

Volume 1 | Issue 1
May 22, 2023

Strategic Advisory Group: Project Updates

*Advocacy
Update*

Welcome to the inaugural “issue” – we will use these updates to keep the group informed between meetings.

UCA 2024+

The Board of Directors established UCA’s **single priority** for next year to be the advocacy work around Place of Service 20 – toward the ultimate goal of improving reimbursement for Urgent Care centers.

We have contracted with McDermott+ as our lobbying firm and will be approaching this first as a regulatory strategy through CMS. If we are unsuccessful we will move to a legislative strategy.

We are working on the full “map” of how we get from where we are now to better reimbursement for Urgent Care so you can see it in context. We currently have four pathways we can take – each with their own challenges and timelines – but at least we have clearly defined options.



Save the date to join us for the Leadership and Advocacy Conference in Washington, D.C. September 5-7. This includes a day on the Hill where we will spread the word about this strategy and influence key members of Congress who may be called upon for input or to dedicate funding in future years.

*Advocacy
Update (cont.)*

McDermott+ Specifics

McDermott+ Consulting serves the healthcare industry exclusively with policy and lobbying services supported by data analytics and reimbursement, coding, coverage and quality reporting knowledge. Our team is led by Eric Zimmerman. Eric presented to the SAG in Las Vegas at 2023 The Annual Convention - his slides can be found in the Past Meetings section of www.urgentcareassociation.org/sag

The slides outline how we will get POS 20 amended - but their work does not yet go beyond that. Our work with McDermott for now is confined to this single strategy. Each workstream/goal costs UCA \$20k/month - so we will continue fundraising efforts to ensure that this project does not bankrupt the organization.

\$100 for \$1M Campaign

This campaign is our primary method for raising money from the industry (vs. sponsors). **We are asking every urgent care to contribute \$100/center.** If we can even get our member centers to do this we could cover McDermott's expenses for two full years or even expand our efforts to get Phase Two accomplished faster (we cannot currently afford two workstreams).

[Contribute to the campaign here](#)

Next Meeting

August 17th
12:00pm CDT

Agenda:

Dr. Brad Younggren, 98point6 - Brad joined us in Las Vegas to share what he's working on using AI to streamline patient intake (minimizing MA need, perhaps, and growing provider satisfaction). Unfortunately, the room acoustics and his wearing of a mask to prep for an international trip made it very difficult to understand him - so we are re-doing a condensed version for our quarterly meeting.

Advocacy Map - we'll walk through the 4 pathways we have lined up for getting urgent care to better reimbursement (after the POS 20 work) and take questions/feedback.

Questions? Email Lou Ellen at lhowitz@ucaoa.org