

UCAOA **URGENT CARE
CONVENTION & EXPO**
PRELIMINARY PROGRAM

Jointly provided by:



**Urgent Care[®]
Association
of America**



APRIL 30 » MAY 3
Main Convention

APRIL 29 » 30
Pre-Convention Courses

NATIONAL HARBOR, MD

MOMENTUM 2017

REGISTER BY MARCH 15 FOR BEST PRICING
UCAOA.ORG/17REGISTRATION

Brochure partially
underwritten by:



SPECIAL EVENTS & HIGHLIGHTS

“GREAT CONVENTION, I ONLY WISH THAT I COULD HAVE GONE TO EVERY SESSION!”
— 2016 Attendee

GAIN SUCCESSFUL BUSINESS STRATEGIES » IMPROVE CENTER PERFORMANCE » STAY ON THE CUTTING EDGE OF URGENT CARE MEDICINE » OBTAIN URGENT CARE BEST PRACTICES » STRENGTHEN YOUR LEADERSHIP SKILLS

The Urgent Care Association of America (UCAOA) **Urgent Care Convention & Expo** delivers the insight, expertise and vision necessary to move your practice and career forward in today's hypercompetitive healthcare environment.

Build **Momentum in 2017** — Join your colleagues, industry leaders and nearly 200 top suppliers and companies at the **UCAOA Urgent Care Convention & Expo** to ensure you have the resources, tools, and proficiencies for continued success.

Register at ucaoa.org/17Registration by March 15 for best pricing.

SUNDAY, APRIL 30

New Attendees' Social | 5-5:30pm

Learn the ins and outs of this event to make the most of your experience. Form new connections and expand your professional network while you have fun socializing with other first-time convention participants.

Opening Reception | 5:30-7pm

Join us for our official Convention & Expo kickoff celebration held in the exhibit hall. Meet industry representatives, view the latest products and gadgets, learn about new service lines, and enter raffles. Complimentary hors d'oeuvres and drinks will be served.

“VENDORS WERE AN EXCELLENT ARRAY.”
— 2016 Attendee

MONDAY, MAY 1



KEVIN LACZ, PA
Former Navy SEAL and Combat Medic

Opening Keynote | 7:45-9am

Behind American Sniper: Real-Life Accounts

Join us for an inspirational kick-off as former Navy SEAL Kevin Lacz shares a fascinating account of his two tours of duty on SEAL Team 3 as a sniper and medic in dangerous combat. Using his rare combination of passion and humor, Lacz will describe how the events of 9/11 were a turning point in his life, compelling him to not only enlist in the Navy, but also transform himself from borderline college dropout to commended Navy SEAL. As the SEAL

Technical Advisor on *American Sniper*, Lacz (who played himself in the Oscar-nominated film) will provide attendees with a behind-the-scenes look of the movie — peeling back the Hollywood veneer to offer a glimpse of true bravery, service and sacrifice.

Members' Luncheon | 12:30-1:30pm

UCAOA members are welcome to attend a special recognition luncheon. Hear board members and leaders provide updates on the association's activities to advance your industry and support the work you do, as well as future initiatives. Candidates running for the UCAOA Board will also address the attendees.

Exhibit Hall Reception | 5:45-7:15pm

End your day by joining your colleagues in the exhibit hall for complimentary hors d'oeuvres and drinks. Browse the exhibit booths to see the latest urgent care products and services. **Visit ucaoa.org/17Convention** for a complete listing of product categories and exhibitors.

90% MODERATELY OR SIGNIFICANTLY IMPROVED THEIR KNOWLEDGE AFTER ATTENDING 2016 CONVENTION.

SPECIAL EVENTS & HIGHLIGHTS

“OVERALL, EXCELLENT CONVENTION.” – 2016 Attendee

TUESDAY, MAY 2



BILL FELKEY
Professor Emeritus of Healthcare Informatics, Auburn University

General Session: Using New Technology to Engage with Consumers | 8-9am

Understand how consumers are using technology to meet their on-demand needs. Highly sought speaker, consultant and author Bill Felkey will explain how technology helps urgent care centers capitalize on new opportunities while explaining what the next 10 years may hold. Obtain insight on how to cultivate healthy interactions with patients through the use of current technologies and better understand the importance of engagement for your urgent care center's continued and future success.

