**Reasons To Attend The AEHIS 2019 Fall Summit**

Many organizations are taking a close look at their travel and training budgets, weighing the value of conference programs and making tough decisions about which will provide the greatest ROI.

The AEHIS 2019 Fall Summit is **the most-cost effective method** for healthcare IT security leaders and executives to obtain focused education tailored exclusively for leaders in healthcare information security. The Fall Summit provides peer-learning opportunities while establishing and maintaining relationships with other organizations and colleagues that are vital to long-term success.

As organizations focus on securing medical devices, getting buy-in from senior leadership on security precautions, managing risk and more; keeping on top of the latest practices, regulations, research and trends in the healthcare IT industry is critical. The AEHIS 2019 Fall Summit will give healthcare information security leaders the tools to guide their organizations successfully.

**The AEHIS 2019 Fall Summit allows you to:**

* Learn from colleagues who have successfully overcome challenges and implemented solutions
* Stay up to date on new and emerging technologies and strategies for information security growth and development
* Get advice on leading your staff though new guidance from Washington D.C. information security organizations and leaders
* Create and build your professional network
* Get immediate answers and solutions to common issues from your peers
* Discover products that can decrease expense while increasing productivity
* Get answers directly from the vendor leaders, not just the sales team
* Seek solutions to your organization’s unique information security challenges

**Why attend AEHIS 2019 Fall Summit?**

Not only will you receive high quality education from both peers and industry leaders at the AEHIS 2019 Fall Summit, but you’ll have the opportunity to stay and grow through our CHIME and AEHIS CISO Bootcamp – a three day event following our conference that focuses on sharpening executive leadership skills. All ideas and strategies gained from our peer-presented track sessions, industry leaders, outstanding keynotes, our bootcamp, and the tight-knit peer-to-peer networking can be implemented back in your own organization.

**Show your CIO and your security team how the AEHIS 2019 Fall Summit benefits your entire organization**

Decisions you make can lead to expensive and time-consuming projects that can help transform your organization. Similarly, mistakes cost time and dollars - resources your organization can’t afford to waste. In a time where healthcare information security leaders are looked upon to wear many hats, are under increased scrutiny, and expected to minimize their organization’s exposure to risk, education and support are crucial to the overall success of your hospital’s organizational and technology needs.

To help explain your desire to attend the AEHIS Fall Summit and to talk about this great opportunity for career advancement with your organization’s leaders, you will find some talking points you can adapt in the sample memo below. These points will help you explain the importance and the investment value of professional development to your organization.

Consider developing a list of accomplishments you would like to achieve at the AEHIS 2019 Fall Summit:

**What are the things that you would like to accomplish at the AEHIS 2019 Fall Summit?**

* How do public policy issues affect your organization?
* What issues would you like to discuss with your suppliers?
* Will you be able to find ONE idea that will increase revenue and/or decrease costs?
* Do you need to benchmark your current programs or services against others?
* Would you AND your organization benefit from expanding your professional network? How?

**Sample Memo**

To:

From:

Subject: AEHIS – 2019 Fall Summit

As a member of AEHIS, the Association for Executives in Healthcare Information Security, I’ve come to greatly value my participation and the many quality services and programs the professional organization offers. I have reviewed the AEHIS 2019 Fall Summit conference program and feel **<insert your organization name>** I will greatly benefit from attending the Nov. 3 - 6 event held in Phoenix, Arizona.

If given the opportunity to attend, I will accomplish a great deal that will benefit our organization.

* (Explain the purpose of your attendance and incorporate any of the following talking points that will help you make your case.)
* The AEHIS Fall Summit is a way for healthcare information security leaders to engage with their peers and learn from others who have faced similar organizational challenges. In a time where I am looked upon to tackle critical security challenges, support our organization’s business objectives, and manage risk, solutions and support are crucial to the overall success of our provider organization.
* The AEHIS Fall Summit is the premier educational event for healthcare information security leaders looking to further their leadership knowledge.
* Especially during these challenging times, relationship building and solution sharing is key. The AEHIS Fall Summit is an excellent opportunity to build new and strengthen existing relationships that are vital for our organization.
* I am going to seek answers and solutions for **<<insert issue>>.**
* I believe **<insert new technology>** could benefit us, and this is an opportunity to learn more about it.
* Having the top leaders of more than 60 healthcare product and service vendors in one place at one time can reduce the time I spend in the office researching and meeting with vendors.
* I plan on meeting with **<insert vendor>** to discuss **<insert issue your organization is facing>.**
* I am going to talk with other healthcare IT leaders to benchmark our programs against theirs and learn from our shared challenges and experiences.
* I am going to learn about **<insert list of best practices>** that I can adapt for our organization.
* I will gain knowledge of how public policy will affect healthcare IT, and how our organization can be better equipped for the upcoming changes.

AEHIS is offering a scholarship program that, if selected, I would like to be able to attend for a registration cost of $395.Given the quantity and quality of the education for which AEHIS and their parent organization CHIME are known, this conference rate is an excellent value compared to similar industry events that costs 2 to 3 times as much.

Taking into account registration, travel, and hotel, I estimate the total cost of attending to be **<insert estimated $>.**

This will be an excellent use of my time and a great investment for **<organization>**.

Thank you for your consideration. I will await your approval.

Regards,