

Spring 2012 National Urgent Care Convention: Course List

The UCAOA Spring Convention provides a full spectrum of clinical and practice management education. Here's a look at this year's courses:

Clinical Courses	Practice Management Courses
<p>Acute Skin Rashes – Janet Williams At the conclusion of this session the learner should be able to:</p> <ol style="list-style-type: none"> 1. Discuss common acute skin rashes. 2. Identify key elements of the patient history and physical examination of patients with acute skin rashes. 3. Understand the approach to diagnosis and initial management of selected acute dermatologic disorders. 4. Explain indications for emergency intervention for dermatologic disorders. 5. Develop a plan to ensure your facility is equipped to provide initial management and appropriate follow up of patients with acute dermatologic disorders. <p>Preparing for Emergencies in the Urgent Care Center – Sean McNeeley At the conclusion of this session the learner should be able to:</p> <ol style="list-style-type: none"> 1. List common emergencies in the Urgent Care 2. Describe common errors during emergencies 3. Describe initial and ongoing training needed for UC emergencies 4. Explain how available resources dictate necessary supplies and training 5. Understand how to create a location appropriate supply list <p>Preventing Sudden Cardiac Death in Student Athletes – Nathan Newman At the conclusion of this session the learner should be able to</p> <ol style="list-style-type: none"> 1. To understand the incidence and primary causes of sudden cardiac death in adolescents and adult athletes. 2. To become familiar with the pertinent history questions for a pre-participation sports physical cardiovascular assessment. 3. To become familiar with the key aspects of the pre-participation cardiovascular physical examination. 4. To detect and assess 'red flags' in a sports pre-participation screening for sudden cardiac death. 5. To understand when to delay or deny athletic participation pending further cardiovascular evaluation. 6. To review the issues surrounding recommending a routine EKG as part of the pre-participation cardiovascular evaluation. <p>Ortho Region One: Shoulder Injuries – Janet Williams At the conclusion of this session the learner should be able to:</p> <ol style="list-style-type: none"> 1. Understand the approach to diagnosis of various shoulder injuries. 2. Differentiate common inflammatory disorders involving the shoulder. 3. Discuss basic urgent care treatment of common shoulder disorders. 4. Explain indications for emergent intervention requiring hospital transfer. 5. Develop a plan to ensure your urgent care facility is 	<p>Opening General Session: National Perspectives on the Future of Urgent Care At the conclusion of this session the learner should be able to:</p> <ol style="list-style-type: none"> 1. Recognize how urgent care currently fits in the National Healthcare arena. 2. Identify how high deductible plans are influencing the consumer's choice in medicine. 3. Analyze the impact of investor dollars on the delivery of care. 4. Define trends in ACO developments and how urgent cares are/are not playing a part. 5. Recognize urgent care's global position and whether or not the industry needs to reposition itself in the healthcare market. <p>General Session Panelist Hour – this is your opportunity to ask more detailed questions to the morning panelists</p> <ul style="list-style-type: none"> • Reducing ER Visits, Oza Manish • Urgent Cares and Retail, Tom Charland • Investor Q & A, Victor Schmerbeck • ACO's, Alice Epstein • Telemedicine, Dale Alverson <p>Cash Flow Management – Cheyenne Brinson At the conclusion of this session the learner should be able to: At the conclusion of this session, attendees will:</p> <ol style="list-style-type: none"> 1. Determine which monthly financial reports are mandatory to review and understand and analyze the practice. 2. Calculate financial benchmarks inherent to managing an urgent care practice. 3. Evaluate the effectiveness of the billing department or billing company. 4. Implement five cost cutting strategies in 30 days. 5. Develop an internal control plan to reduce the risk of employee theft. <p>Evaluating Your Cash Flow Management Process – Cheyenne Brinson At the conclusion of this session the learner should be able to:</p> <ol style="list-style-type: none"> 1. Identify five common revenue leaks that occur at the front desk that impede cash flow. 2. Discuss five common revenue leaks that occur in the billing cycle that impede cash flow. 3. Determine if a fee schedule impedes cash flow. 4. Explore appropriate ways to address and stop revenue leaks before they happen. 5. Revise payable schedule to maximize cash flow.

equipped to handle urgent shoulder disorders.

