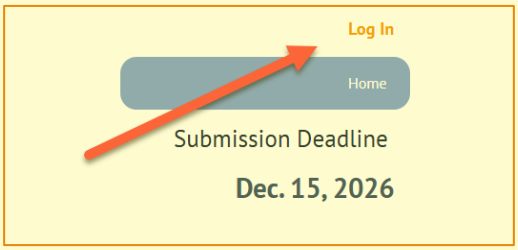
HEALTHTRUST
UNIVERSITY CONFERENCE

2027 Call For Proposals | Guide to Creating a Submission

Described below are the required elements for abstract submissions

Deadline to submit: **Dec. 15, 2026** | **Questions?** *education@htu.healthtrustpg.com*



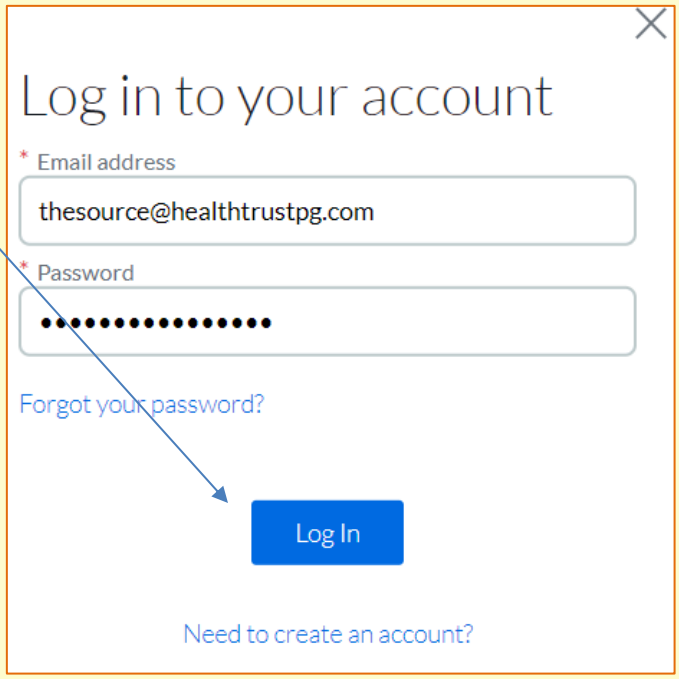
CREATING AN ACCOUNT & LOGGING IN TO CVENT

First-time & Returning users: *To get started, follow the steps below.*

Please create only ONE account even if you are submitting multiple programs for consideration

All users: You will need to create a profile.

- Access the "**Log In**" **link** at the top right corner of the page



- ALL USERS should click "**Need to create an account?**" and follow the instructions to set up a new account—even if you had an account in previous years, **you must create a new one** for your 2027 event submission(s).
- If you are a returning user and your credentials are pre-populating and/or you are receiving an error message, clear your browser and remove/delete your previous password for the Cvent site.
- Reminder: **Save your NEW password as you will need it to access the portal in the future**

Note to HealthTrust Subject Matter Experts who are submitting a proposal and who also serve as SME Reviewers: Please create only one account. Within the account, you will be able to access the submission(s) you create now and then later in the process, access the ones that are assigned to you for review

CREATING & SUBMITTING AN ABSTRACT

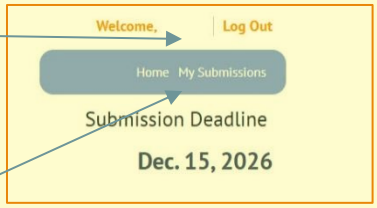
1. **Ensure you are logged in using the instructions in the "Logging In" section above**
   - Thoroughly read through ALL information on the home page before proceeding
   - Review this "Guide to Creating a Submission" document
2. **Click the "Create Proposal" button at the bottom of the page**



3. **Carefully read and answer all of the submissions questions**
4. **Submit abstract by Dec. 15, 2026 (11:59PM, Central)**
   - Once entering all of the required info, you must hit the "Submit" button in order for your submission to show up in

our “completed” list
- Creating a proposal without submitting it will show its status as “in progress” (up and until the Dec. 15 deadline) or “abandoned” (if after the Dec. 15 deadline)

