



THE
ASSEMBLY
2024

Strategic Advisory Group

J.W. Marriott Miami Turnberry Resort

July 27-29, 2024

Introductions

Members, Facilitators, Sponsors

The logo for 'THE ASSEMBLY 2024' is centered within a white rectangular box with a thin black border. The word 'THE' is in a small, black, sans-serif font at the top. Below it, 'ASSEMBLY' is written in a large, bold, black, sans-serif font. At the bottom, '2024' is written in a large, bold, grey, sans-serif font.

THE
ASSEMBLY
2024

Solv.

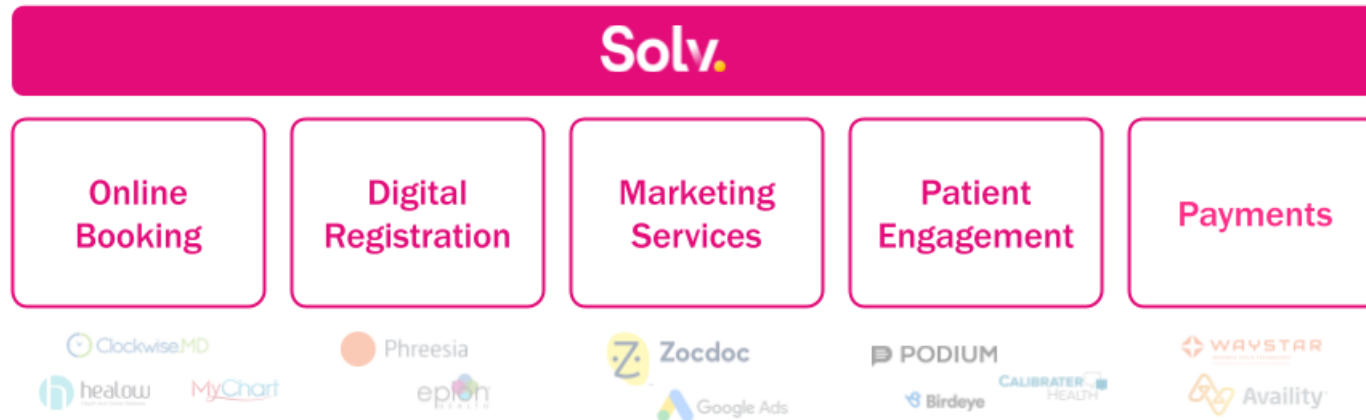
4 Ways to Win in Urgent Care

Urgent Care Association - The Assembly

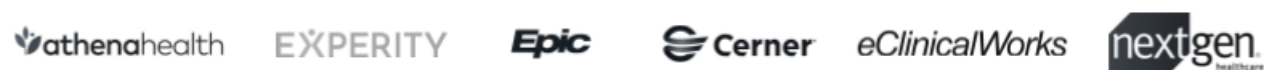
July 2024

Solv is everything but the EHR

Our all-in-one platform optimizes capacity, revenue, and experiences – integrated with any EHR.



