



FOCUSING YOUR ABSTRACT

Each year, more than 500 individuals submit nearly 300 abstracts for consideration for fewer than 50 available session spots at the PDC Summit. Therefore, the summit's abstract selection committee prizes abstracts that works to include key attributes such as:

STAKEHOLDER-FOCUSED

Demonstrates collaboration across stakeholder groups to provide value to their organizations and communities for years to come.



Presented by a multidisciplinary team. Teams that include:

- Designers
- Builders
- Operators
- Clinicians
- Patients



Presents diverse opinions.



Are relevant to a wide range of health care organizations and profit statuses - large systems and small facilities.



Highlights the impact on the Hospital/Health System Owner.

Includes the Clinical Experience/ Care Delivery perspective.

Considers the Patient Experience/ Patient Outcomes perspective.

OUTCOME-FOCUSED



Promotes forward thinking ideas to bridge the gap between where we are today and what will be impacting health care design and construction in the next ten years.



Provides concrete takeaways: checklists, tools or other resources for attendees to apply on the job.



Shares critical and leading-edge information to help attendees stay ahead of health care changes.



Provides research-based, data-driven examples and real-world lessons learned and how to apply them.

Explores the financial impact/implications of the solution offered.



Describes how the solution offered fits into market forces driving the business of health care.



Considers the sustainability and scalability of the solutions offered.

Integrates the solution offered into hospital/health system strategic leadership processes.

Documents the role of current and emerging methodologies in the development of solutions.

Considers how technological advances integrate into the solution offered.



Explores the security/ cybersecurity implications of the solution offered.

5 TIPS FOR CREATING WINNING SESSION PROPOSALS

1 COME UP WITH A CREATIVE & CLEAR TITLE

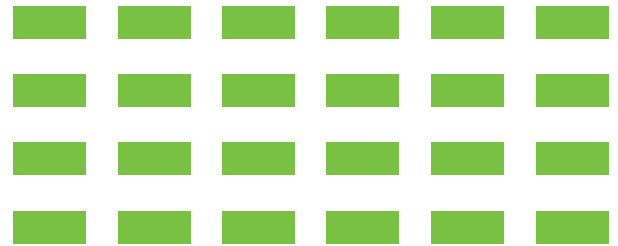
Think about your own behavior when you're attending a conference and scanning the program for a session title that grabs your attention? A catchy title stands out from the others and causes you to read more. The same logic applies here. The session title is the first impression you make on a session reviewer. Get creative, but be clear: catch their attention, but also tell attendees what the session is going to be about.



2 LIVEN UP YOUR DESCRIPTION

Keep it conversational. Use brief, succinct sentences about what the presentation will cover. Focus on the reader. Relevancy is king here. Make a promise and address the "What's In It For Me?" (WIIFM) benefits of the presentation.

Address what problem or challenge your session will address and how you plan to help them. A solid description will draw attendees to your session.



3

CRAFT STRONG LEARNING OUTCOMES

Learning Outcomes are statements that describe what the participant will walk out knowing as a result of attending your session. What are the top 4 things you can promise the attendee will learn?

TIP: Outcomes should be succinct and concrete. Use measurable action verbs like: *assess, state, list, describe, identify, explain, etc.* (Do not use verbs such as *learn* or *understand*).

4 Learning Outcomes are required.

4

KNOW YOUR FOCUS AND TOPIC AREA

The planning committee is seeking abstracts that:

1) Focus on the **stakeholders and outcomes** to ensure that quality and relevancy expectations are met.

2) Address one of several listed topic areas impacting the **present and future** of healthcare design, construction and operations to ensure that educational needs are met.

Be sure that your proposal demonstrates clear ties to these criteria. It is the best chance for selection.

5

ENGAGE PARTICIPANTS AND ENCOURAGE INTERACTION

Lectures are the least desired presentation format.

Thought-provoking proposals that clearly define how you will engage the audience (and not just lecture at them) are ones that rise to the top.

Spell out in your proposal if you plan to have small group discussions, case studies or use polling technology that ASHE will provide for you.

BONUS TIP: Present an educational session, not a sales pitch.