



Advocacy Sponsorships

Overview of 2023-2026 UCA Advocacy Priorities & Strategies

Reimbursement for Urgent Care services has remained stagnant for many years, while costs and insurance premiums have continued to rise. To ensure the advancement and long-term success of the Urgent Care industry, UCA is focused on advancing several Advocacy Priorities through 2026:

1. Pass "Sense Of Congress" Resolution
 - a. Educate members of Congress by introducing and passing a bipartisan Urgent Care Awareness "Sense of Congress" resolution.
2. Restore Medicaid Reimbursement
 - a. Restore Medicaid evaluation and management reimbursement codes to 100% of Medicare = Medicaid/Medicare Parity.
3. Nationalize Urgent Care Standards
 - a. Ensure new standards and regulations impacting the Urgent Care industry promote the interests of our members.

To achieve change at the federal level, we must invest in educating payers and elected officials, and influence those in key appointed positions. To achieve change at the state level, we will launch **The Delegates Council**, a group of members from mid-sized Urgent Care centers from each of the 50 states, to kick off a **multi-state grassroots campaign strategy** with public health departments, state medical societies and other organizations with shared interests. **Creating state "coalitions" will allow us to be proactive with our grassroots lobbying strategies** and give us the ability to quickly address state legislative issues that impact the industry.

2023 Advocacy Sponsorship Benefits

Advocacy
Theater
\$20,000

UCA will host a **two-day Advocacy Theater** during the 2023 Urgent Care Convention in Las Vegas. Located in the Solutions.Expo (exhibit hall), the Theater is designed to educate Convention attendees on UCA Advocacy priorities, provide training on grassroots lobbying activities and updates on legislative and regulatory issues affecting the industry.

Partners will have an opportunity to **lead a “TED Talk”** on preapproved topics, provide resources to attendees (**Advocacy Toolkit** on a branded USB drive) and numerous branding opportunities. The Theater will also include an area for movie theater branded “giveaways” and branding of the UCA Theater popcorn machine and bags.

Sponsorship benefits include:

- Branded USB drive with the Advocacy Toolkit (other related resources can be added to the USB drive)
- Brand Recognition on all promotion for the Theater
- 15-minute presentation: “TED Talk” on Advocacy Strategies & Tactics
- Brand recognition options: Popcorn machine, logo bags, “theatre type” giveaways, etc.

	\$300,000	\$250,000	\$200,000	\$150,000	\$150,000	\$100,000	\$75,000	\$50,000
Strategic Advisory Group* (Thought Leaders) @ Convention - \$75K	X	X	X	X			x	
Strategic Advisory Group (Thought Leaders) @ Leadership & Advocacy – \$75K	X	X	X	X				
Clinical Consortium* – \$50K	X	X	X		X			x
Delegates Council *(Midsize Thought Leaders) @ Clinical Consortium –\$ 50K	X	X			X	X		
Delegates Council (Midsize Thought Leaders) @ Leadership & Advocacy – \$50K	X				X	X		
Advocacy Theatre - \$20k	X	X	X					
Foundation Celebration Package	X	X						

***Group Descriptions:**

Strategic Advisory Group

Formerly known as UCA Thought Leaders

Members: CEOs from the 40 largest Urgent Care organizations

The 1 ½ day Strategic Advisory Group meeting is an invitation-only annual event with the top 40 Urgent Care CEOs in the country. Held during the Urgent Care Convention, for the past several years this meeting has served as a closed special session for c-suite executives to discuss the long-term success of the Urgent Care industry.

Delegates Council

Members: CEOs representing midsize - smaller Urgent Care organizations (fewer than 30 UCCs) from all 50 states.

This new group provides thought leadership and direction on policy-decisions. Delegates Council members will represent all 50 states, coordinate partnerships at the state and local level around grassroots advocacy activities, lead Lobby Day activities at the state level and assist with state legislative strategies (e.g., testifying at hearings, meeting with lawmakers, media interviews, etc.).

Clinical Consortium

Members: CMOs and clinical leaders from the 40 largest Urgent Care organizations.

This group, made possible by the Urgent Care Foundation (UCF) and College of Urgent Care Medicine (CUCM), focuses on the future of Urgent Care medicine. The group will convene annually at The Assembly, where the top medical professionals in the Urgent Care industry -- CUCM board members, Chief Medical Officers, medical leaders from large, multi-site Urgent Care organizations, clinical thought leaders and influencers – meet to discuss quality, clinical outcomes and advancing the specialty. Public health officials participate to address healthcare trends, best practices, and potential future threats to public health via panels and educational sessions.