EHRs



We work with innovative partners to build the future of on-demand healthcare



1,800+
Urgent care centers
utilizing Solv

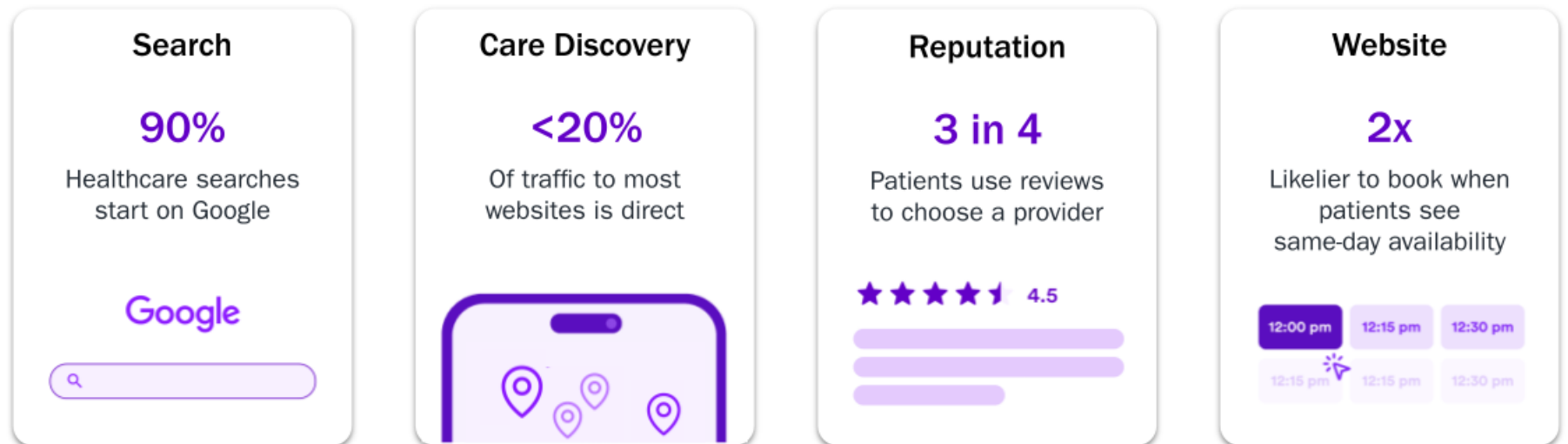
20M
patient encounters
managed annually

4 Ways to Win in Urgent Care



- 1 Consumer Funnels
- 2 Patient Engagement & Loyalty
- 3 Capacity Management
- 4 Patient Payments

Healthcare **consumer funnels** are critical to creating new patient relationships in urgent care centers



Creating trust-based relationships builds **patient engagement & loyalty**, growing your bottom line

Feedback

97%

5-star collection rate at top quartile of urgent care groups



Rebooking

1.8

Average annual visits per year



Messaging

10X

Higher engagement with SMS over email



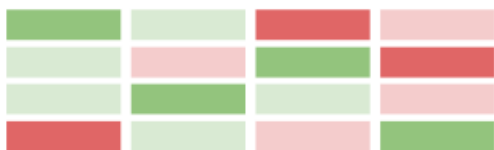
Payments

30%+

UC revenue driven by patient payments



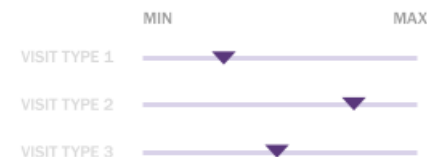
Intelligent **capacity management** based on demand, resources, and throughout is key to profitability



