Innovative Strategies on Delivering Quality Care, Enhancing Consumer/Patient Participation and Developing a Competitive Edge within the Marketplace

December 3 – 4, 2015 • Planet Hollywood Resort & Casino • Las Vegas, NV

KEY CONGRESS TAKEAWAYS

☑ Understanding the Essential Design Elements of an Urgent Care Center to Ensure Quality Care, and Maintain a Competitive Edge within the Marketplace
☐ The Future of Urgent Care Centers – Understanding the Market, its Advantages, and Potential Challenges
☐ Strategically Gaining Community Acceptance of Urgent Care Centers – Effectively Reaching Out to Key Members Including Individual Consumers, Physicians, Providers, Payers and Employers
☐ Starting with the Basics for Urgent Care Centers for Effective Growth – Establishing the Right Culture, the Right People, and the Right Quality of Care
☐ Implementing an Effective Financial Model for the Urgent Care Center Startup
☐ Optimizing Patient Satisfaction within an Urgent Care Center – Examining the Psychology of Waiting and Effectively Reducing Wait Times
☐ Effectively Creating Value for the Customer – Increasing Access/Convenience and Enhancing Affordability
☐ Realizing Opportunities for Profitable Growth for Urgent Care Centers
☐ Effectively Aligning Efforts with Providers and Local Hospital Operators
☐ Establishing Market Leadership Position through Brand Awareness and Scale for Urgent Care Centers
☐ Optimizing Clinic Flow within an Urgent Care Center and Improving Turnaround Times
☐ Urgent Care Centers in a Wellness Driven World – Implementing an Effective Health Improvement Model with Providers and Employers
☐ Do’s and Don’ts of Telemedicine – A Practical Guide for Urgent Care Centers
☐ Staying Ahead of the Curve – Implementing a Technologically Robust Urgent Care Center

FEATURED CONGRESS SPEAKERS

☑ Logan McCall, MBA
Chief Executive Officer
ZIPCLINIC URGENT CARE CENTERS

☑ Lynne Rosen
Chief Executive Officer
PHYSICIANONE URGENT CARE

☑ Michael Burke
Founder & Chief Executive Officer
CLOCkWISE.MD

☑ Alan Ayers, MBA, MAcc
Board Director
URGENT CARE ASSOCIATION OF AMERICA
Practice Management Editor
JOURNAL OF URGENT CARE MEDICINE

☑ Kim Jones, RN
Manager, Urgent Care & Walmart Clinics
CARSON TAHOE HEALTH

☑ Michael Boyle, MD, MBA, FACEP
Regional Medical Director
ECI HEALTHCARE PARTNERS
Author, “The Healthcare Executives Guide to Urgent Care Center and Freestanding EDs”

☑ Jaimyn Taylor
Manager, Business Development
ADVANCED URGENT CARE BRIGHTON

☑ Tim Reynolds, MD, FACEP
Managing Partner
HEALTHCARE EXPRESS

☑ Kate Euser
Manager, Operations
PLATTE RIVER MEDICAL CLINIC

☑ David Stern, MD
Chief Executive Officer
PRACTICE VELOCITY

☑ Steven Engelberg, PhD, PA-C
Associate Lead Practitioner
HEALTHCARE PARTNERS OF NEVADA

☑ Mark Nadel, FACHE
Managing Director & Partner
HEALTHPLEX ASSOCIATES

☑ Milton Chen, PhD
Chief Executive Officer
VSEE

MAIN CONFERENCE WORKSHOP SESSION

How to Effectively Turn Around a Struggling Urgent Care Center – Incorporating a Viable Business Model

-PRACTICE VELOCITY

HOW TO REGISTER:
Phone: 800-646-9581 • Fax: 800-517-8154
Online: www.2015urgent.com

Organized by:
www.globalmediadynamics.com
Urgent Care Centers are fast becoming key strategic business extensions for many major health players and are proving to be profitable ventures for others. Clinic care and business models continue to evolve as companies explore new opportunities for partnership and profitability within this emerging business. The industry is facing new challenges as well as opportunities – it is clearly time for change.

The 2015 Urgent Care Centers Congress will prepare you with innovative strategies to position yourself as a leader within this competitive marketplace. This conference will feature topics and subject matter experts that will enable you to maintain a competitive edge within this rapidly evolving sector. The conference will specifically showcase business models and strategies from the nation’s experts that are pertinent to success within Urgent Care Centers. You will walk away with an understanding of current trends and market practices, and innovative strategies to prepare yourself for the challenges facing 2016.

Register today to reserve your seat at the conference and take advantage of early bird discounts! Please register online at www.2015urgent.com or call 1-800-646-9581. We look forward to greeting you in Las Vegas!

