

Paris Hotel, Las Vegas, Nevada | May 3 – 6, 2020

The Urgent Care Association is now seeking submissions for the 2020 Urgent Care Convention & Expo. Our annual convention draws around 1,000 attendees and is designed to offer education that furthers an understanding and knowledge base of topics that impact practice management and clinical treatment in Urgent Care operations. We encourage offering a proposal to address topic areas identified below, but we will consider all proposals.

Who's the Audience?

Owner-Operators, Practice Managers, Doctors and Advanced Practice Clinicians (APCs), and other Key Leaders will be in attendance and expect to leave the Convention with practical and immediately implementable information and ideas.

What is UCA Looking for in a Submission for 2020?

We are looking for Urgent Care's best to help attendees in all aspects of the Urgent Care Industry; from recruiting employees to clinical content, we cover all aspects of operations. Session formats could include:

- **Didactic lecture:** Workshop format (actively participating in a hands-on activity)
- **Panel discussion:** Gamifying a session (turn your topic into a game for participants)

Use of case studies, stories, and other techniques to help the learner think about the topic in a new way is highly encouraged.

Proposals must be submitted via the Abstract Scorecard system. We will not accept, or review proposals sent by fax, regular mail or by e-mail. For consideration, you must complete the entire application; partially completed submissions will not be considered for review. Any questions? Please direct to education@ucaoa.org.

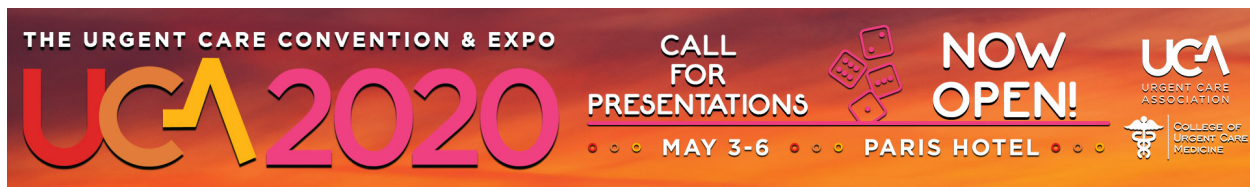
Presenters will be allotted 60 minutes per session, inclusive of Q&A. Breakout sessions are categorized based on various areas of interest to healthcare teams. Please see attached document for UCA's "wish list" of topics for both Practice Management and Clinical.

Any business or commercial promotion of any kind in the context of a presentation that offers CME is not allowed. (*Please see **Industry Perspectives** if you are a vendor looking specifically to promote a product or service).

DEADLINE: All proposals must be submitted by 5:00 p.m. CST on Monday, August 19, 2019.

Industry Perspectives

There are a limited number of slots that will be available for purchase on a first come, first-served basis that allow for vendors to offer educational sessions based on their product, service or technology. These sessions cannot offer CME and still require adherence to all Speaker Harvester timelines and requirements. Any submission that is clearly commercial in nature will be referred to an Industry Perspectives opportunity.



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Submission Rules and Guidelines

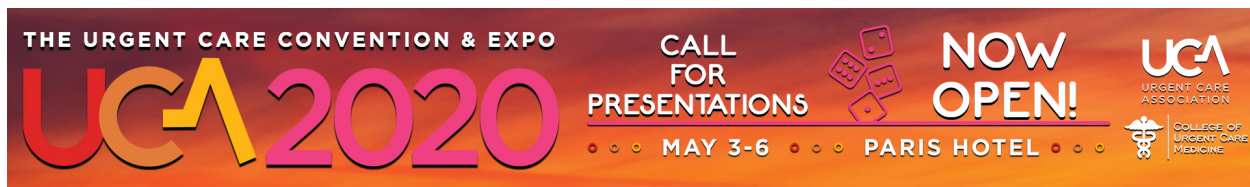
- Membership is not required to submit.
- For consideration, all online submissions must be completed by August 19, 2019 at 5:00 PM CST.
- A maximum number of four proposals may be submitted by a single individual or organization.
- Incomplete proposals or those proposals that fail to meet the guidelines will be rejected.

Important Content Information

UCA proudly offers CME for its Convention Content and must adhere to strict ACCME guidelines in order to offer these credits to attendees. Should your presentation be selected, be advised that you will need to provide CME questions that pertain to your presentation and in some cases, (for CUCMP) situational questions with corresponding rationale for the correct AND incorrect responses.