1 Map your visit volumes by type over a specific time period

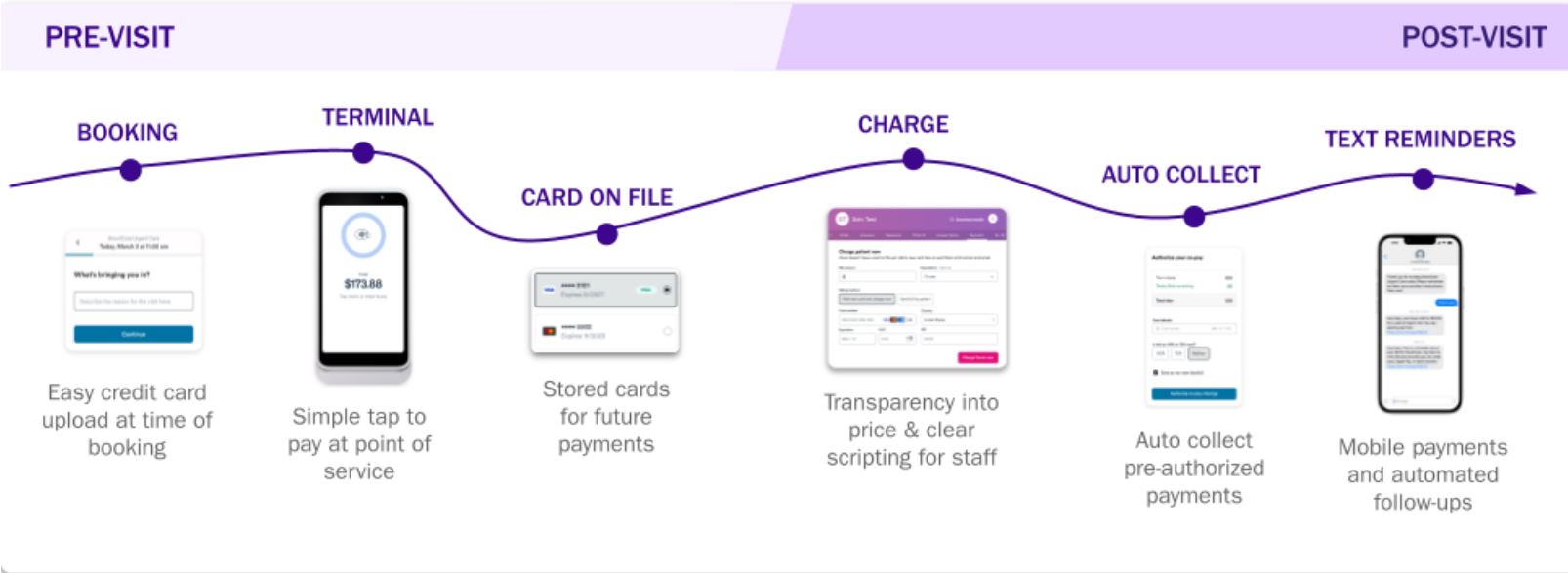


2 Calculate net capacity & revenue potential based on provider hours



3 Adjust visit type availability to optimize provider supply with patient demand

Transparent, frictionless patient payment tools allow you to improve revenue collection



30%

Lift in average post-adjudication value of a patient

85%

Success rate on collecting from saved credit cards on file

Let's talk!

Find our team for more insights on critical themes for growth in 2024 and beyond



Teresa Asma
COO
teresa@solvhealth.com



April Gillam
Head of Industry Relations
april@solvhealth.com



Lyndsey Gootee
Enterprise Partnerships
lyndsey@solvhealth.com



UCA Strategic Updates

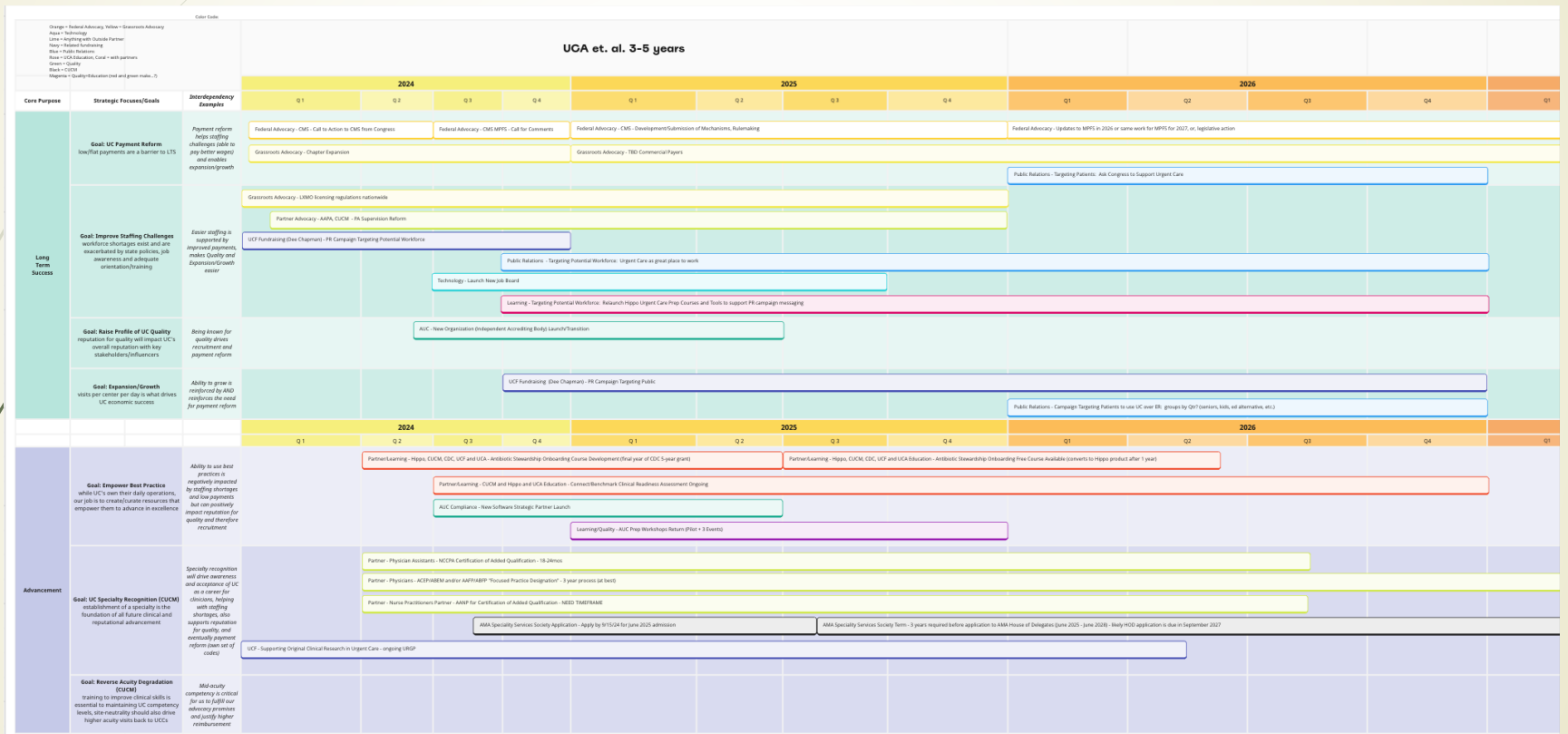
Advocacy, 2025+ Strategy, SAG Research Priorities