Urgent Care Management of Burns - Tracey Davidoff

At the conclusion of this session the learner should be able to:

1. Be able to describe the demographics of burn patients including the most common ages, sex, and mortality.
2. Understand the classification of thermal and other burns, and the clinical significance of each.
3. Be able to evaluate a burn patient and determine when specialist or hospital referral is required.
4. Provide initial treatment of burns which that are treated as an outpatient without specialty referral.
5. Provide the patient with adequate education to be able to care for their burn at home.

Eye Emergencies – Mark Rogers

At the conclusion of this session the learner should be able to:

1. Understand what type of eye injuries and emergencies to expect in an Urgent Care setting.
2. Using the resources available to providers in an Urgent Care setting, develop an organized and comprehensive approach to examination of the eye as well as the structures that surround and support it.
3. Learn how to diagnose and treat common eye injuries and emergencies that present to an Urgent Care.
4. Explain how to triage injuries that are appropriate for Urgent Care and which require emergency referral.
5. Learn how to appropriately discuss these eye injuries and emergencies with specialists and how to manage patients that require transfer for emergency services.

Urology Conditions - William Gluckman

At the conclusion of this session the learner should be able to:

1. List the common types of kidney stones
2. Differentiate phimosis from paraphimosis
3. List at least three causes of hematuria
4. Identify the most common organisms involved in UTI
5. Describe the initial evaluation of erectile dysfunction

Rational Use of Antibiotics - Joe Toscano

At the conclusion of this session the learner should be able to:

1. Understand the implications of antibiotic prescribing and "nonprescribing".
2. Explain which strategies may help patients better accept a decision to forgo antibiotics.
3. Recognize when cultures may be recommended or not be helpful.
4. Access available resources to help guide rational antibiotic decisions in the face of continually changing microbiology.
5. Review rational antibiotic choices for antibiotic prophylaxis and infections commonly seen in urgent care practice.

STD Update – Kim Gibson

At the conclusion of this session the learner should be able to:

1. Describe clinical features of common STDs including gonorrhea, chlamydia, genital herpes, syphilis, Hepatitis B, chancroid, HPV, urethritis and vaginitis
2. Demonstrate improved skills in completing the STD history and exam
3. Describe the clinical criteria used in the diagnosis of STDs

Hiring Well – Marty Martin

At the conclusion of this session the learner should be able to:

1. To discuss impact of hiring on Urgent Care strategy and operations;
2. To share evidence based practices in effective hiring;
3. To practice conducting a behavior based interview.
4. To learn how to write behavior based questions from a job description and
5. To learn what is legal and illegal to ask in an interview

EMR Study Results – Steve VanWagenen & Eric Bermudez

At the conclusion of this session the learner should be able to:

1. Gain a high level understanding of the trends and landscapes in the Emergency Department IS and Urgent Care EMR markets.
2. Know the strengths/customer frustrations/functionality gaps of the key vendors and products in these markets.
3. Learn the most popular and important benefits of implementing and using an Urgent Care EMR.
4. Understand how the different Urgent Care EMR systems impact clinician efficiency/throughput and patient safety.
5. Explain how the key Urgent Care EMR products perform in the following principle areas: (1) Clinician documentation and charting tools, (2) Facilitating charge capture, (3) Management/operational reports, and (4) Fulfilling Meaningful Use Stage I Requirements.

Provider Evaluation Process – DeVry Anderson

At the conclusion of this session the learner should be able to:

1. Understand the importance of organizational goal setting as a part of the provider evaluation process.
2. Understand the importance of "self" evaluation as a part of the provider evaluation process.
3. Define "performance standard" and understand it's essential elements: (self evaluation/ quantitative productivity data/ patient satisfaction/ patient outcomes)
4. Understand the importance of/ application of "performance tools" in provider evaluation.
5. Understand how personality types (including your own) can bias provider practice evaluation. (Myers Briggs, Jung: work adaptations/ interpretation of organizational goals/ performance standards)
6. Understand the importance of "provider feedback" to the provider evaluation process.

