

## **PRACTICE MANAGEMENT TOPICS**

### **Pre-Conference Course (Sunday, Apr. 26 & Monday, April 27<sup>th</sup>) Comprehensive Clinic Start-up**

- What Does Ownership Mean?
- Getting the "Right" People: Recruiting, Hiring and Onboarding Strategies
- Managed Care Contracting
- Getting Paid: Operational Considerations for Billing and Coding
- Marketing for Urgent Care Start-ups
- Physician Agreements for Employees and Independent Contractors
- Urgent Site Selection
- Financial and Operational Performance Management
- Pro Forma Development
- Clinic Set-up (1-Hour): Lab, X-Ray, Equipment and Supplies
- Understanding the Top 5 Reasons Urgent Care Centers Fail

### **Pre-Conference Course (Monday, Apr. 27<sup>th</sup>) - Financial Management for Urgent Care Operators**

- Setting up systems for financial management
- Metrics-driven management—identifying the metrics most important to urgent care operators
- Balanced scorecard approach to engaging and influencing provider and staff behavior
- Pro-forma Development

### **Pre-Conference Course (Monday, Apr. 27<sup>th</sup>): Building/Expanding Your Service Portfolio**

- Integrating Ancillary Services into the Urgent Care --Clinical Perspective and Marketing Perspective
- Integrating Ancillary Services into the Urgent Care --Operations Perspective
- Integrating Ancillary Services into the Urgent Care -- Billing/Contracting Perspective
- Ancillary Services Mini Session (30 minutes): Dispensing
- Ancillary Services Mini Session (30 minutes): Aesthetics/Cosmetic
- Ancillary Services Mini Session (30 minutes): Weight Loss
- Ancillary Services Mini Session (30 minutes): Pain Management
- Adding lab and diagnostic capabilities to the urgent care center
- Management considerations for the growing urgent care center
- Staffing considerations for the growing urgent care center
- Financial Planning/Pro-Forma Development for Ancillary Services

### **Main Convention Track: (Tuesday, Apr.28-Thurs. Apr. 30<sup>th</sup>): Urgent Care at the "Crossroads": Responding to Critical Issues Facing Urgent**

- Hospital Urgent Care Strategies for Driving Downstream Revenues – looking for two speakers for this session. One who could speak to the legal issues and one for the operations side
- Differentiating Your Practice in a Market Saturated w/Walk-in Choices
- Dealing w/Case Rates: Getting Paid for Higher Acuity Visits and Procedures
- Role of Urgent Care in Integrated Care Delivery Systems (ie Kaiser, Geisinger, Intermountain, Henry Ford, et. al.)
- Connecting with the Greater Health Care System: Urgent Care in ACOs, Skinny Networks, Capitation, etc.

- Beyond Urgent Care: Expanding Services into Primary and Specialist Care – Looking for two speakers for this session. One on operations and one on billing.
- Process Improvement via Patient-Facing Technology – We are looking for a panel here so if you think you could contribute something here please submit.

#### **Main Convention Breakout Sessions (Tuesday, Apr.28-Thurs. Apr. 30<sup>th</sup>):**

- Why coding knowledge/expertise is important even with an EMR system (limitations of EMR systems)
- Surviving a coding audit
- Integration of Urgent Care and Primary Care
- Deep dive on changes in the UC charge master and revenue cycle
- Center Turn-around-projects - countering a poor site decision and/or new entrance challenges through marketing and network access
- Hand picking your referral network (huge opportunity for private operators, not hospital controlled) - each UC drives a large volume of business for downstream specialists and facilities; most don't pay attention to it, and in some cases send business to a group that doesn't support them in return
- Whole session on pharmacy programs at UCs (cash n carry, fully adjudicated/PBM, vaccines, intravenous drug administration, clinical trials, etc.)
- Innovation in Urgent Care Round table – if you are doing something out of the ordinary at your center or have something you'd like to share please submit to participate in a panel discussion
- Calculating Marketing ROI: Are You Spending Enough?
- Leveraging Digital, Social, and Mobile Marketing to Drive Volumes
- Positioning for Growth: Developing Scalable, Repeatable Processes (focus on methods and procedures)
- Developing a Patient Focused Culture
- One and Done: Achieving an Error-Free (No Re-work) Operation
- Recruiting, Interviewing and Hiring Insights: How to comply with the law and attract top talent
- Understanding CMS related topics like timely filing, credentialing, etc. that are important.
- Achieving optimal clinical flow
- Open Call for your own practice management topic

#### **CLINICAL TOPICS**

##### **Main Convention Clinical Breakout sessions (Tuesday, Apr.28-Thurs. Apr. 30<sup>th</sup>):**

- UCAOA is having an open call for clinical topics. We are looking for both **basic** and **advanced** level clinical presentations for the 2015 Convention.
- **Basic level lectures** would be designed for less experienced clinicians such as new NP/PA and Family Practice graduates or for experienced providers transitioning into urgent care from other fields of practice where exposure to this material is scant. Examples may include Differentiating STD's or the approach to a patient with abdominal pain.
- **Advanced level lectures** are designed to meet the needs of experienced urgent care providers looking to better understand the management of complex or rare cases. Topics may include for example novel or alternative approaches to common cases. Examples include implementing a chest pain protocol or dealing with pain in the elderly.