Call for Participation: July 14 – September 13, 2017
Submission Guidelines

In advance, thank you for your time, insight and expertise in support of the largest, international telehealth conference!

The American Telemedicine Association (ATA) is the telehealth leader helping to transform healthcare by improving the quality, equity and affordability of services throughout the world. As the premiere telehealth -focused organization, we offer the largest, international telehealth conference in the industry which serves as a catalyst for discussion, learning and networking.

Our education program covers a wide variety of diverse and timely topics relevant to the telemedicine / telehealth community and appropriate for many professional disciplines, including: healthcare, policy, business development, digital health, and more. As the industry is evolving, so is our meeting. This year we are curating a robust education program that will include innovative presentation formats including case studies by telehealth professionals, immersive panel discussions, and other cutting edge adult learning formats. We welcome all new ideas and encourage forward thinking presentations.

Please review this entire guide that includes all the factors that ATA looks for in determining learning content, delivery, and design to fit the program.

WHAT CONTENT WE ARE LOOKING FOR:
- Data-driven program review with lessons learned
- Integration and alignment of telehealth into the health ecosystem
- Reflect innovation and cutting edge content
- Target practices that address evolving career, professional development and organization implementation.
- Stimulate and provoke discussion and audience engagement
- Facilitate knowledge transfer and development of new competencies
- Provide diverse approaches for different types of learners or organizations
- 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
- Research and Quality Improvement Studies

TRACKS

As you consider the content of your proposal, refer to the below track that align with association functional operations. While proposals may include more than one area, please include only one (1) content area as the best fit. Note: We welcome and encourage additional topics in each track

- **Clinical Services**
  Objective of this track: ATA seeks presentations across the spectrum, ranging from full scale implementations to new methodologies that focus on specific clinical services and how they impact hospitals, primary care, subspecialty care, long-term care, and other key components of the healthcare spectrum. The goal of this track is to showcase clinical applications of telemedicine and highlight specific clinical outcomes

- **Direct-to-Consumer Strategies**
  Objective of this track: ATA seeks presentations across all aspects of direct-to-consumer telemedicine and telehealth, including patient portals, asynchronous sub-specialty services (using store and forward patient data), synchronous live video visits, and commoditized services.

- **Operations and Implementation**
  Objective of this track: ATA seeks presentations that drive successful operations from all aspects of telemedicine including perspectives from payers, providers, and regulators. The goal of this track is to showcase early and full scale programs and service lines and how these are internally deployed for successful operations, long-term functionality and scale. A focus on the process to gain integration and adoption for sustainability is a key focus.

- **Value (Business Strategy and Financial Management)**
  Objective of this track: ATA seeks presentations that highlight the value of telehealth. Business strategy, financial management, and specific tactical issues and lessons learned are focus areas. Varying perspectives our sought from groups such as: payers, health systems, providers, advocacy groups and policy makers. The goal is to demonstrate value to the entire health ecosystem.

KEY TOPICS

As you consider the content of your proposal, refer to topics listed below and select up to four that are covered in your submission.

Affordable Care Act	Emerging Concept	Military & Veterans
Asynchronous	EMRs / HIE	Network Opportunities
Acute Care	Evidence -Based Care	New Models
Artificial Intelligence	Finance Management	Nursing Informatics
Chronic Care	Global / International	Operations
Climate Change	Health Systems	On-Demand
Core Competencies	Human Factors	Patient Engagement
Cultural change	Leadership / Strategy	Patient Empowerment
Data Driven Outcomes	Legal / Policy / Regulatory	Patient Satisfaction
Design and Implementation	Long-term Care	Payment Models
Disaster Preparedness	Market Trends	Payment Reimbursement
Emergency Response	mHealth	Performance Goals

Personal Health
Research / Outcomes
Retail
Rural
School-based

Provider Licensure
State Legislative
Synchronous
Technology
Telepresence / Robotics

Urgent Care
User Experience
Value

LEARNING (SESSION) FORMATS

▢ **Workshops**
A supplemental hands-on session offered in a 90 mins, 3-hour or 6-hour segment that provide for a more personal, in-depth exploration of a particular topic, tool or resource in a smaller group environment. Attendees are required to pre-registration and pay additional fees. Workshops can be scheduled during pre-conference days and evening.

