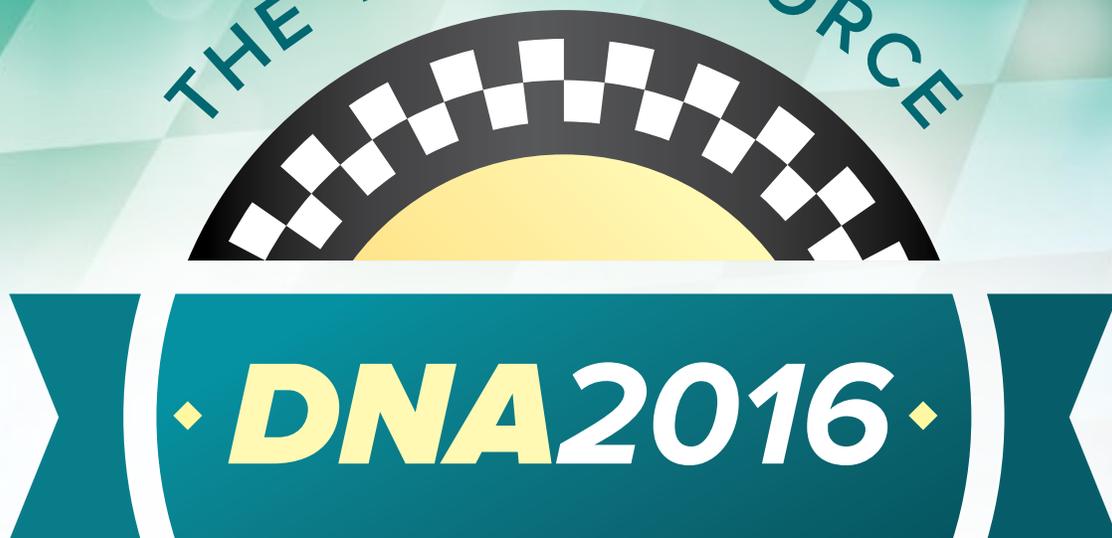


DERMATOLOGY NURSES' ASSOCIATION'S 34th ANNUAL CONVENTION

THE DRIVING FORCE



• **DNA2016** •

IN DERMATOLOGY

**MAKE YOUR CASE
FOR ATTENDING**

March 31 – April 3, 2016

JW MARRIOTT INDIANAPOLIS, IN

dna

DERMATOLOGY NURSES' ASSOCIATION®

www.dnanurse.org

SAFETY / ETHICS

“ Investing in education gives you a well-rounded and more valuable employee. ”

John K. Randall, RPh, MD
Randall Dermatology

Today's economy has everyone watching the bottom line. Each of us needs to justify the spending of every dollar now more than ever. This is particularly true with business travel.

Your physician may be asking you:

- Is this event necessary and how will it benefit the growth of the practice?
- Can you participate in local or online events and receive the same information?
- What is the cost and what is our ROI (return on investment)?

They may not understand how the DNA Convention benefits not just you as an attendee, but your office, hospital or university as a whole due to the valuable information you'll be able to put into immediate practice.

Share these important Convention benefits with your supervisors to show them just how much value the DNA Convention adds to your personal growth as well as the future growth of the practice.



Value for You and Your Practice Setting

Whether you are joining us for the first time or have attended the DNA Convention before, we wanted to remind you of some of the key benefits you will gain this year:

- **Information:** Our programs are focused on timely topics directly related to current challenges and opportunities within the field of dermatology every day. Heighten your knowledge on key issues and create treatment strategies that have a direct impact on your patients.
- **Networking:** Convention is not just about the education; it is also about the powerful connections you make. Informal networking is a terrific way to exchange best practices with your peers.
- **Recognition and ideas:** The DNA Convention is a great place to be inspired and discover new ideas to put into action.
- **Post-Convention presentations:** Share the information you gathered while at Convention with your colleagues and take advantage of all you have learned.
- **Being refreshed keeps you fresh:** Remember that surrounding yourself with peers from across the country can help you gain new insights, gather fresh ideas and return to work invigorated and focused.

How to Gain Approval to Attend the DNA Convention

Continuing education is one of the biggest investments your practice, hospital or university can make in its employees, but are the non-travel, in-office options more appealing? How do you demonstrate that the DNA Convention is the best use of dollars?

- **Provide tangible goals:** Prior to leaving for Convention, provide a list of goals and expectations you plan to meet by attending.
- **Show that the investment is reasonable:** Compared to other educational opportunities, show how the benefits far outweigh the cost.
- **The time out of the office is well spent:** Time away from the routine of the practice setting inspires new ideas in patient care that can be put into immediate action upon your return.

Networking vs. Education

Networking is an important part of the DNA Convention for several reasons, but sometimes that is difficult to convey to your supervisor.

Convention networking allows you to:

- Hear new ideas and learn patient care solutions from your professional peers.
- Become exposed to colleagues from a variety of practice settings and locations.
- Build lasting relationships and mentorships which allow for future communication outside of Convention.

Continuing education is the most tangible part of the DNA Convention you can address with your key decision makers. Share the benefits of the DNA program and provide specific sessions and speakers you plan on hearing.

Program benefits include:

- **Tailored tracks:** You have the ability to attend specific tracks tailored to your educational needs and interests.
- **Cutting-edge topics:** Share the sessions and topics that are of most interest to you and show how you will be able to apply those techniques to your practice, hospital or university.
- **Speaker interaction:** While attending Convention, you will have the ability to have your questions answered by leading experts in the dermatologic field.
- **Exhibitor contacts:** You will have this opportunity to meet with your key suppliers all in one place – a very efficient use of time.

“ I depend on and trust my nurses and their continuing education makes them more knowledgeable in Dermatology and enables them to provide better care for my patients. ”

Diane C. Subin, MD
Sandhills Dermatology, PA
Pinehurst, NC