CMS Initiatives – Betsy Nicoletti

At the conclusion of this session the learner should be able to:

1. Name three CMS initiatives that will affect Urgent Care Centers (compliance, ICD-10, incentive programs)
2. Describe the key requirements of these programs
3. Know how to find more detailed information on CMS's website
4. Set priorities for their center for the next 12-24 months
5. Identify team members who will participate in complying with these initiatives

4. Understand treatment recommendations for common STDs including gonorrhea, chlamydia, genital herpes, syphilis, Hepatitis B, chancroid, HPV, urethritis and vaginitis
5. Summarize appropriate prevention counseling for patients

Chest Pain – Sean McNeeley

At the conclusion of the session the learner should be able to:

1. Review the life threatening causes of chest pain
2. Describe what constitutes low risk for ACS
3. Discuss the role of Troponin I in the urgent care
4. Discuss current pulmonary embolus evaluation
5. Understand when transfer to the emergency room is indicated

Abdominal Pain – Michael Weinstock

At the conclusion of this session the learner should be able to:

1. List the 6 life threatening causes of abdominal pain
2. Understand the non-abdominal conditions which may present as abdominal pain
3. Discuss the physical exam finding which are helpful and which can be misleading
4. Understand limitations of laboratory evaluation
5. Be aware of the sensitivity and specificity of radiologic testing

Wound Repair – Shari Cruz

At the conclusion of this session the learner should be able to:

1. Analyze basic skin anatomy to help decide on repair strategy and improve outcomes.
2. Understand and institute pain control when performing laceration repair in the urgent care setting.
3. Improve skills in basic suturing techniques.
4. Improve skills in advanced suturing techniques.
5. Understand benefits of, and when to use, alternative wound closure.

Dealing with the Difficult/Disruptive Patient – Lee Resnick

At the conclusion of this session the learner should be able to:

1. Develop successful strategies for managing difficult patients
2. Identify triggers for hostility
3. Understand the risks of judgments and assumptions
4. Create a working plan for your practice
5. Understand tools for diffusing anger

Ortho Region Two: Hand Injuries: Tracey Davidoff

At the conclusion of this session the learner should be able to:

1. Understand why hand injuries can carry a high morbidity and mortality to the patient.
2. Describe basic hand terminology and anatomy.
3. Conduct a comprehensive physical exam of the hand which will detect most significant injuries.
4. Diagnose fractures, tendon injuries, and dislocations using history, physical exam, and radiographs.
5. Provide appropriate initial treatment of hand injuries, and make appropriate specialist referrals when required.

Physician Compensation – Rick Cameron

At the conclusion of this session the learner should be able to:

1. Understand trends in physician compensation including market pressures and drivers that impact urgent care physician compensation.
2. Be able to tie market forces to different types of compensation models and affiliation relationships.
3. Describe examples of compensation models and address options for compensation plan designs (including base and incentive pay) for today and for the future.
4. Identify relevant benchmarks and evaluate the use of benchmarks in establishing compensation levels.
5. Appreciate fair market value issues and limitations in valuing physician services for today and for the future.

Meaningful Use Panel – Moderator Barbara McKee, Panelists from Codonix, DocuTap, Practice Velocity and Urgent Care Works

At the conclusion of this session the learner should be able to:

Coming soon!

Physician Retention – Mary Scholz Barber

At the conclusion of this session the learner should be able to:

1. Benchmark turnover trends and identify key findings of the 2011 Physician Retention Survey.
2. Recognize the particular challenges and opportunities that exist for Urgent Care centers.
3. Build a business case for retention: measuring the cost and impact of physician turnover.
4. Identify effective recruitment and retention strategies for implementation, including: flexible scheduling, mentoring and leadership development.

