



## Welcome to SHSMD's 2025 Call for Proposals Application

This document is intended to help you prepare your abstract proposal that must only be submitted via this **online portal**. **[Only applications submitted via the online portal will be considered.](#)** This document will help you gather the appropriate materials prior to submitting online. The deadline to submit your proposal is January 17, 2025, at **11:59 PM CT**.

### Proposal Application Preparation:

SHSMD is seeking workshop and concurrent session proposals for the 2025 SHSMD “Connections” Conference being held October 12-14, 2025, in Dallas, TX. SHSMD is also seeking virtual session proposals for online education programs throughout 2025, including our annual social media certificate course in September. All submissions must be submitted through this online portal to be considered.

SHSMD is especially interested in proposals focused on these **topics of interest**, which cut across marketing and business strategy disciplines, address forces affecting our field, new innovations, and sessions for health systems of a variety of shapes and sizes, including small and rural.

SHSMD is seeking content for all levels, including advanced level content for our senior level executives plus proposals focused on diversity, equity, inclusion, and belonging, physician strategies, emerging technologies, workforce and data analytics. Proposals should be flexibly written so that presentations can be readily updated for potential use later in the year. We are particularly interested in interactive, engaging formats that help members solve problems across disciplines or within one discipline.

Before submitting a proposal, please read through the submission requirements, review criteria and speaker benefits found in the **[Speaker Agreement Terms & Conditions](#)**. Please note:

SHSMD will accept up to two (2) proposals per organization. Please ensure no more than two are submitted as this could reduce your chance for acceptance.

**SHSMD strongly recommends all presentations include at least one presenter from a health care organization** (hospital/health system or similar entity); that presenter’s contact information and confirmation of their participation is required when submitting the proposal. If you do not include a health care provider, please provide reasoning in your submission.

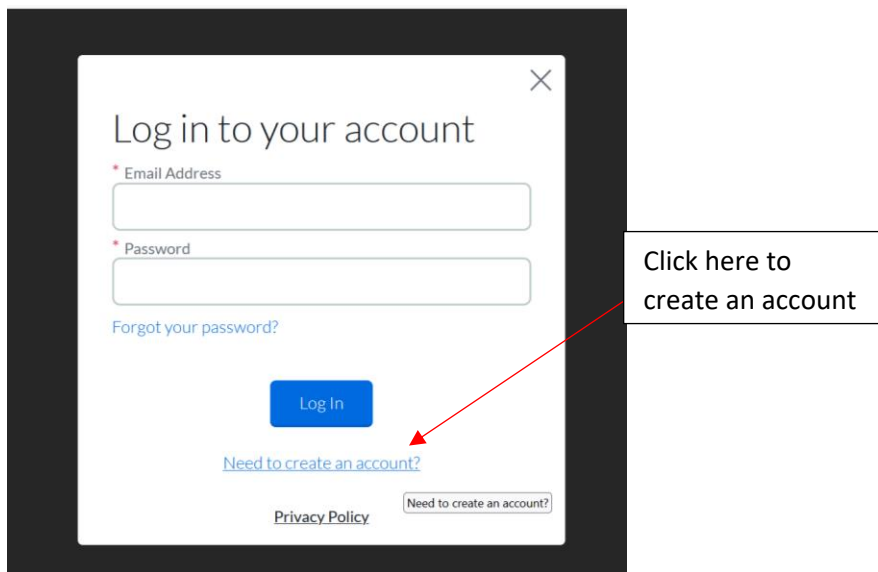
**The promotion of any commercial products or services directly violates the [Speaker Agreement Terms & Conditions](#) that all speakers must agree to during the submission process.**



Speakers will be notified of their submission status by **June 2**, or sooner, if selected for programs outside of the annual conference in October.

### Instructions for submitting online:

- 1) To submit, [log into the online portal](#) and create a new account (refer to screenshot below) using the primary presenter’s contact information. NOTE: The log in credentials are NOT the same as the SHSMD website. It will not recognize your email and password.
  - If you are submitting on someone’s behalf, please use the primary speaker’s contact information when creating a new account.
  - After creating a new account, you can proceed with the submission process and add co-presenters.



- 2) You have the option to click “Save” and return to finish your application. Just be sure to click submit prior to the January 17th deadline (11:59pm Central).
- 3) You can log back into the platform until the deadline to make edits and add co-presenters. Just be sure to click “submit” if you make any edits



## 2025 CALL FOR PROPOSALS APPLICATION

Use this paper application to prepare your submission proposal. All submissions must be submitted via the [online application portal](#). No emails or paper applications accepted.

### Step 1: Enter the Speaker's Details

- Prefix
- First Name
- Last Name
- Email Address
- Title
- Organization
- Phone
- Brief Speaker Biography (100 words or less)
- Speaker Reference-Please provide up to three (minimum 1) reference(s) who can validate your presentation skills. Include each reference's name, title, organization and email.

### **Speaker Terms and Conditions Agreement.**

\* Read and provide your consent that you understand and will abide by the SHSMD terms set forth in the [Speaker Terms and Conditions Agreement](#).