Advocacy Update

- ▶ Success in getting urgent care RFI into CMS 2025 PFS publication in July!
 - ▶ Kudos to this group for their work
 - ▶ Congratulations & thanks have been sent to House Representatives signers
- ▶ Next steps:
 - ▶ Response letter with our recommendations (discussion next)
 - ▶ Friendly stakeholder letters
 - ▶ Continue grasstops (you) work in Senate to support our recommendations
 - ▶ Fall center visits, 1:1 zoom meetings
 - ▶ 2025 Lobby Day
- ▶ **For Discussion Today – what is/are our PREFERRED mechanism(s) for added payment for urgent care?**

UCA 2025+ Strategy Map





Key Initiatives and Connections

UCA exists to ensure the long-term success and advancement of Urgent Care

- ▶ Long-term Success
 - ▶ UC Payment Reform (with UCF)
 - ▶ Improve Staffing Challenges
 - ▶ Raise Profile of UC Quality
 - ▶ Facilitate Expansion/Growth (with UCF)

- ▶ Advancement
 - ▶ Empower Best Practice
 - ▶ UC Recognition as a Specialty (via CUCM)
 - ▶ Reverse Acuity Degradation (via CUCM)



Long-term Success

- ▶ UC Payment Reform
 - ▶ Federal Advocacy
 - ▶ Grassroots Advocacy (2025 Chapter expansion, 2026 Targeting commercial payers)
 - ▶ PR Campaign 2026 targeting general public (with UCF)
- ▶ Improve Staffing Challenges
 - ▶ Grassroots Advocacy – LXMO (ongoing)
 - ▶ Partner Advocacy – PA Supervision Reform (with CUCM)
 - ▶ PR Campaign 2025 targeting healthcare/potential workforce
 - ▶ New job board (TBD)
- ▶ Raise Profile of UC Quality
 - ▶ Commission on Ambulatory and Urgent Care Quality (confidential - Q4 announcement)
- ▶ Facilitate Expansion/Growth
 - ▶ PR Campaign 2026 targeting general public (with UCF)



Advancement

- ▶ Empower Best Practice
 - ▶ New free ABS onboarding course (with Hippo, CUCM, UCF, via CDC grant)
 - ▶ Clinical Readiness Assessment (CRA) (CUCM & Hippo)
 - ▶ Accreditation Compliance Software (TBD) for Managers
 - ▶ Return of Accreditation Prep Workshops
 - ▶ Piloting Clinic Manager-targeted programs
- ▶ UC Recognition as a Specialty (via CUCM)
 - ▶ NCCPA Certificate of Added Qualification
 - ▶ AANP Certificate of Added Qualification
 - ▶ EM/FP physicians – Focused Practice Designation
 - ▶ AMA Specialty Services Society/House of Delegates
- ▶ Reverse Acuity Degradation (via CUCM)
 - ▶ CRA-informed course design



Research Priorities – any changes/can we better focus?

