



THE
ASSEMBLY
2024

Strategic Advisory Group

J.W. Marriott Miami Turnberry Resort

July 27-29, 2004

Introductions

Members, Facilitators, Sponsors

THE
ASSEMBLY
2024

Solv.

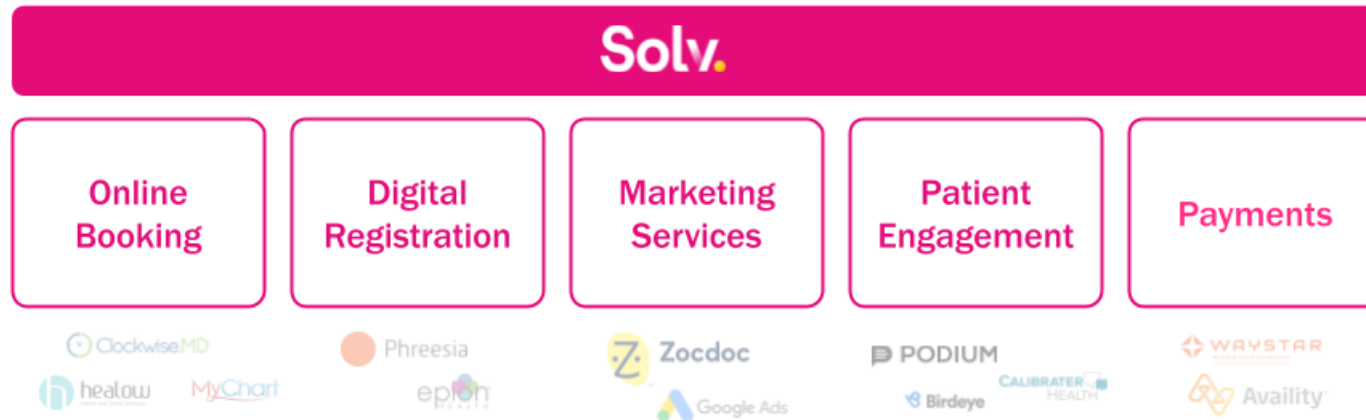
4 Ways to Win in Urgent Care

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

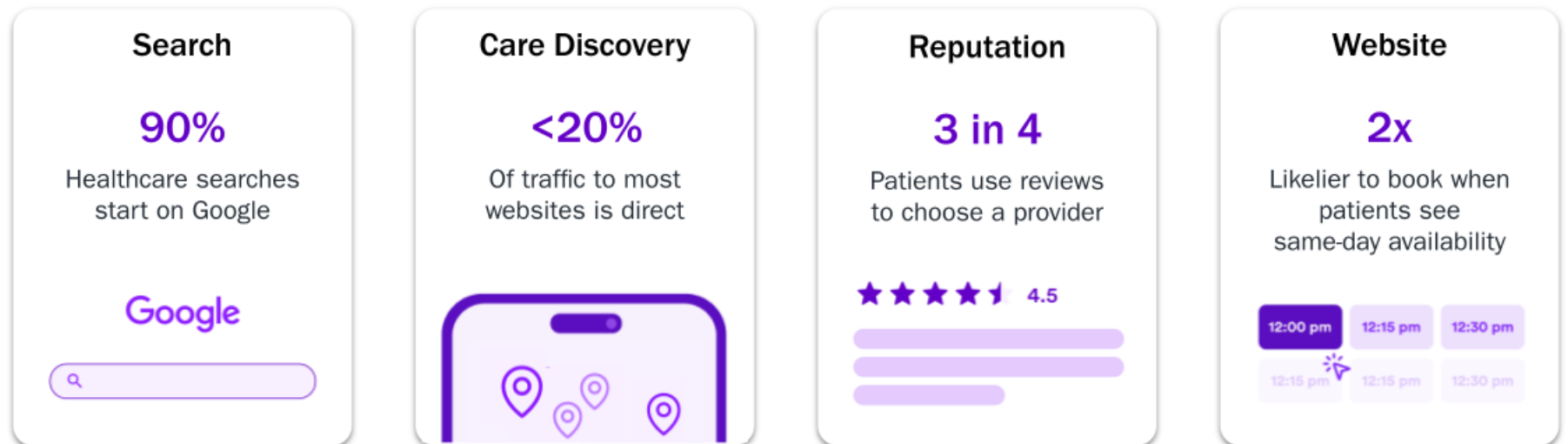
20M
patient encounters
managed annually

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



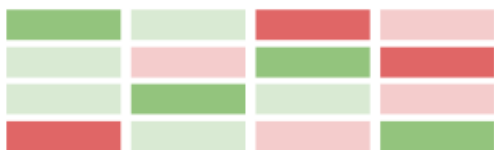
Payments