Foundation Celebration 2017: Pillars of Our Communities | 6:30-11pm

Join us at the second UCAOA Awards Celebration benefiting the Urgent Care Foundation as we recognize the achievements and contributions made to urgent care. Be sure to purchase your tickets for this dinner celebration when you register for the convention. **UCAOA is accepting award nominations through Monday, Feb. 20. Nominate yourself or a colleague by visiting ucaoa.org/Awards.**

“VERY POSITIVE EXPERIENCE AND GREAT NETWORKING OPPORTUNITIES.”

– 2016 Attendee



WEDNESDAY, MAY 3



TOM CHARLAND
CEO, Merchant Medicine

General Session: Is the Urgent Care Market About to Be Turned Upside Down? | 8:30-9:45am

Gain market insights on the state of urgent care from industry veteran and consultant Tom Charland. Tracking and consulting in the on-demand healthcare arena since 2007, Charland will review industry developments over the past year, put them into context...and share perspective. These include:

- Expanding population health management programs;
- Proliferating value-based payment schemes;
- On-demand primary care;
- New sophisticated technology;
- and more!

BOARD ELECTIONS

Directors of the UCAOA Board are elected by members in a democratic annual election. UCAOA members will have the opportunity to e-vote before the convention or on site at a voting kiosk in UCAOA Central. Voting will close on Monday, May 1 at 6pm, and newly elected directors will be announced on Tuesday, May 2.

UCAOA CENTRAL

Stop by the association's hub for information on membership, certification, accreditation, benchmarking surveys, and other products and resources. Take a tour of the all-new Online Education library.

MEMBERSHIP

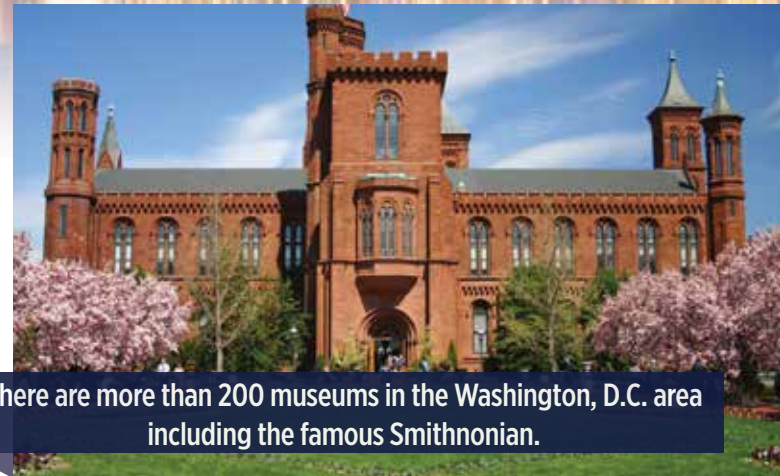
As the largest organization representing the diverse and growing industry of urgent care, UCAOA provides quality practice management and clinical resources to support the work of the urgent care professional. Gain access to exclusive urgent care content, and receive a complimentary subscription to the *Journal of Urgent Care Medicine* as well as discounted rates on educational and networking opportunities, like the 2017 Urgent Care Convention & Expo. Join UCAOA before you register by visiting ucaoa.org/Join.

ACCOMMODATIONS

GAYLORD NATIONAL RESORT & CONVENTION CENTER
NATIONAL HARBOR, MARYLAND



The Gaylord National Resort signature feature is the hotel's massive 19-story glass enclosed barrel-vaulted atrium.



There are more than 200 museums in the Washington, D.C. area including the famous Smithsonian.

► LOCATION

The UCAOA Urgent Care Convention & Expo will be held at the spectacular Gaylord National Resort & Convention Center in National Harbor, Maryland, just outside Washington, D.C.

With a stunning 19-story glass atrium and sweeping views of the Potomac River, the Gaylord National Resort & Convention Center is just steps away from National Harbor's premier entertainment and shopping district and only eight miles south of our nation's capital.