- ▶ Annual Research Cycle FYI
 - ▶ Topics selected at Assembly
 - ▶ Submitted to UCF for funding
 - ▶ Included in RFP's for subsequent Spring/Fall Research Grants/Projects

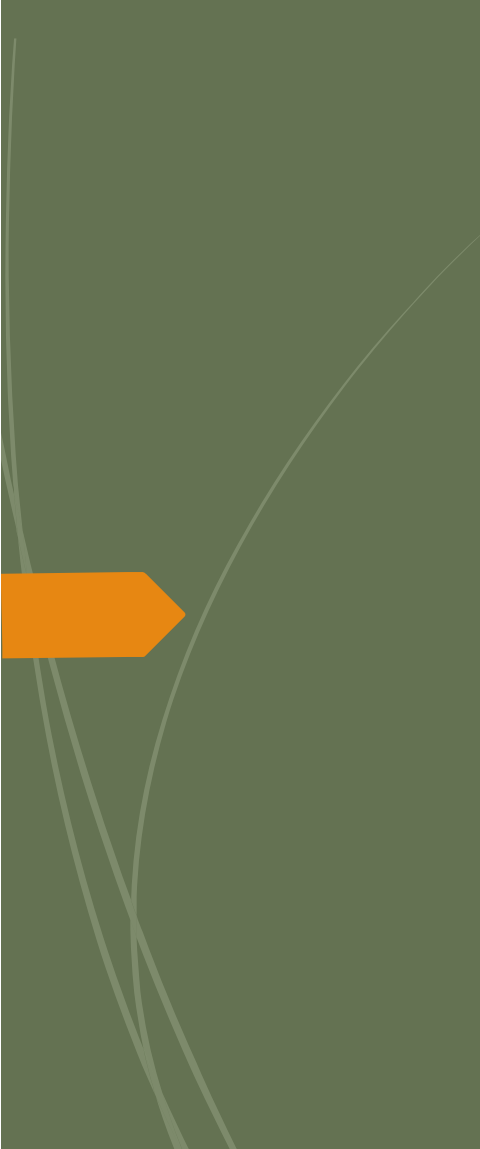
- ▶ Current ops topics:
 - ▶ UCC impacts on ED visits
 - ▶ Care/Cost differences between UCCs and EDs
 - ▶ Trends in Commercial Insurer Rates
 - ▶ Best Practices in Health Equity
 - ▶ Rural/Medicaid Opportunities for Urgent care
 - ▶ Effects of Different Ownership Models in Urgent Care

Group Discussion

Architecture for the Future of Healthcare

Facilitator: Daryl Tol, General Catalyst





Lunch Break until 1:00pm
Royal Ballroom 2



SAG Shark Tank(s) at Convention

(AKA pitch meetings from vendors)



GOALS:

SHAPING THE PRODUCT MARKETPLACE

ENGAGING VENDORS IN A NEW WAY

FUNDRAISING FOR UNDER-FUNDED INITIATIVES

STRATEGIC ADVISORY GROUP BENEFIT/ACTIVITY AT CONVENTION

SOUNDS LIKE FUN!

Group Discussion

Improving Payer Relationships

Facilitator: Boyd Faust

The logo for 'THE ASSEMBLY 2024' is centered within a white rectangular box with a thin black border. The word 'THE' is in a small, black, sans-serif font at the top. Below it, 'ASSEMBLY' is written in a large, bold, black, sans-serif font. At the bottom, '2024' is written in a large, bold, grey, sans-serif font.

THE
ASSEMBLY
2024



THE
ASSEMBLY
2024

Solutions.Showcase
Reception + Dinner

See you at 5:30 - Royal Ballroom East Foyer GUESTS WELCOME

p.s. Thank you.





THE
ASSEMBLY
2024

Strategic Advisory Group

Good morning!

July 27-29, 2004

Group Discussion

Urgent Care Business Models – Success/Failure/Future

Facilitator: Brian Parro, McKinsey & Company

The logo for 'THE ASSEMBLY 2024' is centered within a white rectangular border. The word 'THE' is in a small, black, sans-serif font at the top. Below it, 'ASSEMBLY' is written in a large, bold, black, sans-serif font. At the bottom, '2024' is written in a large, bold, grey, sans-serif font.

THE
ASSEMBLY
2024



THE
ASSEMBLY
2024

Evening/Overnight Reflections/Observations?

Plus, a few follow-ups (collaboration on PR campaign, AMA membership)



See You Next Time!



FEBRUARY 4-6, 2025
LOBBY DAY
IN WASHINGTON, DC



MAY 2-7, 2025
CONVENTION
IN DALLAS, TX