



Attendee Return on Investment (ROI) Toolkit

Follow the steps below, review our tips for handling common objections, and use the email to your boss to maximize the chances that your board or your boss approves the investment for you to attend the American Alliance of Orthopaedic Executives (AAOE) [Women in Medical Practice Management Conference](#) in Philadelphia, November 4-5, 2025.

Steps to Follow Now

1. Let your boss (or board) know that the perfect time to register is before the **best value rate expires on August 31**. Prices won't get any lower. At just \$99 for AAOE members and \$119 for non-members, it's a bargain. After the 31st, the price increases to \$119 for members and \$139 for non-members – still great rates!
2. Read common objections below and be ready to answer them confidently.
3. Customize the email to your boss and send it to your board or supervisor.

An Email to Your Boss

I'd like to request approval to attend the **AAOE Women in Medical Practice Management Conference**, hosted by AAOE, on **November 4–5, 2025**. The program is designed specifically for women in leadership roles. It covers essential skills like negotiation, executive presence, personal branding, and pathways to leadership—all taught by respected experts and panels of peers.

What's in it for our practice:

When leaders like me attend, they return with sharper negotiation, communication, and leadership skills that directly strengthen the business. This means more effective hiring and retention, improved mentoring of staff, stronger executive presence with patients and partners, and a pipeline of women leaders ready to drive growth and stability for our practice.

The investment is very reasonable—just \$99—and the conference is structured efficiently, requiring only one night's hotel stay at \$164 (plus tax) because it runs from 2:00 PM November 4 through 2:00 PM November 5.

And since it's put on by AAOE, a trusted education partner dedicated to orthopedic and musculoskeletal practice growth, we can be confident it will provide relevant, high-quality learning and networking.

Supporting professional development is a proven way to strengthen both employees and the organization. When team members have opportunities to learn and grow, they bring back new skills, fresh energy, and

ideas that benefit the entire practice. [Research shows](#) that development opportunities are linked to stronger engagement, better performance, and healthier workplace cultures—factors that directly support long-term success.

I believe attending will benefit both my professional growth, help me stay energized and avoid burnout, and improve the long-term success of our practice. Thank you for considering this request.

Common Objections

Objection #1: “The AAOE Women in Medical Practice Management Conference is just like any other conference.”

Response: The AAOE Women in Medical Practice Management Conference is designed to be a small, intimate event, capped at just 72 attendees and 5 exhibitors to maximize networking and education. It is specifically designed for both single- as well as multi-specialty orthopedic or medical practices and hospitals, so I won't be wasting time with sessions that don't address our challenges. Session speakers are orthopedic practitioners, the ones in the trenches, doing the work. People like me. They understand what works, and what doesn't. I will learn new tactics and strategies I can put into use when I get back to the office.

Objection #2: “You can learn the same content from webinars and articles.”

Response: I'll earn 5.5 Category A CEUs at this conference. Webinars and articles can fill some gaps, but they can't replace an in-person conference experience. At the AAOE Women in Medical Practice Conference, I'll meet other practice professionals like me facing the same challenges. There's also the chance to network directly with speakers and vendors to ask the targeted questions I have, so we can meet our specific goals.

Objection #3: “It's too much time away from work.”

Response: I've come prepared with a plan of how I'll cover my responsibilities while I'm away. By dedicating two days to the experience, I'll be able to focus and fully immerse myself in “learning mode,” which will allow me to execute what I learn faster and give me new ideas to help us reach our goals faster.

Testimonials to Share

Priceless connections benefit the practice

When Kelly Hamburg, MBA, Director, Specialty Practices at Sauk Prairie Healthcare, walked into the AAOE Women in Medical Practice Management Conference, she wasn't sure what to expect. As a rural healthcare leader in Wisconsin, she knew the challenges of managing orthopedic practices — and she knew that, as a woman in leadership, there were layers of challenges others didn't always see.

But what she didn't know was how much this one event would change her support network forever.

On the first night, Kelly and her colleague chose a table at dinner with a few open seats — and struck up a conversation with four other women they'd never met. That conversation didn't end when the plates were cleared. They sat there talking, sharing stories, and supporting each other long past closing time — until 12:30 in the morning.

By the next day, they'd started a group chat. Today, that chat is still active — a daily lifeline of encouragement, advice, and friendship that helps Kelly navigate every personal and professional challenge she faces.

"That to me is priceless," Kelly says. "You can't put a price tag on those types of connections."

"It wasn't just about the sessions—it was the conversations, the laughter, and the shared drive to lead better." —Andrea Vitalich, Executive Director, Proliance Surgeons, past keynote speaker

The Women in Practice Management Conference isn't just an event—it's an empowering experience filled with connection, storytelling, and strength. Last year, Ruschell Gladden, Director of Patient Access, Midlands Orthopaedics and Neurosurgery, described it as "awe-inspiring"—*a space where women supported one another, shared personal and professional challenges, and walked away stronger.

"While orthopedics can be a male-dominated world, it was refreshing and energizing to be amongst so many other women at all different points in their careers and journeys who all face similar day-to-day tasks, challenges, and experiences. An added bonus is that the schedule and location made it a cost-effective conference with CEs and simplified travel time to attend, thus minimizing our time away from our practices." Andrea Allyn, MBA, ATC, Clinic and Sports Medicine Director, Heartland Orthopedic Specialists; President, AAOE

"I am always looking to improve my network, and each time I attend a conference, whether the annual conference or this Women's conference, it is guaranteed there will be new faces to meet, new ideas to hear, new concepts for what our careers look like, and that is worth more than gold. Having so many people at the tip of my finger all of these years has been the secret to success." Megan O'Hara, Practice Manager, Robert V Moriarty MD; Former President, AAOE