

## Focus on the 2007 Urgent Care Conference – March Newsletter

**We know that a brochure and website can only tell you so much.**

Whether you are already coming to the Annual Conference, have your registration form sitting on your desk ready to send, or have never been to a UCAOA meeting - [if you want all the conference details, this message is just for you.](#)

But, [if you'd prefer the shorter version](#), check out the **newly available one-page agendas** for each Track now [on the website](#) (see "In the Spotlight")! We've also added information to the [conference page](#) about getting to the Daytona Hilton, nearby restaurants and a preview of the exhibitors who will be attending to help you plan your time with us.

Here's the detailed version of what's in store:

### **Wednesday, May 9 - PreConference Day**

The PreConference Day is the day to focus in on a particular topic for a full day, or to get caught up if you are just becoming involved in urgent care. It will also be a great time to visit the exhibitors before the big crowd arrives on Thursday morning. Here's what will be happening in the preconference courses (*you do have to pick one of the below since they are all happening at the same time*).

**Clinic Startup** - This popular course covers a different topic each hour - addressing the most pressing issues for those just starting up or exploring urgent care. How do I get financing? (or, if you are hospital-based we have a special breakout for you during this session) What are the options for setting up my clinic? What legal pitfalls do I need to watch out for? How do I get good managed care contracts? How do I market my center to the community and other physicians? What about billing and coding? The nine faculty are all experienced urgent care physicians and administrators and are more than happy to share their secrets for success.

**Procedure Clinic** - This program is for clinicians wanting to hone their practical procedural skills. We set up the room with some space for lecturing but mostly use large tables for instruction and practice on casting, sutures, splinting, injections and more. It's an interactive day with two very experienced urgent care practitioners.

**Occupational Medicine** - Taught by a team of three occupational medicine experts from the National Association for Occupational Health Professionals, this course is broken into eleven sections covering topics from marketing to staffing plans to financial considerations to clinic flow and standards of care. There is a full session at the end of the program for problem solving and Q&A where participants and the experts exchange ideas, issues, and solutions.

**Billing and Coding** - Emily Hill joins us as faculty for this full day on the essential issues of billing and coding in the urgent care setting. Using both lectures and case studies, Emily will share the basics of what you need to understand to be a successful biller in an urgent care center (or to lead your billing team), as well as what will likely be coming in the future for you to be aware of.

Wednesday night, all of the PreConference attendees will end the day together with a **casual poolside reception** to enjoy the sound of the surf and relax from the day's events.

### **Thursday, May 10 - Main Conference Day 1**

The big kickoff starts today! After everyone gets checked in and has breakfast and visits the exhibitors, our Conference Chair, John Koehler, MD, and Board President, Bill Meadows, MD will officially launch the Conference in a General Session featuring Joseph Michelli, PhD as our keynote speaker. Joseph's humor combined with on-target message about why "Management Doesn't Work" will get everyone thinking (and laughing) and ready to go for the day's Track courses. We come back together for lunch and the revealing of our **Annual Benchmarking Report**, followed by an update on Coding and Reimbursement before splitting back into Tracks to finish the day.

**Clinical Track** - Today's sessions include evaluating abdominal pain, eye infections and injuries, and common knee injuries, plus some joint and general sessions with the Introductory Business Track (see below).

**Introductory Business Track** - Today's sessions include urgent care billing, policy and procedure manuals, and a Joint Session with the Clinical Track on how not to get sued (and what to do if you do).

**Advanced Business Track** - Your agenda starts with a special follow-on session with our keynote speaker, Joseph Michelli, to explore the "Keys to Strategic Leadership", then moves to a panel/roundtable discussion on growth strategies, with sessions on staff training for occupational medicine and advanced coding to close out the courses for the day.

After a late afternoon break, everyone comes back together for our **Welcome Reception** to unwind, connect with new and old friends and share the events of the day!

### **Friday, May 11 - Main Conference Day 2**

Today we stay in Tracks for most of the day, coming together in full general session (see below) as our final agenda item. For UCAOA Members, today is also the **Annual Meeting Luncheon** where Accreditation Awards are given and we elect new members to the Board of Directors.

**Clinical Track** - Today's agenda starts off focusing on pediatrics, with some "pediatric pearls" and common presenting complaints including pediatric rash, followed by workup and treatment of mechanical low back pain and EMG services in the urgent care setting, and ending with a joint session with the Introductory Business Track (see below).

**Introductory Business Track** - Your morning starts with marketing strategies, nuts & bolts of occupational medicine, and budgeting and fiscal management, followed by an afternoon of managed care contracting and a joint session with the Clinical Track that brings in a panel/roundtable discussing topics including practice valuation, prepaid healthplan, provider recruiting and retention and patient flow strategies.

**Advanced Business Track** - Today's agenda begins with two great morning sessions - urgent care staffing strategies and marketing for established urgent care centers. The

afternoon focuses on advanced financial analysis, the physician's role in occupational medicine, and advanced managed care contracting.

We close the day together in a general session with Lee Resnick, MD, Academic Chair of UCAOA. Lee will share an update on our efforts toward **board certification and our current and future Fellowship** programs. You have a free evening to attend one of the events sponsored by one of our [Platinum Sponsors](#) (more information to come) or to enjoy the sights and sounds of Daytona Beach!

### **Saturday, May 12 - Closing Conference Day**

To close our conference, we will all begin together to kick off our last day together. Drs. Koehler and Meadows will begin our general session and announce the new board members, followed by Debbie Maier speaking on "Excellent Customer Service" (she ought to know, she comes from the Ritz-Carlton). We'll briefly split up to get in one more Track session that shouldn't be missed, then come back together for the final event, our Networking Forum:

**Clinical Track** - A key issue in healthcare that cannot be overlooked by urgent care providers is the area of quality assurance and risk management - your last breakout session will focus on this topic.

**Introductory and Advanced Business Tracks** - After the general session, Debbie Maier will conduct a special session that gets into details of how to build a *culture* of service excellence with both Business Track groups.

**Networking Forum** - **If you schedule a late afternoon flight for no other reason, do it for this.** What many attendees say is worth their whole trip, the Networking Forum is the place where urgent care providers and leaders from all over the country get together for a final "pow-wow" to exchange ideas, ask questions and get answers, and hear from each other on any topic at all. It's an incredibly effectively moderated session that always brings out some of the best information of the entire conference.

We're excited to see everyone and share this great program with you, so if you haven't registered, [click here](#) to get started, and if you are already coming, be sure to [make your hotel reservations](#) ASAP. We look forward to seeing you all in Daytona!