UCAOA Fall 15 Conference Practice Management Track and Sessions

Building Partnerships: Connectivity w/Payers, Providers and Consumers Track

- Accountable Care Organizations
- Hospital Insights on Urgent Care in an Integrated Delivery Model (Intermountain, Kaiser, Geisinger, etc.)
- Working w/Medicare and Medicaid HMOs (Pre-authorization requirements)
- Developing Mutually Beneficial Relationships w/Primary Care Physicians
- Employer Relationships – Direct Bill Models for Self-Insured Employer Plans
- Trends in Consumer Membership Programs for UC
- Developing a Refer to Network (health systems)
- Participation in Medical Discount Programs (networks that include specialty

Differentiating Your Center in Competitive Markets

- Insights and Intelligence from Secret Shopping
- Behavioral Insights to the Urgent Care Consumer
- Physical Facility and the Patient Experience
- Best Practices and Case Studies: Branding and Brand Differentiation via Marketing
- Operational and Strategic Insights from Competitors
- Emerging UC Market Dynamics from Consolidation / M&A Activity
- Specializing in Select Populations: Special Needs (Hearing Impaired), Foreign Language, Ortho/Sports Medicine, Peds
- Specialty Care After Hours for Specialists
- Post Inpatient Stay Follow-up/Preventing Re-admissions (Health systems)

Integrating Primary Care: Running Urgent Care Parallel to Primary Care

- UC EMR vs. PCP EMR
- Billing/Contracting/Credentialing Differences
- Scheduling: Managing Walk-ins and Appointments
- Risk/Compliance Issues in UC and PCP
- ACA Annual Wellness Physicals and Immunizations Process: How UC Fits
- Building Your Primary Care Patient Base
- Selecting Your Primary Care Scope of Service
- Managing Regerral and Specialists
- Participation in Inpatient Care

Operations 2.0: Practical Insights for Improving Day-to-Day

- Defining the Elements of "Best in Class" Urgent Care
- Measurement of Clinic Flow and Improvement of Turn-around Times
- Telemedicine for the Urgent Care Operator: The Hows, Whats, Whens, Whos, etc.
- Integrating Occupational Medicine into the Urgent Care Center
- Policy & Procedures
- Effectively Managing People in the Urgent Care Center
- Price Transparency
- High-tech/High Touch: When to Use Technology