Investor Options for Growing Your Clinic – Victor Schmerbeck

At the conclusion of this session the learner should be able to:

1. Understand the range of alternatives, from an outside capital perspective, available to grow/expand your business
2. Strategically assess your goals and objectives for your business – short and longer term goals, market expansion opportunities/challenges, desire for liquidity and when (is it time, accomplishment or amount driven?)
3. Assess whether your business (and culture) would be a fit for an investor
4. Understand the process by which outside investors would analyze your business and complete transactions
5. Understand the goals and objectives of the investment community

Developing Political Influence – Stephen and Pamela Hassett

At the conclusion of this session the learner should be able to:

1. Follow what's happening in your state and nationally and identify issues affecting your center.
2. Understand why it is critical to build relationships with local and national elected officials.
3. Develop a strategic plan for networking and effective tips for securing meetings with State and Federal representatives.
4. Create a cohesive and high impact message to deliver that will benefit your model and your needs.
5. Develop action steps for follow up and moving the plan forward.

Minor Procedures Potpourri - William Gluckman

At the conclusion of this session the learner should be able to:

1. Identify the proper location for performing anesthetic blocks of digits
2. Describe three techniques for managing epistaxis
3. Describe the technique for Abscess I&D
4. List the steps in performing a joint aspiration
5. State two methods of performing nail trephination

Bites an Stings – Terry Buzzard

At the conclusion of this session the learner should be able to:

1. Understand management and recognize complications of common mammalian bites, and understand appropriate use of antibiotics for prophylaxis and treatment of dog, cat, and human bite wounds
2. Identify prophylaxis of viral disease associated with dog, cat, and human bite wounds
3. Differentiate when to perform primary vs secondary closure of open mammalian bite wounds
4. Identify the assessment and management of bites from N. American poisonous snakes.
5. Recognize the assessment and management of black widow and brown recluse envenomation
6. Relate the clinical assessment and management of Centruroides exilicauda envenomation

Preventing Bouncebacks – Michael Weinstock

At the conclusion of this session the learner should be able to:

1. Recognize warning signs or serious illness in well appearing patients
2. Understand 4 themes present in patients who die an avoidable death within 7 days of urgent care discharge
3. Use the two step approach to improve urgent care patient safety in high risk patients
4. Use “top ten” techniques on approaching the return patient

ENT Emergencies – Shari Cruz

At the conclusion of this session the learner should be able to:

1. Assess and render urgent care-appropriate intervention for ear emergencies.
2. Assess and render urgent care-appropriate intervention for nasal emergencies.
3. Assess and render urgent care-appropriate intervention for throat emergencies.
4. Improve skills in acute epistaxis management.
5. Improve skills in auricular hematoma incision and drainage.

Medical Care of the Injured Worker - Terry Buzzard

At the conclusion of this session the learner should be able to:

1. To define the nature and purpose of the workers compensation system
2. To understand the uniqueness of dealing with the injured employee
3. To understand the legal rights and responsibilities of the physician and injured employee
4. To understand various terms unique to workers compensation including OSHA recordability, FCE, IME, MMI.
5. To understand key elements of the history and exam of the injured worker.
6. To know specific management pearls unique to the injured worker.

Coding Track: ICD10 for Coders Part 1 – Betsy Nicoletti

At the conclusion of this session the learner should be able to:

1. Describe the structure of an ICD-10 codes.
2. Understand and use the symbols, punctuations and conventions
3. Sequence codes correctly based on general instructions and chapter specific rules
4. Define key terms: blocks, Excludes1, Excludes2, sequencing, placeholder, and seventh digit
5. Identify documentation that will require additional specificity to code

How to Evaluate the Investor Option – Keith LeBlanc

At the conclusion of this session the learner should be able to:

1. Understand the advantages and disadvantages of the types of investors such as hospitals, corporate, private equity firms, and angel investors.
2. Explain the evaluation process for selecting an investor through a valuation process, quality earnings reports, HR evaluation, and a coding audit.
3. Demonstrate a plan for strategic growth initiative by reviewing the organic growth in existing centers, growth within the market, the adjacent market status, and your own platform- what do you have and how big can you grow?
4. Explain how to evaluate your investment partners through capital, previous healthcare experience, past project successes, does their culture fit yours, and what is their exit strategy.
5. Evaluate the impact on your existing organization in regards to the addition of new systems, consolidating business functions, the potential reduction or increase in personnel, and the legal restructuring/tax impact.
6. Discuss the role of the investment banker as a coach, consultant/broker, liaison and financial/legal assessor.