▢ **Seminar | 60- minute session**
Seminars are 60-minute in length, and may have single presenter or a lead presenter with up to three co-presenters. These sessions are to inform and educate participants on a specific clinical, scientific or other telehealth topic related to one of the conference tracks. Seminars are typically presented in a structured didactic format but other interactive formats that allows for audience participation with the session are strongly encouraged. Presenters should be sure to include time for questions.

▢ **Learning Labs | 60 - 75 minutes**
New this year, Learning Labs are 60 - 75-minute interactive and experiential sessions designed to engage a group of participants in an activity related to one of the conference tracks. This is not your typical didactic session. Presenters will guide participates through a concrete challenge, working collaboratively to design a meaningful solution and help them leave with relevant deliverables. These labs are designed to highlight applied teaching and learning within an active learning space. Encompassing the spirit of a seminar, a conversation and hands-on demo, the learning labs should be comprised of the following: Discussion (5-10 mins) to kick off the lab session; Demonstration (20 -25 min presentation or interactive demo), Learning (20 -25 minutes) lab session for participate to process, discuss and concepts and practices shared, and Takeaways / Call to Action (10 mins). These sessions will be held in the Learning Lab space either on the show floor or a multipurpose use meeting space at the convention center.

▢ **Facilitated Roundtable Discussion |25 minutes**
A Roundtable Presentation is a 25-minute oral presentation and discussion with a group of 10 people seated around a common table. Roundtable presentation typically are 15 minutes of presentation followed by 10 mins of discussion and feedback. Each roundtable presentation is repeated as participants move around to different roundtables after the first presentation. Roundtables are an ideal format for networking and in-depth discussion on a particular topic.

▢ **ePoster Presentations |15 - minute to 20 -minute presentation**
An ePoster presentation is an opportunity for presenters to share their timely, innovative information and findings on original research or a project. Presentations will be displayed on a screen at a kiosk where attendees can stand for viewing and interaction. There will be multiple electronic posters being presented at the same time in the area.

⬚ Ignite Sessions | 5 minute talks in 60-minute time blocks
New this year, ignite talks are very structured. You will have exactly 5 minutes to present, using 20 slides. Slides will automatically advance every 15 seconds.
Here's a sample presentation: http://igniteshow.com/videos/why-and-how-give-ignite-talk-ep-19 and a how-to video: http://igniteshow.com/howto. Ignite talks are limited to future topics and will be presented in the exhibit hall.

LEARNING LEVELS

ATA is organizing the program into two content levels that is directly related to both the rigor of the content and the knowledge base of the attendee.

- **1.0 – Core Competency** - Sessions that are meant for participants who are familiar in telemedicine but want to build on the foundational concepts highlighting next steps and best practices.
- **2.0 – Emerging (advanced) concepts –** Sessions that are meant for participants who have a significant knowledge, experience and understanding of Telemedicine.

TARGET AUDIENCE

Please choose the type of audience the content is best suited (please choose all that apply)

Academic / Research / Education Institution	Healthcare Care Administration
C-Suite / Executive Management	Marketing / Sales
Clinician / Nurse	Military / Government
Consultant	Physician
Engineering / IT	Policy / Government Relations
Financial / Legal/ Investor	Student
	Other

SUBMISSION CHECKLIST

Prior to submission, make sure you have all the items required for your learning session proposal. Be clear and concise when describing your session proposal. You will need:

⬚ Title (not to exceed 15 words)
⬚ Identify Track
⬚ Identify up to four topic area
⬚ Identify which Learning Session Format
⬚ Identify which Learning Level
⬚ Identify Target Audience
⬚ Three Key Learning Objective that participants will take away from the session (approximately 150 words).
⬚ Details Session Summary (500 words or less)
- Primary and Co-Speakers – must include biographies

PROCESS & SELECTION CRITERIA

ATA Education Committee / Peer Reviewers

ATA has convened a diverse education committee to assist in the education program design; selection of speakers, themes and topics; and coaching of speakers. To ensure that program content is timely, relevant, and optimally targeting our attendees' needs, the Education Committee will select from the submissions received during the Call for Proposals and identify gaps, if any, which the Education committee and ATA Staff will address though additional content development strategies. The education committee anonymously rates proposals within their area(s) of expertise. All proposals are evaluated on each of the following six criteria:

- **Relevance**: the proposal should demonstrate alignment to the conference tracks.
- **Innovation and Importance**: the proposal introduces new ideas, methods, and/or approaches that promote new knowledge and have the potential to contribute to the field of telemedicine.
- **Substance and Concrete Takeaways**: Does the program offer concrete data and or result takeaways for the participant? Are there practical tips or techniques that a participant can apply on their return to the workplace?
- **Presenter(s):** Experience, subject matter expertise, background and geographic location of presenter(s) that contribute to the diversity of presentations; and
- **Engagement**: Includes interactive and/or other methods to support learning where applicable. ATA is interested in a variety of delivery methods, going beyond a speaker lecture or panel discussion.
- **Avoidance of product/vendor commercial**: Does the proposal avoid commercial content? If a vendor or consultant is the speaker, did they include a user perspective as the primary speaker?

TIPS FOR SUCCESS

- Think quality over quantity.
- All proposals must be submitted using this online form. Upon submitting a proposal, you will receive a confirmation for your records if it was submitted successfully.
- The person submitting the proposal form will be the "submitter" and will be the primary point of contact for all communications including notifications.
- All co-presenters must be listed on the original proposal. Presenters may not be added at any time, including upon acceptance, without review and approval by ATA staff.
- Plan your submission in advance. First, collect your thoughts for your proposal before going to the online form. The online submission form does allow you to save and edit all entries until the deadline. Once you have your ideas and all necessary information, simply click on the "Start Submission" button to begin.
- Use clear, error free language. Grammar counts!

FAQ

- **How do I submit my presentation proposal?** All proposals must be submitted via our online portal. You can create a partial submission and return to it later by clicking the "Save and Continue" button.
- **Do I have to be an ATA member to present?** We seek proposals from professionals at all levels; from all parts of the world and encourage student participation in presentations. We also welcome exhibitor proposals that demonstrate noncommercial uses of telemedicine to advance healthcare.
- **Is there a fee to submit?** There is no fee to submit. However, if accepted, you must register to attend the conference.
- **Do I have to register for the conference if my proposal is accepted?** Yes, you must register for the conference to present. However, all presenters are eligible to pay the lowest applicable early-bird registration fee with a 40 % off, regardless of when you register.
- **Can I submit more than one proposal?** You are welcome to submit multiple proposals for different topics, but there is a limited of two selected presentations per speaker / author for inclusion in the entire ATA 2018.
- **When do I need to complete my submission?** We must receive your submission by midnight (11:59 p.m. EST) September 13, 2017
- **When will I find out if my proposal has been accepted?** We will send an email notification in early October 2017

SPEAKER RESPONSIBILITIES

- Speakers must be responsive to staff requests and agree to respect and adhere to the deadlines for all deliverables.
- Speakers must participate in at least one speaker webinar or call between January and March 2018.
- Speakers must ensure that information, illustrations, images contained in presentations, related materials or visual aids shall be factual and not be misleading, and will not violate the intellectual property or copyrights any third party.
- Speakers must be committed to working with ATA to deliver exceptional service, to include submitting program materials not less than 1 month prior to event for review/approval and inclusion in the conference app.
- Speakers consent that, with notice, ATA retains the right to modify titles and descriptions during copy editing for marketing purposes.
- Speakers must not solicit leads/contact information, sell products or promote services in any way while onsite before, during or after their sessions without prior written authorization and understand that those in violation of this policy may forfeit future speaking opportunities.
- ATA requires that any person able to influence or control content disclose all relevant financial relationships and/or commercial interests at the time of proposal submission.
- A speaker agreement and responsibility is to register at the discounted speaker rate and to arrange their own travel and expenses.
- Speakers agree to manage all requested deliverables through the Speaker Management Portal. All speakers will be provided login credentials to access and complete the requests.

TIMELINE

- Proposal submission deadline: Wednesday, September 13, 2017 at 11:59 p.m. Eastern.
- Proposal notifications: Early November 2017
- Speaker Training and Coaching Opportunities: January 2018-March 2018
- Register for Conference and Pay Speaker Rate: By March 31, 2018
- Submit Final Session Materials: By March 31, 2018

Questions? Email ewoodard@americantelemed.org