



## 2017 Fall Pre-Conference Courses

*All content is subject to change*

### **Clinic Startup | Wednesday, Oct. 25 & Thursday, Oct. 26 | Extra Fee**

From site selection, financing and setup to contracting, credentialing, billing, and more, this must-attend course prepares you for successful urgent care center ownership and management. Through an open learning format, actively engage with expert faculty during guided discussions and an informal Q&A session. This is an ideal program for those new to the industry or working for an urgent care company for the first time. Handouts and implementable takeaways will arm you for success long after the course.

### **Essentials in Suturing | Wednesday, Oct. 25 | 1:30-5pm | Extra Fee**

Gain better understanding of instrument basics, suture types, and local anesthesia. Obtain the know-how to perform simple interrupted sutures and running closures through practice on tissue models containing skin and subcutaneous fat for a real-life experience. Tuition includes all suturing materials.

### **Musculoskeletal Exam | Wednesday, Oct. 25 | 1:30-5pm | Extra Fee**

Enhance your skills for performing a detailed musculoskeletal exam through basic and special tests designed to assess particular pathologies and etiologies. Learn how to be able to identify a reasonable differential diagnosis and outline further management based on a patient's assessment.

### **Advanced Suturing | Thursday, Oct. 26 | 8am-12pm | Extra Fee**

Build on your clinical acumen by mastering the multiple-layer closure, vertical and horizontal mattress sutures, running subcuticular closure, and the z-plasty technique. Active participation occurs through the use of tissue models containing skin and subcutaneous fat for a real-life experience. Advanced techniques for local anesthesia including nerve blocks will also be discussed.

### **Joint Injections | Thursday, Oct. 26 | 8am-12pm | Extra Fee**

Proper administration of joint injections can offer patients significant pain relief with only minimal discomfort. Practice performing musculoskeletal injections of the shoulder, knee and elbow on simulated patients. Discussion includes the use of anesthetic agents and steroids and their indications, contraindications and precautions.

### **Patient Acquisition/Patient Retention: The Future of Winning in a Competitive World |**

**Thursday, Oct. 26 | 8am-12pm | Member Exclusive | FREE**

Hear from Commit Agency, a consumer experience agency based in Arizona, and Essentially, a brand consulting group based in New York, regarding how your urgent care can win in a competitive world. Brands that you know and love understand how to reach consumers in a world of unlimited choice and an 8-second attention span. These iconic brands have a strategic, cost-effective formula to find, acquire and convert consumers into long-term brand loyalists. Learn how to make lasting impressions and understand the impact of referrals; understand how to get winning online reviews; how to leverage ratings; understand the lifetime value of a patient and why it's important; and how to become a resource for health-related information using the seven critical touchpoints method.