



Practice Management Topics for Fall 2017

Course: Clinic Startup Fundamentals Pre-Conference Course (Wednesday or Thursday)

- Startup Customer Service: Front Desk and Clinical Staff
- Startup Grassroots Marketing: The Essentials Tactics to Consider

Main Conference Tracks – The tracks below begin at 1:30 on Thursday, Oct. 26 and go through till Saturday, Oct. 28th at 11:30 am)

Excellence in Center Operations for the Clinic Manager Track - This track will take a look at the role of center manager and how you can improve your processes or understand what it takes to become a great manager.

- Writing Policies and Procedures
- Implementing Compliance – How to develop and implement a compliance plan
- Defining Center Manager Responsibilities
- Staffing/Job Descriptions (all positions in the center including Administration) - What does your structure look like? What does it need to include?
- How do you manage – Management Style
- Managing Patient Satisfaction and Customer Service
- Human Resources
- Managing Metrics
- Financial Statements
- Dissecting a meeting
- Managing Conflict
- Other

Occupational Health Track: From Forms to Fit Testing – This track will cover everything on the operations side of starting or growing your OccHealth business.

- OccMed Services: From Forms to Fit Testing
 - Consent, HIPAA, forms, etc.
- Sales/Marketing for Occupational Health Services
- Injury care (Worker's Comp)

- Post-accident screening and test
- DOT Physical Exams
- Drug Testing/Breath Alcohol Testing
- Role of the MRO (Medical Review Officer)
- Pre-Employment Physicals
- Physical Therapy Services
- Billing/Collection for OccHealth Services – What do Employers/Insurance Company Expect? - Protocols
- Telehealth Services
- Clinic/Facility Setup
- My Organization’s OccHealth Services: A look inside

The Future of Urgent Care and the Integrated Delivery Model – This track is directed toward health systems; urgent care partnered organizations and unaffiliated UCCs seeking growth opportunities.

- **Start-up Considerations**, including Place of Service elections, EMR Integration, site selection and addressing concerns from the primary care employed and community physician groups
- **Integrating the urgent care model into the health systems’ ambulatory care strategy**
- **Urgent care’s role in improving health system quality measures**
- **What does the hospital need to know about UC**
- **Partnerships & Management Agreements**—from the simple to shared risk (this should address legal considerations of everything from pure management agreements, co-branding, simple referral agreements (Stark compliance considerations) and risk sharing partnerships.)
- **E.D. Diversion Strategies**—the right care at the right time in the right location
- **Occ Med and Urgent Care**—health system opportunities to build a competitive model