

The 2020 MUSE Inspire Conference Presenter Guide

Inspire ...

innovation, improvement, growth, collaboration, solutions and relationships.

I. PLAN YOUR SUBMISSION

Session and workshop proposals require clear and concise titles, succinct and persuasive descriptions, and well thought-out learning objectives.

- Your title should capture, in 10 words or less, the topic that will be covered.
- Your description abstract should build on your title, focus on learning outcomes, and be as persuasive and concise as possible.
- Your learning objectives should put the emphasis on participants acquiring skills and applied knowledge. Answer this question: “After attending this session, participants will be able to ...” Be sure to use action verbs.
- Use clear, error free language. Grammar counts!

II. AUDIENCE

- Conference attendees desire innovative content and learning opportunities that reflect current challenges, solutions, concepts and trends in the healthcare IT industry.
- Attendees are analysts, front-line staff, clinicians, management staff, solution providers, and other executives.
- While attendees are from MEDITECH facilities, these facilities vary based on bed-size, rural/urban locations, geographic uniqueness, and populations served.

III. TOPIC AREAS / CONTENT FOCUS

As you plan your proposal submission, please consider these topic areas which have been identified as potential focus areas for the conference program. While proposals may address more than one area, you can select one which is the best fit. These categories are intended to help you in developing ideas, but we welcome other ideas (noted in the “Other” category):

IV. INSTRUCTIONAL DESIGN

To deliver exceptional learning experiences, preference may be given to proposals that demonstrate an ability to:

- Reflect innovation and cutting edge content
- Stimulate and provoke discussion and audience engagement
- Facilitate knowledge transfer and development of new competencies
- Provide diverse approaches for different types of learners
- Present a business case with evidence supported by research or data
- Use methods that draw out relevant past knowledge and experiences
- Motivate learners with goal or outcomes focused design
- Demonstrate relevance of lessons through “real-life” case studies

V. SUBMISSION CHECKLIST

You should be able to answer these questions before you submit:

To what extent does your session offer value or relevance for attendees?

- ✓ Does your abstract contain information that attendees want to hear?
- ✓ Is there significant value to the attendees?
- ✓ Is the presentation relevant to current topics affecting healthcare?
- ✓ What are the practical applications of the ideas that are presented?
- ✓ Have you included reasoning and documentation to support your conclusions, recommendations, and outcomes?

How well does this proposal advance existing ideas or present or advance new ideas?

- ✓ Does this presentation advance existing ideas or present new ideas?
- ✓ Has this material been presented elsewhere where attendees may have been present?

Will this information help attendees change or improve the way they work?

- ✓ Will this presentation expand the participant’s knowledge of technologies and applications beyond entry-level basics?
- ✓ Does the proposal provide guidelines or models to manage attendee's own implementations or applications?

Timeliness of the focus of the abstract.

- ✓ Will the presentation be up-to-date and cutting-edge at the time of presentation?
- ✓ How relevant is the topic in the context of pending legislation, regulations and technology?
- ✓ Will the topic have implications in the future?
- ✓ Does the presentation document pre-and post-process or system changes?

Appropriateness of data.

- ✓ If there is data in the presentation, is it accurate?

- ✓ Does the information provided validate the data?
- ✓ Did you attest to the accuracy of the data as part of the proposal submission?

How well does your proposal reach logical conclusions?

- ✓ Have the conclusions been supported with data?
- ✓ Is the data representative of the key points of the presentation? For example, have cost savings or increases been documented?
- ✓ Are effects to processes or outcomes measured and documented?

How well are the purpose and outcomes of the session expressed?

- ✓ Is there a well-defined focus?
- ✓ Are referenced sources and data appropriately used?
- ✓ Does the title accurately describe the presentation?
- ✓ Is there enough information in the abstract to understand what you are presenting?

How well does the proposal avoid a product/vendor commercial?

- ✓ Does the presentation avoid any commercial content?
- ✓ If you are a vendor or consultant, have you included a user perspective?

Ensure your learner outcomes are consistent with the proposal description (minimum of three).

- ✓ Will attendees learn the reality versus the hype, the positive and negative attributes, problems encountered but not often discussed, and realistic expectations for the operational use, and adaptability to a changing environment?
- ✓ Attendees are searching for guidelines and models to simplify or manage their own applications, upgrades or implementations. Do your outcomes address these?
- ✓ Do the outcome objectives match the content?

VI. CREATING YOUR PRESENTATION

New to PowerPoint, or just need a refresher? Start Here: [Office PowerPoint Support](#).

Your PowerPoint presentation should be a guide for your story and message, rather than a script you use for speaking. Your slides are a tool for enhancing the information, so use interesting, easy to read slides.

Utilize the MUSE resources for presenters for more assistance in creating your presentation.

VII. PRESENTER BASICS

- 1) Remember your purpose
- 2) Be relevant
- 3) Incorporate a story, or something personal
- 4) Don't overwhelm your audience with too much detail
- 5) Practice, practice, practice
- 6) Spell (and grammar) check
- 7) Don't panic

VIII. PRESENTER COMMITMENT

- To be committed to working with MUSE to deliver exceptional service and adhere to the deadlines for all deliverables through the Presenter Center. (This means submitting final session materials by the noted deadline for review and approval to be uploaded to the website and included in the conference app).
- To ensure that videos, photos, images, etc. contained in session materials or visual aids do not violate the intellectual property or copyrights of any third party. You must either own or have authorization to publicly display and distribute videos, photos, images, etc.
- To consent, with notice, MUSE retains the right to modify titles and descriptions during copy editing for marketing purposes.
- To agree not to solicit leads/contact information, sell products or promote services in any way while onsite before, during, or after the session without prior written authorization. Anyone who violates this policy understands they may forfeit future speaking opportunities.

All MUSE conference sessions must be educational in nature, unbiased, free of commercial motive/intent, and must avoid direct or indirect promotion of any particular person, product or service. Proposals deemed commercially biased in content (including use of client/customer examples or proprietary tools/models) are strongly discouraged.