► RESERVATIONS

UCAOA has negotiated special attendee rates for hotel rooms at the Gaylord National Resort & Convention Center. Reservations must be made by Friday, March 31; however, rooms in the block are on a first-come, first-served basis.

Visit ucaoa.org/17ConventionHotel for pricing and online reservations.

REGISTRATION

The Convention & Expo tuition includes WiFi, meals and evening receptions as well as access to nearly 70 concurrent sessions, nearly 200 exhibiting companies, up to 27 CME credits, digital course materials, all recorded sessions (audio synched to PowerPoint slides) with the option of obtaining additional CME credits, and the convention mobile app.

	December 15 – March 15		March 16 – April 28	
	Member	Non-member	Member	Non-member
MAIN CONVENTION (MAY 1-3)	\$ 990	\$ 1,290	\$ 1,190	\$ 1,490
REGISTRATION BUNDLES – BEST VALUE!				
Main Convention & Clinic Startup	\$1,450	\$1,750	\$1,600	\$1,900
Main Convention & Full-Day PreCon	\$1,200	\$1,500	\$1,350	\$1,650
PRE-CONVENTION COURSES				
Clinic Startup Fundamentals (Apr 29-30)	\$800	\$1,100	\$900	\$1,200
Optimized Leadership (Apr 30)	\$450	\$750	\$550	\$850
Gearing Up Your Revenue Cycle (Apr 30)	\$450	\$750	\$550	\$850
Telemedicine Full Day (Apr 30)	\$450	\$750	\$550	\$850
Telemedicine in Urgent Care ½ Day (Apr 30)	\$250	\$550	\$300	\$600
Telemedicine for the Medical Provider ½ Day (Apr 30)	\$250	\$550	\$300	\$600
EXHIBITS ONLY				
One-Day (Select one: <input type="checkbox"/> Apr 30 <input type="checkbox"/> May 1 <input type="checkbox"/> May 2)	\$150	\$300	\$150	\$300
Three-Day	\$300	\$500	\$300	\$500
ADDITIONAL OPTIONS				
CME Fee (Physicians MD/DO only)	\$75	\$125	\$75	\$125
Foundation Celebration (May 2)	\$190	\$210	\$190	\$210
Attendee Guest Pass (price per guest) <i>Up to three guest passes. Guests must be 18 years or older.</i>	\$50	\$50	\$50	\$50

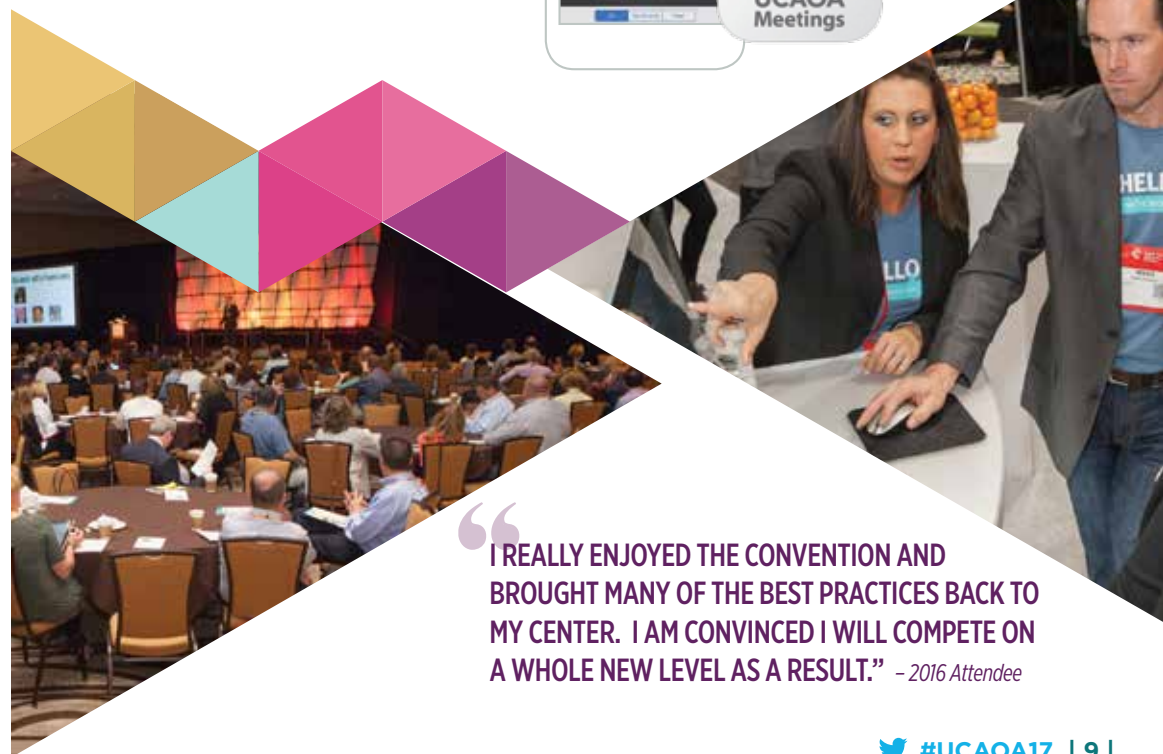
REGISTER EARLY AND SAVE!