Sincerely,
2015 Urgent Care Centers Team
**DAY ONE • THURSDAY, DECEMBER 3, 2015**

**7:15** Conference Registration & Morning Breakfast

**8:00** Chairperson’s Opening Remarks

**8:15** The Future of Urgent Care Centers – Understanding the Market, its Advantages, and Potential Challenges
- This session will highlight some of the industry challenges as well as opportunities facing Urgent Care Centers. The presenter will specifically examine:
  - Consumers’ response to Urgent Care Centers
  - Industry’s response to Urgent Care Centers
  - Potential effects of clinic proliferation
  - The future of Urgent Care Centers

  **Michael Boyle, MD, MBA, FACEP**
  Regional Medical Director
  ECI HEALTHCARE PARTNERS
  Author, “The Healthcare Executives Guide to Urgent Care Center and Freestanding EDs”

**9:00** Implementing an Effective Financial Model for the Urgent Care Center Startup
- This session will show the costs associated with opening an urgent care center to ongoing operation of a center. It will include a discussion of the numbers behind the costs, specifically:
  - How you need to realistically determine expenses
  - How to project costs
  - How to project profits into the future

  **Logan McCall, MBA**
  Chief Executive Officer
  ZIPCLINIC URGENT CARE CENTERS

**9:45** Networking Break & Refreshments

**10:15** Strategically Gaining Community Acceptance of Urgent Care Centers – Effectively Reaching Out to Key Members Including Individual Consumers, Physicians, Providers, Payers and Employers
- The presentation will address in particular how to approach the community of consumers, physicians, providers, payers and employers in establishing Urgent Care Centers. Marketing, communication and promotional techniques that work and don’t work will also be examined. The response of payers to these centers has been variable and need to be anticipated.

  **Alan Ayers, MBA, MAcc**
  Board Director
  URGENT CARE ASSOCIATION OF AMERICA
  JOURNAL OF URGENT CARE MEDICINE

**11:00** Optimizing Patient Satisfaction within an Urgent Care Center – Examining the Psychology of Waiting and Effectively Reducing Wait Times
- This session will examine a crucial component of ensuring patient satisfaction within an Urgent Care Center – and that is basically patient wait times. The presenter will examine the psychology of waiting and how to effectively reduce patient wait times thereby optimizing patient satisfaction.

  **Michael Burke**
  Founder & Chief Executive Officer
  CLOCKWISE.MD

**11:45** Effectively Creating Value for the Customer – Increasing Access/Convenience and Enhancing Affordability
- Urgent Care Centers provide a tremendous value proposition under any circumstances; however, in these uncertain economic times Urgent Care Centers are especially well positioned to provide affordable, accessible and convenient high quality care. Hear from a leading Urgent Care Center on how their customers, third party payers, providers, and other major constituents are positioning the offerings of Urgent Care Centers to provide value both today and going forward.

**12:30** Luncheon for All Attendees & Speakers

**1:45** Starting with the Basics for Urgent Care Centers for Effective Growth – Establishing the Right Culture, the Right People, and the Right Quality of Care
- This session will showcase how to start with the basics of Urgent Care Centers – basically establishing the right culture, people and quality of care – that leads to effective growth for an Urgent Care Center.

  The presenter leads two Urgent Care Centers and three Clinics at Walmart. She will examine what structure to use and how this system improves access for the community, and increases patient visits.

  **Kim Jones, RN**
  Manager, Urgent Care & Walmart Clinics
  CARSON TAHOE HEALTH

**2:30** Understanding the Essential Design Elements of an Urgent Care Center to Ensure Quality Care, and Maintain a Competitive Edge within the Marketplace
- This session will examine the essentials in designing a viable Urgent Care Center that focuses on quality and maintains a competitive edge within the marketplace. Some of the key components or points of consideration in building a viable Urgent Care Center will be examined, including:
  - Business plan focusing on design, launch, financials, risk management and guarantees
  - Strategic advice focusing on market
  - Opportunity for profitable growth
  - Reaching beyond existing demand
  - Overcoming key organizational hurdles
  - Other essential design elements

  **Lynne Rosen**
  Chief Executive Officer
  PHYSICIANONE URGENT CARE

**3:15** Networking Break & Refreshments

**3:45** Realizing Opportunities for Profitable Growth for Urgent Care Centers
- This session will examine revenue sources for Urgent Care Centers, and how to create a profitable environment for the growth of these centers. The presenter will discuss how to implement an effective business development structure within an Urgent Care Center.

  **Jaimyn Taylor**
  Manager, Business Development
  ADVANCED URGENT CARE BRIGHTON

**4:30** Staying Ahead of the Curve – Implementing a Technologically Robust Urgent Care Center
- Urgent Care Centers are striving to stay ahead of the curve by taking advantage of the latest technology that the market has to offer. What does it take to maintain a competitive edge within the
marketplace? How can an Urgent Care Center take advantage of new, effective and practical technology to make them a preferred and attractive option for consumers?

