



2012 Annual Convention
Las Vegas, NV
Growing Your Urgent Care: Sustainable Competitive Advantage
Monday, April 16th

Faculty: William Martin, PsyD, MPH Jimmy Hoppers, MD

7:00-8:00am	Registration		<ul style="list-style-type: none"> • Facilities Count...To A Point • Customer Service
8:00-8:15am	Introduction/Housekeeping		<ul style="list-style-type: none"> • Assess your organizational differentiators & competencies
8:15-9:15am	Determining Your Current Strategy in Urgent Care	2:00-2:15pm	Break
	<ul style="list-style-type: none"> • What business are you in? • What makes you unique? • Growth Strategies 	2:15-3:15pm	Turning Unique Assets into Sustainable Competitive Advantage
9:15-9:30am	Break		<ul style="list-style-type: none"> • Tangible/Intangible Assets • It's Bigger Than A Better Mouse Trap • Connecting with the Market • Strategic Budgeting
9:30-10:30am	Using Strategic Tools to Create A Competitive Advantage	3:15-3:30pm	Break
	<ul style="list-style-type: none"> • Entrepreneurial Orientation • Sustainable Competitive Advantage • Strategic Tools 	3:30-4:30pm	Breaking Down Barriers to Success: Strategic Implementation
10:30-10:45am	Break		<ul style="list-style-type: none"> • Myths & Realities of Implementation • What's Next? • Taking it home – The journey of a thousand miles
10:45-11:45am	Identifying & Leveraging Unique Position – Models in Urgent Care	4:30pm	Exhibit Hall Opens
	<ul style="list-style-type: none"> • Changing World of Health Care • Environmental Scanning • Why Does the Market Need Us? Another Urgent Care? 	5:00-6:30pm	National Convention Opening Reception
11:45-1:00pm	Group Lunch		
1:00-2:00pm	Beyond Brick & Mortars		