Domestic Violence in Urgent Care – John Shufeldt

At the conclusion of this session the learner should be able to:

1. Participant will be able to recognize the physical and nonphysical signs of domestic violence.
2. Participant will understand why victims of DV don't just leave the abusive situation.
3. Participant will understand techniques for discussing abuse issues with the victim.
4. Participant will understand victim's rights and reporting requirements.
5. Participant will know the prevalence of DV.

Coding Track - ICD 10 for Coders II - Betsy Nicoletti

At the conclusion of this session the learner should be able to:

1. Describe the steps for selecting an ICD-10 code based on medical descriptions in the medical record
2. Use the index and tabular listings
3. Assign a seventh digit, when needed
4. Sequence codes correctly based on general guidelines and page instructions
5. Assign codes during the session for a few common conditions, including occurrence codes in Chapter 20, (External causes of Morbidity)
6. Identify and plan for their own continued ICD-10 education (taking an A&P course, or an in-depth in person or on line ICD-10 course)

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Medicine vs. Management – Scott Burger

At the conclusion of this session the learner should be able to:

Coming Soon!**Urgent Care of Pregnant Patients - David Jackson**

At the conclusion of this session the learner should be able to:

1. Describe the most common issues facing, first, second and third trimester pregnancy.
2. Describe the evidence that Urgent Care is necessary in pregnancy measurement.
3. Describe ultrasound and diagnosis of common fetal problems.
4. Discuss the diagnosis and management of abdominal pain in pregnancy.
5. Discuss the diagnosis and management of first trimester bleeding.

Caring for the Dyspneic Patient in the Urgent Care Setting – Joe Toscano

At the conclusion of this session the learner should be able to:

1. Discuss a rational approach to the patient with a chief complaint of shortness of breath.
2. Understand current controversies surrounding the diagnosis of pulmonary embolism.
3. Recognize when the diagnosis of acute coronary syndrome needs to be considered in patients with shortness of breath.
4. Describe the best treatment options for patients with respiratory disorders commonly seen in urgent care practice.
5. Determine which patients with dyspnea can be discharged for outpatient follow-up.

Legal Aspects of Working with Investors – Lorin Patterson

At the conclusion of this session the learner should be able to:

1. Review the various forms that an "investment" might take.
2. Review the various legal authorities that may be implicated by the investment process and/or dealing with investors.
3. Review the "anatomy" of a "typical" investment transaction from start to finish.
4. Identify the potential "hot spots" to confront when closing on an investment transaction or when dealing with investors.
5. Discuss various proactive means for addressing the parties' concerns.

Dealing with the Dissatisfied Patient – Alan Ayers

At the conclusion of this session the learner should be able to:

1. Quantify the lifetime value of an urgent care patient and the marketing value of positive word of mouth to illustrate what happens when patient complaints go unresolved.
2. Recognize how patient needs and expectations influence their perceptions of service quality and how tolerance of poor service varies according to the importance patients place on various service attributes.
3. Distinguish common causes of patient dissatisfaction in urgent care centers and develop measures and survey techniques to assess and monitor those causes.
4. Explain the process for resolving patient dissatisfaction that includes active listening, acknowledgement, and follow-through communication.
5. Understand the interaction of formal training, culture, and incentive programs in empowering staff to prevent situations leading to patient dissatisfaction and to implement corrective action when dissatisfaction occurs.

Coding Track – ICD 10 for Clinicians and Managers – Betsy Nicoletti

At the conclusion of this session the learner should be able to:

1. Describe the structure and key components of ICD-10
2. Understand the importance of the general guidelines, chapter guidelines and sequencing
3. Identify documentation that will require additional specificity for ICD-10 code selection
4. Recount the major classifications in the external causes of morbidity chapter which describes how an injury occurred
5. Strategize implementation and ICD-10 education in their practices for clinicians, billers and coders.