Within your submission, please be prepared to address the following:

1. **Description of Gaps in Knowledge Which This Presentation Will Address** – will this presentation address a professional practice gap in knowledge, competence, and/or performance of the audience to which it will be presented? Please list the areas that will be addressed within your presentation.
2. **Please “classify” the course level** –UCA has established some guidelines in order to classify courses – please determine the level of the content:
 - a. **1F – Foundational** – appropriate for those with limited experience or exposure to a subject.
 - b. **2A – Applied** – appropriate for those with some experience in the topic or who wish to build onto their knowledge base and apply the content in practical use.
 - c. **3S – Strategic** – for those with substantial knowledge and background in the content seeking the most up-to-date information to further their expertise.
 - d. **4** – This category is specific to **CUCMP (Certified Urgent Care Management Professional)** content and designed to offer exposure to and provide additional knowledge of a topic that is specific to the operations of Urgent Care. Designed for Practice Managers, those in management or seeking to move their career in Urgent Care to the next managerial level.
3. **Presentation Learning Objectives** – UCA would like to offer attendees points of knowledge that they will receive through the presentation. Be able to complete this sentence: **“Upon completion of this activity, participants should be able to ...”**. **Objectives must start with an action verb.**
4. **Short Course Description** Please describe your presentation. Please make sure it is clear, concise, and specific and please do not restate your objectives, rather consider explaining their relevance and importance to an attendee.
5. **NEW! Presentation Outcomes** - Please include any data or outcomes related to your presentation, such as improvement rates, cost savings, and survey results. The outcomes should provide our



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education committees with information to observe quantitative success of your program and to be able to rate and select it for inclusion in the program.

Other Facts and Information

SPEAKER EXPENSES/HONORARIA: UCA has earned a reputation for providing high-quality educational programs, thanks in large part to our dedicated speaker community. We select speakers who share their expertise for the overall benefit of those in the on-demand medicine profession.

- **All chosen *primary speakers** will receive **complimentary, non-transferable** full conference registration (additional events, such as Pre-Con courses are not included) in addition to helping to cover some expenses, if eligible. *Please read the attached honoraria schedule for more information.*

TRAVEL AND HOTEL ARRANGEMENTS: UCA cannot make or modify hotel or travel arrangements on behalf of the speaking faculty. It is recommended that hotel reservations be made with the Paris Hotel as soon as you are confirmed to the program. Please do not delay.

SHARING: You understand that if your proposal is selected, you give permission for it to be used in the UCA online learning system, typically for a period up to 24 months. If there is a need for UCA to continue to use the material beyond that time period, UCA will ask for an extension on the use of the material.

SUBMISSIONS: If your submission is not chosen for the annual Convention, we may consider it for online education and live webinars.

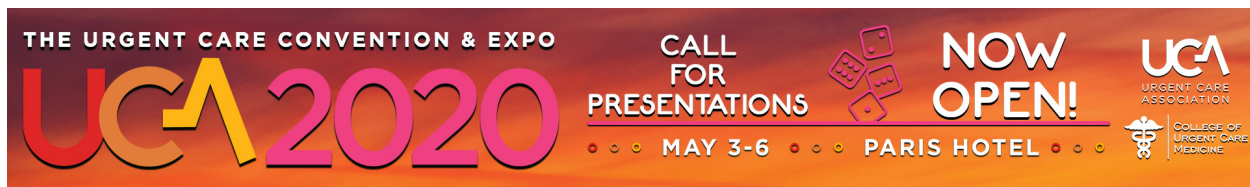
CONFERENCE HARVESTER: All speakers will be given an account in UCA's event management system, Conference Harvester. Speakers are required to fully complete all the requested tasks by the deadlines. This allows for the convention website and app to be populated with the correct information. It is up to each speaker to accurately spell their names, titles and credentials correctly.

PROFESSIONAL CONDUCT: It is understood that, by submitting your proposal, you will demonstrate high standards of professional conduct and will not discriminate against session attendees based on age, gender, socioeconomic or ethnic background, sexual orientation, or ability.

Student Proficiency Questions

All selected presentations are required to include, as part of their draft PowerPoint presentation, **Student Proficiency Questions** that pertain to the content contained in the presentation. These questions are NOT for use during the presentation. Instead they are used in the online learning system to connect those who could not attend the session in person with the material. The questions cannot be True/False or Yes/No. They should be multiple choice. The number of quiz questions required are as follows:

- 60-minute sessions = 5 questions
- 75 – 90-minute sessions = 8 questions
- 120 minutes or more = 12 questions



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CUCMP PROFICIENCY QUESTIONS: UCA’s new Certified Urgent Care Management Professional (CUCMP) designation is considered a higher level of course work for the more experienced urgent care professional. We would like you to consider this when crafting your test questions for your presentation. UCA would request that a minimum of half of your questions should be situational in nature and the other half a higher-level multiple choice. UCA is also looking for justification for the Correct Answer in written form as well as an explanation for why the incorrect response is NOT the desired outcome.

Selection and Notification

Proposals are reviewed by UCA’s Content Committees for Clinical and Practice Management, based on:

- Relevance to the needs of UCA Convention attendees
- Overall quality, originality, and timeliness
- Use of instructional methods and organization
- Practical, results-oriented applications

Individuals submitting proposals will be notified in writing in October, 2019 regarding the results of the selection process. Prior to that date, UCA cannot accept phone calls or emails inquiring about the status of proposals. Potential speakers should tentatively reserve all conference dates May 3 – 6, 2020 to ensure availability.

Due to the volume of submissions, UCA **cannot provide feedback** on sessions that are not selected for the convention program. If you are unable to agree to any of the above statements, please contact Carla Jamison, Education Director at cjamison@ucaoa.org before completing your submission.