

*\*\*Please tailor the sample verbiage below to align with your role and organization*

**Subject Line:** Here’s why I can’t miss Artera Heartbeat’24

Dear [insert name],

I’m seeking approval to attend Artera’s Customer Conference (named Heartbeat) in Austin, TX, from September 18-20, 2024. [Artera](https://artera.io/) is a digital SaaS solution and essential partner to us - helping improve our patient communications and drive additional patient engagement for our organization.

[Artera Heartbeat’24](https://heartbeat.artera.io/) brings together healthcare leaders from across the country in [tailor/include titles most relevant to your role: patient access & operations, digital innovation, patient experience, population health, IT and information systems, and revenue cycle] from leading healthcare organizations.

As an attendee, I’ll participate in three days of hands-on training relevant to our organization and walk away with:

* A more complete understanding of the Artera platform
* Practical training on how to fully leverage Artera functionality
* Learnings from peer results and case studies
* What’s coming on the Artera roadmap
* Artera best practices for our environment
* New relationships and connections with healthcare leaders from other organizations like ours

What I learn at Artera Heartbeat’24 will impact how I approach my work and will especially help me with [Please add a specific project or initiative here].

Please see below for an estimated breakdown of costs to attend Artera Heartbeat’24:

• Airfare: [$XXX]

• Round-trip transportation between airport and hotel: $100

• Hotel: $700 ($299/night + tax for 2 nights)

• Standard conference registration fee: $449 ($349 if I register by July 10)

• Total: [$X,XXX]

If given the chance to attend, I’ll share additional details, including sessions I plan on attending. After the event, I’ll share a summary of major takeaways, best practices and recommendations to optimize our use of Artera.

I believe my attendance at Artera Heartbeat’24 is a good investment in my personal career growth and the advancement of our organization's patient engagement strategy. Thank you for considering my request.

Sincerely,

(Insert Name/Signature Here)

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