- Yes, I Agree.

### **Co-Presenter Details**

**Primary presenters, please enter in any co-presenter information below.**

Workshop presentations may have no more than two presenters total (including primary speaker), and concurrent sessions may have a maximum of two presenters (four total for panel presentations).

If you plan to include any co-presenters, please have their contact and biography information ready as you will need to include them in the proposal, and they will be notified upon submission that they have been included in your proposal.

**Proposals will not be considered complete until all co-presenters information is provided.**

- First name
- Last name
- Title
- Organization
- Phone number
- Email
- Brief Biography (100 words or less)

Proposals will not be considered complete until all co-presenter information is provided.



**The primary presenter will serve as the lead contact and will be responsible for communicating all information to co-presenters.**

### Step 2: Enter Submission Details

\* Are you or your organization submitting additional proposals? A maximum of 2 per organization will be considered. Yes, No, Not Sure

### Session Type:

Which of the following format options can you commit to presenting if selected by the committee? Select all that apply.

\* Select All that Apply:

- In-person conference, October 12-14: Two-hour workshop that takes an intensive, deep dive into a topic that includes interactive exercises, skill development, and tangible take-aways. Workshops are limited to three presenters. Workshops may be offered as a preconference session or offered during back-to-back concurrent sessions.
- In-person conference, October 13-14: 45-minute session that includes Q&A. Limited to two presenters. Panel presentations may have up to four presenters.
- 45-minute virtual webinar for the annual 2025 social media certificate course offering virtually in September.
- Other year-long programs including webinars, courses, podcasts, blogs, articles

### Topic Areas

Please identify the topic area that best fits your proposal.

\* Identify the Topic/Track Area (select only one):

- Marketing
- Digital Engagement
- Communications
- Public Relations
- Business Development
- Strategic Planning
- Innovation
- Cross-Disciplinary Solutions (includes more than one of the topic/track areas above)
- Career and Leadership Development



Does your presentation also address any of the following areas? Select all that apply.

- Diversity, equity, inclusion
- Physician relations/strategies
- Population health/Social determinants
- Behavioral health
- Analytics, Data Privacy, Tracking Guidelines
- Small or rural hospital strategies/perspectives
- Emerging technologies (AI, ChatGPT, other)
- Managing financial pressures
- Innovative ideas to prepare for the future
- Workforce recruitment, retention and engagement
- Market Research and Consumer Insights

**\* Session Title**

Note: The American Hospital Association adheres to AP style and requests you write “health care” as two words.

**Session Description:**

\* Abbreviated Session Description (100 words or less): This description of the selected presentations will appear in the brochure and on the website. Please review for correct grammar and spelling.

1,000 characters remaining

\* Full Session Description: In 500 words or less, describe the content of your session.

5,000 characters remaining



**Learning Objectives:**

Please clearly define how your session will support attendees' knowledge and skills for use back at the office. Put emphasis on participants acquiring skills, rather than simply receiving knowledge and information. For example, "Participants will be able to improve their recruiting strategies by using content marketing effectively".

You must submit 3 learning objectives:

\* Learning Objective 1:

\* Learning Objective 2:

\* Learning Objective 3:

\* Future Applications: Briefly explain how lessons learned from your session will continue to be applied at your organization moving forward.

\* Instructional Format: How would you describe the instructional flow for this session? What techniques and adult learning methods will be deployed? How will the time be used? Creative approaches to engaging the audience are strongly encouraged. Please be specific.

3,000 characters remaining

Tools/Resources (OPTIONAL): Briefly explain a tool, template or resource that you will provide to the audience.

**Audience:**

\* Audience Level (Select one):

If you checked ADVANCED, please ensure that all three (3) of the following criteria are met.

- 1) Session contains highly technical or specialized information.
- 2) Session attendees must have extensive prerequisite knowledge on the topic.
- 3) Faculty have a proven success record with leading conference presentations and/or at least one of the presenters is at an executive level.



### **Step 3: Review Your Submission**

You are able to **Save and Edit Later**. Edits can be made until the deadline of January 17, 11:59pm Central. Please be sure to submit again if you make any edits. The submitter and any co-presenters will receive a confirmation email once submitted.

**All speakers will be notified of their selection status for the conference by June 2.**

**[SUBMIT PROPOSAL ABSTRACT HERE!](#)**

**Please note that this document is only meant to prepare you for the online application process. The actual application must be submitted in the online platform by January 17, at 11:59 pm Central.**

**Notification:** All submissions will be evaluated by the SHSMD Conference Planning Committee, and all primary presenters will be notified of their acceptance status by **June 2**. Abstracts will also be reviewed for other online educational programming (virtual conferences, webcasts/online courses), newsletter, podcasts and blog consideration. You will be notified throughout in the year if we would like to highlight your ideas. Please contact SHSMD at (312.422.3888) or [shsmd@aha.org](mailto:shsmd@aha.org) with questions about the proposal process.