This session will examine how Urgent Care Centers can incorporate technology into their design, and stay ahead of the curve.

Kate Euser  
Manager, Operations  
PLATTE RIVER MEDICAL CLINIC

10:15 Urgent Care Centers in a Wellness Driven World – Implementing an Effective Health Improvement Model with Providers and Employers

As healthcare in America continues to shift from a focus on “sickness” to a focus on “health”, providers of Urgent Care services need to re-think their approach to patient treatment and the service delivery platform. Fee for service reimbursement is being replaced by plans that put providers at risk to deliver care at a lower cost while improving outcomes. This will require development of facilities that provide “one stop shopping” for consumers seeking ambulatory care and health improvement services.

The program presents the components of an ambulatory care and wellness model necessary to create the ideal Urgent Care delivery platform of the future. It will show how to create compatibility between ambulatory care and wellness services in order to achieve the Triple Aim of the Affordable Care Act. It will also discuss how to assist employers by moving employee health and wellness services to the Urgent Care location. Take a sneak peak at the 2016 model for Urgent Care.

Mark Nadel, FACHE  
Managing Director & Partner  
HEALTHPLEX ASSOCIATES

11:00 Do’s and Don’ts of Telemedicine - A Practical Guide for Urgent Care Centers

Telemedicine has become an innovative and a practical concept for Urgent Care Centers. The presenter will examine what to do and not to do when it involves implementing and maintaining telemedicine at Urgent Care Centers.

Milton Chen, PhD  
Chief Executive Officer  
VSEE

11:45 Effectively Aligning Efforts with Providers and Local Hospital Operators

It is essential for Urgent Care Centers reach out to all players within the market – especially providers. This session will examine how to effectively align efforts with providers and local hospital providers.

12:30 Conference Concludes

MAIN CONFERENCE WORKSHOP SESSION

Thursday, December 3, 2015 • 5:30 p.m. – 7:30 p.m.

How to Effectively Turnaround a Struggling Urgent Care Center – Incorporating a Viable Business Model

Using financial data from three struggling urgent care centers, participants will evaluate the centers options to identify strategies to turn these centers around. Specific issues that will be evaluated during this workshop will include the following:

- Site location and visit counts  
- Contracting and payer reimbursements  
- Monitoring Accounts Receivables  
- Net revenue per visit  
- Collection practices on co-payment, deductible, and patient balances  
- Coding issues  
- Staffing model  
- Clinic hours and wait times  
- Online check-in  
- Marketing

ABOUT THE WORKSHOP LEADER:  
David Stern, MD is the Chief Executive Officer of PRACTICE VELOCITY and its sister companies, PRACTICE VELOCITY BILLING and NMN CONSULTING. Practice Velocity urgent care solutions, including electronic medical record systems (EMR), specialized billing systems, practice management software and urgent care consulting services, have been installed in over 850 urgent care clinics in all 50 states. Practice Velocity has been an Innovate Illinois semifinalist and has been listed as an Inc. 500/5000 company.

Dr. Stern is Board Certified by the American Board of Internal Medicine. He has been listed three times in Castle-Connelly’s Best Physicians in America. He has received the Lifetime Membership Award from the Urgent Care Association of America and as “One of the 20 People to Know in 2011” from the Rockford Area Chamber of Commerce. Dr. Stern lectures at the UCAOA educational conferences and writes a monthly column for the Journal of Urgent Care Medicine magazine.

Dr. Stern graduated from Houghton College with a Bachelor of Science in biology. He graduated with a medical degree from Jefferson Medical College in Philadelphia and completed a residency in internal medicine at the Pennsylvania State University Hospital in Hershey, PA. Subsequent to his residency at Pennsylvania State University Hospital, Dr. Stern was appointed as Chief Resident and Instructor in internal medicine.
Current sponsorship opportunities for the 2015 Urgent Care Centers Congress, range from speaking to exhibiting at the event. All sponsorship opportunities are on a first come first serve basis. For information on sponsorship and exhibiting opportunities, please contact Justin Sanders at 1-800-646-9581 or jsanders@globalmediadynamics.com

## Sponsorship Opportunities

**Planet Hollywood Resort & Casino**  
3667 Las Vegas Blvd. South  
Las Vegas, NV 89109  
866-919-7472

*Mention Priority Code ‘Global Media Dynamics’ to get the discounted rate of $58/night

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## Registration Form

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**Special Rate $58/night**

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**Cancellations received 3 weeks prior to the event will be refunded in full less a $175 processing fee. Cancellations received less than 3 weeks before the event will receive a credit towards a future event which is valid for one year from date of the event.**
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