

Dear [Name],

Re: Request to Attend HMPS26 – Healthcare Marketing & Physician Strategies Summit

I am requesting approval to attend the 31st Annual Healthcare Marketing & Physician Strategies Summit (HMPS26), May 3–6, 2026, in Salt Lake City.

HMPS26 is a leadership-focused forum for senior healthcare marketing, digital, communications, experience, and physician relations executives. The program centers on measurable growth, AI and data strategy, cross-functional alignment, physician engagement, and accountable marketing performance.

The Summit emphasizes real-world case studies from health systems facing the same margin pressure, access constraints, and performance expectations we are navigating. The insights are directly applicable to our current priorities, including:

- Insert initiative or growth priority: \_\_\_\_\_
- Insert digital or access initiative: \_\_\_\_\_
- Insert AI/data initiative: \_\_\_\_\_
- Insert physician engagement initiative: \_\_\_\_\_

You can view the agenda [here](#) and the brochure [here](#).

Attending will provide:

- Practical frameworks to strengthen conversion from demand to scheduled care
- Benchmarked insight into how peer organizations are using AI and data to drive growth
- Strategies for aligning marketing/communications/digital/physician relations/strategy with other areas within the organization
- Access to recordings of all sessions for internal sharing and ongoing learning

In addition, the Summit provides peer-level networking and access to vetted technology and service partners aligned with healthcare growth objectives.

Estimated Costs:

- Airfare: \$ \_\_\_\_\_
- Ground Transportation: \$ \_\_\_\_\_
- Hotel (x nights at \$295 per night): \$ \_\_\_\_\_
- Meals: \$ \_\_\_\_\_
- Registration: \$ \_\_\_\_\_

Total Estimated Investment: \$ \_\_\_\_\_

Cost Management Options:

- Group discounts (10–20% for multiple attendees)
- Scholarship opportunities for qualifying provider organizations
- Meals in conjunction with the Summit

To maximize return on investment, I will:

- Provide a post-conference briefing summarizing key insights and recommendations
- Share session recordings and relevant materials with our team
- Identify at least 3–5 actionable initiatives we can implement within 90 days

I think this investment will directly support our growth, access, and performance priorities.

Thank you for your consideration. I welcome the opportunity to discuss further.