Register by March 15 for best pricing at ucaoa.org/17Registration or by calling 877-698-2262. Centers that purchase four main convention registrations, get the fifth free! Members save up to \$300 on tuition, so join UCAOA today and save.

“LOVE THE APP! MADE IT SO EASY TO FOCUS ON THE CONTENT AND WHAT THE SPEAKER WAS SAYING.” – 2016 Attendee

UCAOA MEETINGS APP

Build your schedule, access session materials, connect with peers and industry partners, and stay informed of the latest convention activities with the UCAOA Meetings app. Download the app on all your mobile devices by searching **UCAOA Meeting** in the Apple App Store and Google Play store for iOS and Android devices.



“I REALLY ENJOYED THE CONVENTION AND BROUGHT MANY OF THE BEST PRACTICES BACK TO MY CENTER. I AM CONVINCED I WILL COMPETE ON A WHOLE NEW LEVEL AS A RESULT.” – 2016 Attendee

SCHEDULE-AT-A-GLANCE (tentative)

“EVERY SESSION HAD ITS GREAT POINTS.” – 2016 Attendee

“VERY PROFESSIONALLY EXECUTED.” – 2016 Attendee

SUNDAY, APRIL 30

8am – 7pm	Attendee Registration
5 – 5:30pm	New Attendee Social
5:30 – 7pm	Exhibit Hall Opening Reception

MONDAY, MAY 1

7am – 7pm	Attendee Registration
7:30 – 8am	Attendee Breakfast
7:45 – 9am	Opening General Session and Keynote: Behind American Sniper by Kevin Lacz
9 – 9:15am	Transition Break
9:15 – 10:15am	Clinical Exchange: Surviving Challenging Patients Clinical Exchange: Challenge of the Medical Director Sean McNeeley, MD PM Exchanges
10:15 – 10:30am	Transition Break and Coffee
10:30 – 11:30am	Clinical Exchange: Preventing Physician Burnout Clinical Exchange: Balancing Metrics and Quality Nidhi Lal, MD, MPH Jerri Jensen, MD Joseph Toscano, MD PM Exchanges
11:30am – 12:30pm	Break in the Exhibit Hall
12:30 – 1:30pm	Members' Luncheon
1:30 – 1:45pm	Transition Break
1:45 – 2:45pm	Eye Injuries Douglas Rhee, MD Connecting the Dots in Pediatrics Robert Olympia, MD Evaluating and Managing Coding: Documenting and Guidelines Letitia Patterson, MPA, CPC, CPMA, CPC-I, CCS-P Lab Startup Milly Keeler, BSMIT (ASCP), CLC (AMT), CCCP® Observations from Silicon Valley – How the Empowered Consumer Will Change Urgent Care Heather Fernandez, MBA Stephen Rossi, MBA How Claims Data Reveal the Evolving Role of Urgent Care Centers in the Healthcare Ecosystem Russell Robbins, MD, MBA
2:45 – 3:30pm	Coffee Break in the Exhibit Hall
3:30 – 4:30pm	Eye Diseases Douglas Rhee, MD The 10 Most Important Urgent Care Articles This Year Andy Barnett, MD Joshua Russell, MD The Urgent Need for Urgent Care: Methodology for Optimizing Urgent Care Utilization Keith Shah, PhD, MBA, MHRD, FACHE, FAHM, PMP Occupational Medicine in the Urgent Care Setting – Managing for Growth and Success Max Lebow, MD, MPH, MBA, ABEM, ABPM UC Legislative Update
4:30 – 4:45pm	Transition Break
4:45 – 5:45pm	Evidence-based Approach to Common Pediatric Infections Robert Olympia, MD Jeopardy: Urgent Care Style Sean McNeeley, MD The ROI of Being an Employer of Choice Jennifer Yugo, PhD, SPHR What 90% of Sellers Get Wrong in M & A and How it Thoroughly Undermines a Transaction Dexter Braff, MBA, MS, BA Contracting & Credentialing – Advanced Tammy Mallow, BS Optimizing the Patient Experience: Best Practices with Technology and Processes Shaun Ginter, MBA, FACHE Enos Veal
5:45 – 7:15pm	Exhibit Hall Reception

