything that isn’t applicable to you and un-highlight before you send.

[Date]

Subject: Request for Approval to Attend SHSMD Connections 2025

[Supervisor’s Name],

As professional development budgets tighten and demands on our time continue to grow, I want to be especially thoughtful in requesting approval to attend SHSMD Connections 2025, taking place October 12–14 in Dallas, TX.

This annual event, hosted by the American Hospital Association’s Society for Health Care Strategy & Market Development (SHSMD), is more than just another conference – it’s a focused, three-day opportunity to gain actionable insights, benchmark against leading organizations, and bring back practical tools that directly support our goals.

Here’s why I believe this is a strategic investment:

1. Direct Alignment with Our Priorities

The sessions are focused on the very challenges we’re navigating – [select applicable topics: fostering innovation (lessons from inside and outside of health care), new trends in digital technologies such as AI, storytelling, community and patient engagement, research and analytics, consumerism, strategic partnerships, social media, internal communications, mergers/acquisitions, future of health care delivery, virtual care, population health, physician strategies, crisis communications]. I’ve reviewed the agenda and identified several sessions that will offer immediate, applicable takeaways for our team:

[Insert 3+ session titles and brief descriptions that best apply to your work.]

2. Real-World, Peer-Tested Strategies

This is not theory – it’s a chance to hear what’s actually working in other health care organizations. From campaign results to resource allocation, the insights shared can help us avoid trial-and-error and make more informed decisions, faster.

3. Cost-Effective Learning and Networking

Rather than multiple workshops or consultants, this single event offers concentrated access to national experts, thought leaders, and peers – all in one place. I plan to document key takeaways and share a debrief report or short internal session with the team.

4. Maintaining a Competitive Edge

In this fast-moving environment, staying connected to national trends and best practices is essential – not optional. Attending ensures we remain current, innovative, and proactive rather than reactive.

Estimated Cost:

Registration: $[XXX]

Travel/Lodging: $[XXX]

Total: $[XXX]

I fully recognize the need to justify every dollar spent, and I believe this experience will deliver tangible, organization-wide value. I am happy to discuss ways to minimize costs or present a post-event summary to demonstrate return on investment. While at the conference, I will remain responsive to work needs by [insert plan for staying connected].

Thank you for considering this request.

[Name]

[Title]

[Department]

[Contact Info]