



2023 Advocacy Objective and Strategies

Objective

Update Medicare place of service (POS) code descriptions to require that facilities using POS code 20 for Urgent Care centers provide radiology and laboratory services.

Location, distinct from a hospital emergency room, an office, or a clinic, **which provides diagnostic (both radiology and laboratory) and therapeutic (both surgical and nonsurgical) services**, whose purpose is to diagnose and treat illness or injury for unscheduled, ambulatory patients seeking immediate medical attention.

Strategies

1. Build literature library
2. Persuade CMS to amend POS 20
3. Engage Congress in support of amended POS 20
4. Engage HHS in support of amended POS 20
5. Engage other stakeholders in support of amended POS 20

What You Can Do Now



Invite Your Elected Officials and U.S. Members of Congress to your Facilities

Members of Congress need to understand the important role of Urgent Care in their communities!

If you know the names of your members of Congress you can also contact them by calling the U.S. Capitol Switchboard at (202) 224-3121 and requesting to speak with someone in their office. If you don't know the names of your Members of Congress, contact Kim Youngblood at kyoungblood@ucaoa.org and we can assist you.

If you are calling the office, you will likely be connected to a staffer and not directly to the member of Congress. Please be courteous and ask for the Legislative Assistant who handles health care issues.



Tip:

Leverage press and social media.
Submit press releases and post online.
#UCAAdvocacy



Purpose:

Educate
Reinforce messages
Build relationships

Corresponding with Members of Congress

Sample Letter to Email to Representatives:

The Honorable (Name of Senator)
(Name of Senate Office Building)
United States Senate
Washington, D.C. 20510
Dear Senator (last name):

I am writing to invite you to [Your Urgent Care Center Name] to tour our facility and to have the opportunity to discuss the importance of updating the Medicare place of service (POS) code descriptions for Urgent Care.

Urgent Care centers play a crucial role in our healthcare system by providing timely and affordable medical care to patients who require immediate attention but do not require the level of care provided by an emergency room. However, many places claiming to be Urgent Care centers are not truly so - they do not provide radiology and/or laboratory services, despite the fact that these services are often critical for the diagnosis and treatment of urgent medical conditions.

By updating the Medicare POS code descriptions to require that facilities using POS code 20 for Urgent Care centers provide radiology and laboratory services, we can help ensure a consistency within Urgent Care as an industry, and that patients receive the appropriate care they need, when they need it. This would improve the quality of care and outcomes for patients, and help to reduce overall healthcare costs.

I believe that you can play an important role in advocating for this important change, and I would be honored to discuss this issue with you in person. I invite you to visit [Your Urgent Care Center Name] at your earliest convenience, so that we can provide you with a firsthand look at the services we provide and discuss how we can work together to improve healthcare for our community.

Thank you for considering my request. I look forward to hearing from you soon.

Sincerely,

[Your Name]
[Your Title]
[Your Urgent Care Center Name]



Tip:

When representatives visit, take pictures and post them on social media to get the word out. Use the hashtag #UCAAdvocacy