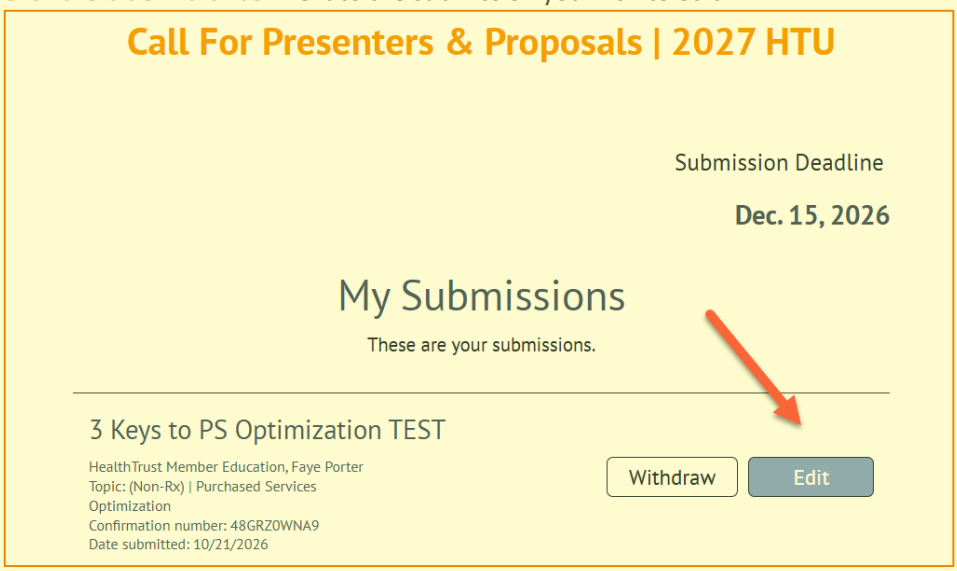
5. **To view your submission(s), click the “My Submissions” link at the top of the page.**



LOGGING BACK IN LATER

*To go back to a proposal you started, but didn’t finish, or to edit a submitted proposal **before the Dec. 15 deadline**:*

1. **To log in, you will need the account information you used when creating your original submission** (email and password)
2. Once you are logged in, click on the “**My Submissions**” tab in upper R corner of the site’s landing page.
3. It will then show you the submissions you have started and/or completed
4. **Click the blue “Edit” box** next to the submission you wish to edit



Required Consent

- When you create your online proposal, you will be asked to abide by applicable copyright laws.
- Legally, HTU is considered a corporate vs. an educational conference, therefore, the "education exceptions" that are afforded by the law to academic or discipline-based professional conferences do not apply to HTU.
- When creating your actual slide deck, references will need to be cited for content as well as for the use of any images, photographs, charts, tables, etc. Unless created by you or someone at your facility, images must be royalty free, or you need to have obtained the owner's permission to use them in your slide deck. Otherwise, there are potential violations of copyright law.
- If you require additional or specific copyright guidance, please consult your organization's legal and/or ethics and compliance resource.

Use of Artificial Intelligence (AI) in the development and presentation of accredited continuing education and/or the analysis of data:

- If AI-based processes are used in the development of education content, it should be transparent and disclosed as noted below:
    - The name of the AI application.
    - The purpose for which the presenter(s) used the AI application.

    - The version of the AI application.
    - The date the AI application was used.
- AI should not introduce bias or discrimination in the educational or accreditation process.
- AI tools may be used for the following purposes and must be disclosed.
    - AI may analyze data to identify trends or areas that need attention.
    - Data collected and used by AI systems should comply with relevant data protection regulations.
    - Data used for AI training should be anonymized and de-identified where necessary.
    - Data retention should follow best practices and legal requirements.
- AI and AI-assisted technologies should not be used to produce scientific, pedagogic, or medical insights, draw scientific conclusions, or provide clinical recommendations.
- Applying AI should be done with human oversight and control and all work should be reviewed and edited carefully.

Presenter Eligibility & Agreement

If you are the lead presenter submitting a proposal, you are also agreeing to the terms on behalf of your co-presenters, if applicable, and are responsible for communicating the following to your co-presenters.

You are eligible to submit a proposal if:

- You are a HealthTrust member in good standing and have a forward-looking, innovative perspective and/or case study to share on meeting healthcare challenges and/or innovations in clinical, supply chain or pharmacy areas of practice.
- You are an on-contract supplier in good standing and are willing to submit your proposal in partnership with a HealthTrust member presenter. Note: Independent supplier submissions will not be considered for presentation.

If your submission is selected, you and your co-presenters must agree to:

- Present on any day during the conference (Monday, Tuesday, Wednesday) and will notify HealthTrust immediately of any conflicts as soon as you receive your invitation to present
- Register for, attend and present live at the conference event
    - Agree to book hotel and flight through HealthTrust's travel site. Personalized invites will be sent well in advance of the July 19 registration deadline
- Submit any reimbursable speaker expenses related to conference travel and participation according to the Speaker Reimbursement Policy and deadline (typically within 30-45 days post event) that are relayed to you when policy is shared prior to event registration
- Meet all published speaker deadlines and return required deliverables

Who can present?