Financial Project Modeling - Rebecca Tomlinson

At the conclusion of the session the learner should be able to:

1. Obtain a basic understanding of financial project modeling
2. Understand how to create a financial pro forma accounting for operational changes
3. Identify capital needs and the impacts to the financial pro forma
4. Be able to calculate a return on investment and know how to prioritize project opportunities based on a prospective return
5. Understand the expectations of banks and investors

on a project's return

Payer Negotiation - Assessment – Stephen Hassett and Pamela Hassett

At the conclusion of this session the learner should be able to:

1. Determine what criteria an operator should use to evaluate various contracts and identify legitimate reasons for re-negotiating. Are all contracts worth negotiating?
2. Define the real reimbursement per patient for each payer.
3. Determine relevant statistical data needed and how to adequately analyze and cull the information to make your case to payers.
4. Clearly articulate one or two specific conclusions regarding the data collected and presented to payers to convince the payer to renegotiate.
5. Determine what data you should start collecting for future negotiations

Hospital Track Part 1 & 2- Panelists: Jeff Collins, Lynne Bernard, Sean McNeeley, Rebecca Lynch

At the conclusion of this session the learner should be able to:

1. Increased understanding and ability to deal with hospital-specific issues around patient flow and our emergency department, primary care and sub-specialty colleagues
2. Increased ability to deal with physician, NP, PA, and nursing issues in the context of the hospital: FPPE/OPPE, standards of care, staffing ratios, conflicts, etc.
3. Have an increased understanding and ability to deal with hospital-specific issues: quality and safety metrics, EMTALA, HIPAA, accreditation and certification, billing and budgets, language/interpreter issues, policies and procedures, etc.
4. Understand the potential role of urgent care centers in the patient-centered medical home model and the accountable care organization
5. Know how to position your urgent care for payment reform (e.g., global payments, bundled payments, P4P, fee-for-service, etc.)

Marketing Occ Med to Employers - Frank Leone

At the conclusion of his session the learner should be able to:

1. Understand the value of offering occupational medicine services to the community.
2. Learn ten unique occupational medicine specific marketing tactics.
3. Understand the inherent opportunity to cross market urgent care an occupational medicine services.
4. Construct a meaningful occupational medicine/urgent care marketing plan.
- 5 Recognize when and how physicians and other key stakeholders can become effectively involved in the sales and marketing process.

Payer Negotiations: Strategy – Stephen and Pamela Hassett

At the conclusion of this session the learner should be able to:

1. Choose and prepare the best spokesperson(s) for effective negotiations.
2. Get the right insurance company representative to the table.
3. Prepare an outline for an effective discussion with the payer, determine what statistical data to provide and

	<p>create compelling supportive materials.</p> <ol style="list-style-type: none"> 4. Identify common “tricks” payers play and counter-strategies. 5. Understand the importance of persistence and follow-up. <p>Management vs. Medicine – Marty Martin At the conclusion of the session the learner should be able to:</p> <p>Coming Soon!</p> <p>Improving Patient Flow – Kevin Roche At the conclusion of this session the learner should be able to:</p> <ol style="list-style-type: none"> 1. Analyze patient flow in the urgent care setting. 2. Understand some key principles to improving system throughput. 3. Develop operational plans to deal with time of day, day of week, and/or other seasonal demand patterns. 4. Utilize tools to help model patient flow through a clinic. 5. Gain an understanding of analytical approaches available to analyze processes. <p>Seizing Marketing Opportunities - David Stern At the conclusion of this session the learner should be able to:</p> <ol style="list-style-type: none"> 1. Calculate the ongoing annual revenue generated by a new patient visit. 2. Know the marketing value of networking in the community. 3. Find free marketing venues. 4. Evaluate if guerrilla marketing makes sense for their practice. 5. Develop marketing programs for ancillary services that are self-funded. <p>Closing General Session: Success in Urgent Care: What You Don't Know IS Hurting You – Moderator: Marty Martin; Panelists: Alan Ayers, Patrice Pash and John Shufeldt At the conclusion of this session the learner should be able to:</p> <p>Coming soon!</p>

* Courses subject to small changes.