



## 2019 Practice Management Topics



### **Certified Urgent Care Management Professional Curriculum**

Be a part of the exciting new CUCMP program. We are looking for experts to deliver live presentations at the 2019 Convention or a live webinar (no travel involved). The CUCMP curriculum needs to be high level (not for the beginner). Here is the curriculum and specific topics:

#### **General UC Operations**

- **Performance Indicators in Your Organization** – What are your Key Performance Indicators (KPIs) and how do you track and react to them? These are critical to the success of any business but need to be specific to urgent care.
- **Patient Loyalty** – Urgent care depends on great reviews and word of mouth recommendations. Go in-depth on how you create a good experience from the top to the bottom and how you measure it.
- **Project Management Tools and Resources** – How do you make your management life easier? What software is available for you to keep track and up-to-date on your projects that you and your team are managing?
- **Governance Considerations** – Compare the different governance models and what might work best for your center.
- **Marketing and Sales** – Social media marketing, use of local influencers, online marketing using SEO, Google Ads and tracking, etc. On the sales side what opportunities are out there direct sales in the urgent care industry? How are you successfully selling them?
- **Technology in the Operationally Excellent, Service Orientated Practice** – How do you decide what technologies are best for your center? Highlight best practices for implementation.
- **Non-payer Contracts** – Know what needs to be in a contract and what to look out for. Also, discuss employee and provider contracts.
- **Telemedicine: Overview, Legal Considerations and Implementation** – We are looking for real life examples of how to start from the ground up. How to get payors to pay? What tech is needed? How to successfully implement in your practice.



## Compliance

- **Regulatory Compliance: The 7 Elements of a Compliance Program & Internal Auditing**
- **Laboratory Compliance** – Over view of what’s involved in a compliant CLIA waived, Moderate Complexity and Provider-Performed Microscopy Procedures (PPMP) program.
- **Radiology Compliance in Urgent Care**
- **Alphabet Soup: CON, CPM, MSA, DEA & Other Regulatory Landmines** – A solid presentation on all of the regulatory bodies that can influence and affect your practice.

## Human Resources

- **Regulatory Compliance in Human Resources Oversight** - (I-9, confidentiality, FMLA, exempt versus non-exempt employees, DOL oversight, overtime, workers comp, unemployment benefits, wrongful termination, use of independent contractors, drug screening, etc.)
- **Employee/Provider Onboarding** orientation, competencies, probationary periods, mandatory training, developing and implementing job descriptions and employee handbooks.
- **Staffing Models** – Choosing the best staffing model for your services – industry options, modeling costs, optimizing productivity.
- **Becoming the Employer of Choice for the Employees of Choice** (benefits, feedback and rewards, performance improvement, succession planning, culture, retention strategies)
- **Recruiting and Retention:** All staff, preceptorships, etc.

## Revenue Cycle

- **Payer Contracting Innovations** - Payer Contracting, Re-Contracting, Pricing, Structure, global, FFS, place of service selection, implementing new contracts, timelines Implementation.
- **Provider Credentialing** - Payer contracting versus HR related credentialing.
- **Coding—Risks, Rewards, Reimbursement Considerations** – E/M Coding considerations and other considerations for urgent care
- **Revenue Cycle Audit Program** - Best Practices in AR oversight (includes in-house versus outsourcing nuances, audits, risks, rewards)
- **Alternative Payment Opportunities** – Shifting Revenue Cycle Trends - focus on understanding shifting revenue cycle trends (HDHP, CCPA, deductible deposits, etc)
- **The Front Desk**—best practices, TOS collections, controls, CCPA, HDHP
- **Medical Discount Programs/ Cash/ Transparency** – Get creative on different ways you can increase your revenue.



- **Audit Program:** Coding, charge, A/R, etc.

## Quality & Safety

- **Defining the Organization's Scope of Care—scope of care is mainly a list for Certification but if it were tied to privileging, would end up in HR**
- **Clinical Considerations in the On-Demand Practice**— medical emergencies, employer services/ occupational medicine and injured workers, sports/ school physicals, telemedicine, EHR considerations and audit, when something goes wrong/ incident reporting)
- **Non-Clinical Patient Considerations**— care of minors, left without being seen, patient consents, chaperones, abuse and neglect, care of minors, reporting infectious diseases, patient follow-up, test reporting, EHR and other disruptions in care/ services/ utilities, etc.)
- **BCM: The Business Continuity Manual (Emergency Response Manual)** Fire & Safety, Weather, Outages, & Disasters
- **Accreditation and Certification Considerations** (UCA, NCQA Connected Home, TJC)
- **Policies & Procedures**—the how and why of policies and procedures. Developing them for your center & implementing them. Also include information on measuring them (are they being followed) and how to change them when it's necessary
- **Quality from the Payer Perspective and the Health Care Community at Large** - (the connected patient, quality metrics and distinguishers, reporting); Partnering with other key stakeholders for improved patient outcomes

## Finance

- **The Budget Process**—evaluating the past and building for the future
- **P&L + Balance Sheet;** what they mean and how they are key tools for a successful business (includes financial metrics, accrual versus cash accounting, cash projection basics)

## NEW Track - Growing Your Business

UCA is looking for all things that will help urgent care centers thrive in the on-demand healthcare world. Here are some of the UCA Practice Management Committees thoughts on this track but please feel free to add your own as long as they are not directly promoting a product of service.

- **Cutting Edge Technology** – What's new in Healthcare technology - AI, wearable devices



- **Reimbursement** – Creative ways to address low reimbursements from payers.
- **New Marketing Strategies** – mobile, text, what’s new, what’s next?
- **New Services** – Dispensing, Retail, cosmetic services, Weight Loss Programs
- **New Strategies for partnerships**
- **Back Office Hacks – Keep the cash flowing**
- **Success with Retail Sales**- wound care kits, thermometers, OTC meds, this is ‘Dispensing’ Pedialyte, ace wraps, etc. (FDA regulations, stock safety, rotation & inventory control, tracking expiration dates, etc.)
- **Clinical Trials** - what is required of the urgent care, depending on who’s CLIA waiver is utilized, who is responsible for storage requirement & QC on test kits, etc)
- **Reverse Distribution** -Controlled Substance/Opioids- Local law enforcement process or reverse Rx vendor options (Very state specific but worth a class).
- **HR - Employee Health** – Health Screens, Hep B vaccines, TB
- **Changes to algorithms and rules for SEO, Social media**
- **Block Chain Technology** - what is it and should you be considering implementation