TUESDAY, MAY 2

7am – 5:15pm	Attendee Registration
7:30 – 8am	Attendee Breakfast
8 – 9am	General Session: Using New Technology to Engage with Consumers by Bill Felkey
9 – 9:15am	Transition Break
9:15 – 10:15am	My Shoulder and Knee: They are HURTING Me! Michael Boyle, MD, MBA, FACEP Geriatrics Issues in the Urgent Care Jasmeet Bhogal, MD The 4 R's of NP/PA Providers: Role, Regulations, Reimbursement, and Revenue Atrina Luster, DNP, MBA, FNP-C Knowing Your Potential Patients Ray Owens Lisa Owens A Town Hall Meeting: Demystifying the UCAOA Accreditation Process Cindi Lang, RN, MS Barbara McKee Joan Sampey Lori Swanson, RN, MHSA, CHC
10:15 – 10:30am	Transition Break
10:30 – 11am	Vendor Hosted Sessions
11 – 11:15am	Transition to Exhibit Hall
11:15am – 12:30pm	Networking Lunch in the Exhibit Hall
12:30 – 1:30pm	Urgent Care to Emergency Department Transitions of Care – Best Practices and Lessons Learned Andy Barnett, MD Joshua Russell, MD Development of a Standardized Chest Pain Protocol Using Integrated Team-based Approach and Community Resources for Improved Outcomes Nidhi Lal, MD, MPH Jerri Jensen, MD David & Goliath: Leveling the Playing Field Against the Big Boys Luis de la Prida, MBA, CM&AA Value-based Medicine: Impacts on Your Center Michael Boyle, MD, MBA, FACEP Cyber Security: Strengthen Your Weakest Links Randall Dennis Brave New World: Reimbursement Strategies for High Deductible Health Plans and Increasing Cost Sharing for Patients Edward Gaines, III, JD, CCP
1:30 – 1:45pm	Transition Break and Coffee
1:45 – 2:45pm	Dental Emergencies in the Acute Care Setting MaryJo Tobin, DDS Pharmacology Jasmeet Bhogal, MD Concussion Management Operations in Urgent Care Erin Porter Chris Newton Dale Key Len Lecci, PhD, MA, BA Build an Online Review Strategy That Pays Lea Chatham HR Best Practices Vance Daniels, SPRH Establishing a Compliance Program Lori Swanson, RN, MHSA, CHC
2:45 – 3pm	Transition Break
3 – 4pm	Sports Medicine in UC Part 1 Christopher Tangen, DO Improving Patient Satisfaction and Antibiotic Stewardship: A Patient Education Campaign Cindy Liu, MD, MPH, PhD Glenn Harnett, MD Laura Rogers 5 Things Urgent Care Providers Need to Know about Managing Value-based Reimbursement Tom Giannulli, MD, MS Urgent Care Recruitment Chris Mathew Kelli Mulloy Urgent Care Coding, Billing and Reimbursement – Don't Try This at Home...or ALONE Mindy Chubb, CPC, CEDC Clinical Laboratory in Urgent Care Setting John Daly, MD
4 – 4:15pm	Transition Break
4:15 – 5:15pm	Sports Medicine in UC Part 2 Christopher Tangen, DO Ensure Quality and Patient Safety by Avoiding Charges of Medical Misconduct Keith Servis Structuring Your Enterprise With Sales Value in Mind Ron LeBow, Esq. Urgent Care Employee Compensation Aurora Young, MBA Kelly Prchal, MHA Develop, Evaluate and Execute a Comprehensive Marketing Strategy and Plan Cynthia Thek HIPAA Sanity Randall Dennis
6:30pm	Foundation Celebration