- HTU welcomes proposals from subject matter experts within the HealthTrust membership, its employees and the broader healthcare industry.
- The same individual should not be listed on more than **three** proposal submissions.
- Individuals from the same organization should discuss a strategic approach to content prior to individuals submitting multiple proposals on the same initiatives.
- **HCA Healthcare Submissions -** All submissions from HCA personnel will first be reviewed by a panel of HCA leaders and peers to narrow the number of sessions moved forward for HealthTrust consideration as part of the broader HTU program offering.
- **On-contract suppliers** in good standing should only submit proposals in partnership with a HealthTrust member presenter. Independent supplier submissions will not be selected for presentation.

New for 2027

- **Panel Expertise vs. Developing a Complete Program** | We know there are SMEs among you who would be great on a panel sharing insights but not interested in developing an entire 60-minute session. This year's Call for Presenters & Proposals process enables you to raise your hand as an SME without the requirement of complete program development. Share your interest and request a presenter profile by emailing: education@htu.healthtrustpg.com
- **Presenter Flexibility** | Each year we receive an abundance of submissions, all competing for limited timeslots. As a part of the proposal submission process on this site, potential presenters will have the option to indicate if they are open to participating in another program or panel that might benefit from their expertise. Please note, however, not every program or presenter can be guaranteed selection.
- **CE Accreditation** | In **2027, only Pharmacy programs** will be submitted for Continuing Education (CE) credit as well as a few Nursing programs. Certificates of participation will be offered for self-reporting purposes for supply chain, healthcare executives and allied health professions.

Number of Presenters – up to 4, max. You will be asked to enter the number of session participants:

1, 2 or 3 presenters

Panel of 3 presenters & 1 moderator

Panel of 4 presenters with no moderator

Adding additional presenters

The LEAD presenter should complete the initial proposal. If you wish to add a presenter(s) as you complete the submission or at a later time, there will be a section called "Co-Presenter Details." Click on the blue "Add Co-Presenter" button to add your co-presenter details. NOTE: You will have to add ALL of those presenters' details, inclusive of their contact info as well as their professional 100-word biography.

Course Level – You will be asked to choose from the list below a learner's expected level of experience your proposed content will be designed for:

- **Basic** (general audience; learner has foundational knowledge about the topic and is able to apply related skills in practice with frequent guidance)
- **Intermediate** (discipline-specific topics; learner has broad knowledge of the topic and is able to apply related skills in practice with little guidance)
- **Advanced** (previous subject matter knowledge recommended; learner has in-depth knowledge of the topic and is able to apply related skills in practice independently)

Target Audience – you will be asked to choose:

- **Primary target audience** – Select one from the following with alignment to the HTU attendees mix: Nursing, Pharmacy, Supply Chain, Healthcare Executive
    - If you select "None of the Above" then the content is likely not a fit for the HTU conference attendee mix. Contact education@htu.healthtrustpg.com before continuing with your online submission.
- **Secondary target audience(s)** – Please be thoughtful about your response here & don't just check everyone. Select additional, ONLY if truly applicable

Topic

Next, select the Topic that best describes your content from the list provided. A list of preferred topics can be downloaded from the submission site. If your proposed content does not match any of those listed, then the content may not be a fit for the HTU attendee mix. Contact education@htu.healthtrustpg.com before continuing with your online submission.

Applicability

Proposed content will be of interest to those who work in... (check all that apply)

- ☐ Any facility type or size
- ☐ Acute care
- ☐ Non-acute care (e.g., ASCs)
- ☐ Small, single &/or rural-based facilities
- ☐ Mid-size health systems
- ☐ Large health systems

Presentation Type (select one)

- ○ Co-presented Case Study
- ○ Oral Presentation
- ○ Engaging Panel Discussion
- ○ Case Study & Tech Solution Demo
- ○ Tech Solution Demo only
- ○ Facilitated Workshop/Interactive Format

Submission Details

Note: HealthTrust will edit submissions for clarity, format, CE provider requirements and AP Style. Authors of accepted programs will have the opportunity to review those edits prior to the info being posted to the registration site or mobile app.

Title

Please make the title descriptive, yet **compelling to pique interest and inspire attendance**. Your submission should have a specific presentation title (containing no abbreviations) that indicates the nature of the presentation.

