

# Minnesota Medical Group Management Association

## CALL FOR SPEAKERS

**We are seeking proposals for our 2011 conferences.**

### **Proposal deadline: September 10, 2010**

- Winter Conference, March 1-2, 2011, St. Paul River Center, St. Paul, MN
- Summer Conference, July 27 - 29, 2011, DECC, Duluth, MN

### **Upcoming Conferences**

- Winter 2012: TBD
- Summer 2012: TBD

### **Number of speakers**

We will select approximately 3 key note speakers (for approx. 1 hour, 15 minute presentations) and approximately 6 breakout speakers (for approx. 1 hour presentations) for each conference.

### **Conference curriculum framework**

Please define your presentation using one of the following domains:

- Business Operations
- Financial Management
- Human Resource Management
- Organizational Governance
- Information Management
- Quality Management
- Patient Care Systems
- Risk Management

### **Sessions focus**

The goal of the presentations is to deliver “hot topic” and cutting-edge information. Sessions may focus on a variety of topics in one of the following areas:

- Emerging Issues and Theories
- Fast Breaking Topics
- Management Solutions and Strategies
- Management Principles and Professional Skills

## Proposal format

Please prepare a proposal document that includes **all** the items below. Your proposal **must not exceed three pages and must be typed (12 font)**.

**A. Conference curriculum framework (refer to list on previous page):** Indicate the specific focus area your proposal addresses.

**B. Your name; Title; Organization; Street Address, City, State, Zip; Phone, Email, Fax**

**C. Co-Presenters:** List any co-presenters (following the format above).

**D. Presentation Title:** Please limit to 10 words. Do not use all capitals, any abbreviations, acronyms or trademarks.

**E. Description:** Write a 75 -100 word session description. This description must effectively capture the essence of your presentation. Be as specific as possible. This description may be edited by MMGMA.

**F. Learning Outcomes:** Write three learning outcomes. What valuable knowledge, skills, or tools will the participants receive from the session? Begin with this preface: "By the end of this session, the participant will be able to...", then list the 3 outcomes. The learning outcomes must be stated in behavioral terms beginning with a descriptive action verb. Typical verbs used in writing learning outcomes include: define, describe, identify, label, list, name, state, discuss, explain, give examples, identify, apply, change, demonstrate, prepare, relate, select, analyze, compare, differentiate, sort, categorize, evaluate, justify, revise, score, summarize, etc.

**G. Presentation Outline:** Include a content outline of your presentation. Be brief, but include sufficient information in the outline for evaluation of content.

**H. Methodology:** Explain how you will conduct the presentation and equipment you may need. You are challenged to be informative, creative and interactive.

**I. Biography:** Include a one-paragraph (max. 250 words) biography of each presenter. It should include the name and nature of his/her organization, role and function, educational background, current/previous employment (as applicable), professional certifications and any publications written.

**J. Speaking Experience:** You must have previously made a presentation to a moderate to large-size group. List the following:

- Name of conference or group to which you have made a presentation
- Presentation Title
- Date and location of presentation
- Person who has agreed to be contacted as a potential reference about this particular presentation. Please include their name, title, organization, telephone number and email address.

**K. Fees:** Indicate any speaker fees and expense reimbursement requirements

**L. Conference Preference:** Please indicate if you want to be considered for a winter conference (held locally), summer conference (held outside metro) or either conference.

## Review criteria

The MMGMA Conference Planning Committee will review all applications and use the following criteria in the selection process:

1. **Relevance to group practice management** — The application directly addresses issues of pressing importance to the group practice administrator.
2. **Clarity of abstract and content outline** — The abstract specifically describes the learning objectives, content, delivery of the presentation, and outcome.
3. **Checklists, tools, exercises and "takeaways"** — Tools are provided to participants to either assess current situations or assist them in improvement. These items apply to group practice improvement, or to the advancement of one's personal skills.
4. **Innovation** — New and innovative practices are provided to participants, based on practice or pertinent research in the field.
5. **Hot topic in practice management** — The topic is either emerging or is a priority for people in the field.
6. **Educational method** — The method of delivery is interactive and appropriate for the content presented.
7. **Advanced material** — The review committee will select approximately 90 percent proposals that indicate intermediate to advanced-level content and 10 percent beginner-level content.
8. **"Covert" sales pitches** — Evidence of product/service promotion disqualifies the application. Historical evaluation data on each speaker is also reviewed. Speakers with previous negative evaluation data indicating a perception that products/services were pitched inappropriately will also be disqualified.
9. **Method of delivery** — The presentation delivery must be defined. Sessions that are appropriately more interactive will have priority over lecture/discussion programming.

## Maximize your acceptance chances

- Avoid over-reliance on theory. Attendees (and the review committee) look for practical information they can use right away.
- Develop interactive presentations. Show how you will get your audience actively involved, rather than have your audience hear you read your slides

## Frequently Asked Questions

### **How many applications can I submit?**

The Call for Speakers is a competitive process. Each presenter or organization is limited to two applications on different topics.

### **Will applications be accepted through the U.S. mail or fax?**

No. We will only accept proposals electronically through email.

### **When should I expect to hear if I've been accepted?**

MMGMA will select presentations and notify applicants of their acceptance by **November 13**. Due to the volume of applications, we ask applicants to please not contact MMGMA to investigate the status of their proposals.

### **Can I promote products or services in my presentation?**

No. Presenters are not allowed to promote their own products and services in education sessions. Non-vendors may discuss the use of a product or service within the context of a case study presentation only. Resource lists for participants must include multiple resources and not focus only on one product. Vendors are encouraged to use alternate methods of promotion, such as exhibits, sponsorship, advertising and/or hospitality suites.

**Submit your proposal to [info@mmgma.org](mailto:info@mmgma.org).**