WEDNESDAY, MAY 3

8:15 – 8:30am	Breakfast
8:30 – 9:45am	General Session: State of Urgent Care by Tom Charland
9:45 – 10am	Transition Break
10 – 11am	Radiology Part 1 Jonathan Gusdorff, DO Necrotizing Fasciitis Tracey Davidoff, MD Social Media Tips to Gain Momentum for Your Urgent Care Business Andrea Tager, MBA PM Session
11 – 11:15am	Transition Break and Coffee
11:15am – 12:15pm	Radiology Part 2 Jonathan Gusdorff, DO Tricks of the Trade Tracey Davidoff, MD PM Session Building and Implementing a Membership Program in an Urgent Care Practice Brent Kell, RT
12:15pm	Convention Adjourns

Key: Clinical Sessions Practice Management Sessions UC Fusion Sessions

NEW! UC FUSION SESSION
Hybrid sessions containing both clinical and practice management content. Suitable for anyone working in urgent care.


PLEASE NOTE
The Convention & Expo schedule-at-a-glance is tentative and subject to change. Plan your travel around the entire convention, not just one particular session. For the latest information, visit ucaoa.org/17Convention. On site, please refer to the Urgent Care Convention & Expo program or the mobile app for final details.

CONTINUING MEDICAL EDUCATION

Designation Statement
The Urgent Care Association of America designates this live activity for a maximum of 27 AMA PRA Category 1 Credits. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

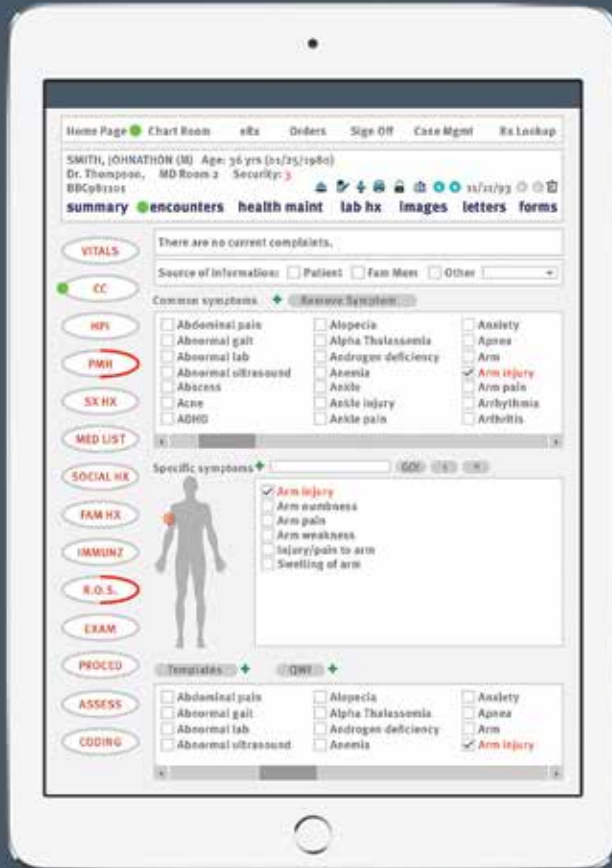
Accreditation Statement
This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint providership of the Urgent Care Association of America and the Urgent Care College of Physicians. The Urgent Care Association of America is accredited by the ACCME to provide continuing medical education for physicians.

Urgent Care Management Certificate
Applicants can receive more than half of the 40 credits needed to earn the UCMC. Nearly all the practice management courses at the convention will count toward this certificate.



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