Gap Analysis – you will be asked to provide:

- **Description of current state** – *Write a two-to-three sentence description of the current state in healthcare related to the topic.* **It should answer: Why is this presentation necessary?**

- **Description of desired/achievable state** – *Write a two-to-three sentence statement addressing the desired outcomes from attendees utilizing the principles discussed in the presentation.* **It should answer: What problem will it help attendees solve?**

Program Summary a.k.a. Abbreviated Abstract Paragraph (100-word limit)

This summary should be compelling & pique someone's interest to want to attend. Please don't just repeat wording used in gap analysis above. This is the description that will appear on the conference registration website & in the mobile app. For Pharmacy sessions, it will be used for CE accreditation purposes.

(Note: HealthTrust will edit submissions for clarity, format, CE provider requirements & AP Style.)

Session Learning Objectives

Describe what **an attendee can actually do differently after participating in this session.** Objectives must clearly articulate the **knowledge & take-home value attendees** will acquire from session participation, vs. your goals as the presenter or stating what YOU want to convey.

Provide up to 3 learning objectives that are clear, specific, measurable, relevant and achievable within the 60-minute timeframe.

When developing your learning objectives, consider the following:

- Each objective should start with: *At the end of this session, participants should be able to...*
- As you complete the above sentence:
    - What will learners be able to DO differently because of what they learned from your presentation?
    - Does it contain a measurable action verb (that identifies/demonstrates the learning to be

demonstrated in the performance)? Bloom's taxonomy of learning outcomes can be used to help write learning objectives that reflect specific and measurable changes in behavior as a result of learning. Email us if you would like a copy of that document.

- Do your learning objectives reflect the relationship of the activity topic(s) or content to contemporary healthcare practice applicable to the appropriate target audience(s)?

List of Evidence-based References and/or Industry Resources

Rx programs MUST ADD: List of Evidence-based References &/or Industry Resources that will be consulted in developing content for your presentation. This is part of the accreditation process when we submit the slate of programs for pharmacy continuing education credit. Rx submitters cannot leave this section blank or state TBD/to come.

(Note: Later, when you develop your actual slide deck, those same references should be cited in the places where they contribute to the content in your presentation deck.)

Other Opportunities

Due to limited timeslots on the HTU agenda, not all submissions can be selected. If your proposed program is not selected, the site will ask if you would you be interested in possibly participating as a:

- Panelist in a different session at HTU that would include other HealthTrust members and/or HealthTrust staff
- Resource in another session at HTU sharing your success with HealthTrust tools, solutions and/or contracts
- Resource for an article interview in THE SOURCE magazine
- Presenter preparing content and delivering a webinar for HealthTrust members at another time during the year

Once a Program Is Approved/Accepted for Presentation at 2026 HTU

Each presenter and/or moderator will be asked to:

- Confirm interest in participating (With the long lead time, we understand things can change with people's availability from the time a proposal is initially submitted)
- Confirm assigned session date/time will work for their schedule in Aug. of 2027
- Sign and return the HealthTrust Permissions form*
- Submit a professional headshot photo that will appear on event registration site and mobile app

In addition to the above items, those participating in a Pharmacy session with CE credit will be asked to:

- Submit a current CV or resume*
- Sign and return a Disclosure of Financial Interests & Relationships form*

*Why do I have to submit this?

- Permissions form – you will be asked if HealthTrust has permission to share your materials with its members and/or conference attendees (PDF of content, a recording) via the event's mobile app, the HealthTrust public education site, etc.
- A CV/resume is pertinent to demonstrating that program participants meet the requirements of the accrediting bodies regarding speaker knowledge and experience related to the proposed subject matter.
- Disclosure form – For CE-based education the form is required related to any relationship(s) speakers may have with the products, services, educational platforms or support received or provided that will be discussed or is related to the proposed presentation's content. Having these types of relationships will not preclude you from serving as a presenter or moderator, however the CE providers will ask how you intend to balance the presentation and prevent bias or promotion and mitigate any opportunities related to such.

Timeline & Deadline Reminders

- Dec. 15, 2026* | Deadline to submit COMPLETE proposals online via the CFP site
- Dec. 16–Jan. 22** | Submissions assigned for internal HealthTrust SME review; HealthTrust submission discussion meetings
- Jan. 29** | Speakers notified of decisions
- March 8* | Speaker deliverables: Presenters from accepted sessions to submit speaker deliverables (professional headshots, signed disclosures, CV/resume) and approve edits for registration site copy and CE applications
- June 7* | Sessions with multiple speakers to submit their slides to the session's Lead Presenter for approval and combining into one deck. Lead Presenter is responsible for submitting the combined, final presentation to HealthTrust by June 14

- June 14* | FINAL, completed presentations due to HealthTrust for internal and CE provider review. Presenters are asked to make required edits in a timely manner

*Failure to meet any of these presenter deadlines may result in a session being removed from the schedule.
**Internal HealthTrust process

Please contact education@htu.healthtrustpg.com with questions.