30%+

UC revenue driven by patient payments



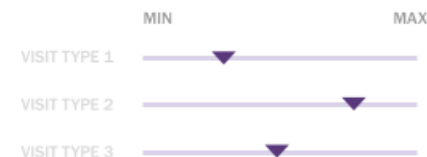
Intelligent **capacity management** based on demand, resources, and throughout is key to profitability



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

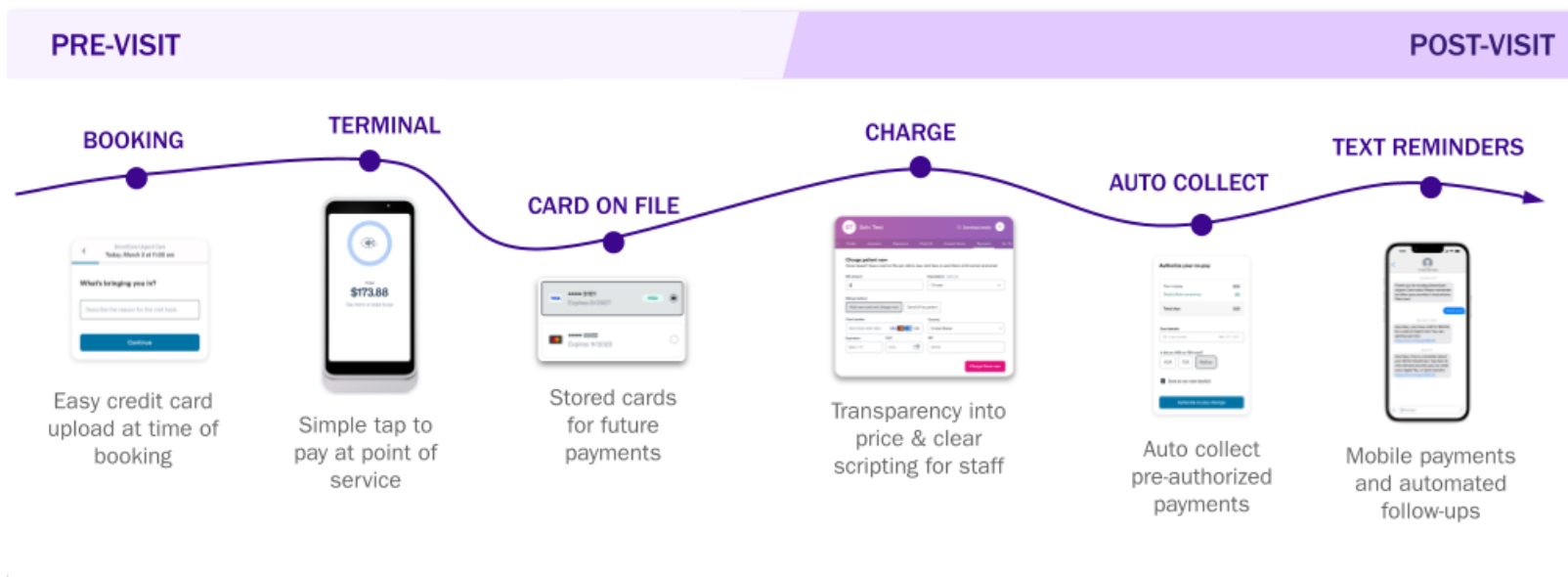


2 Calculate net capacity & revenue potential based on provider hours



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



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UCA Strategic Updates

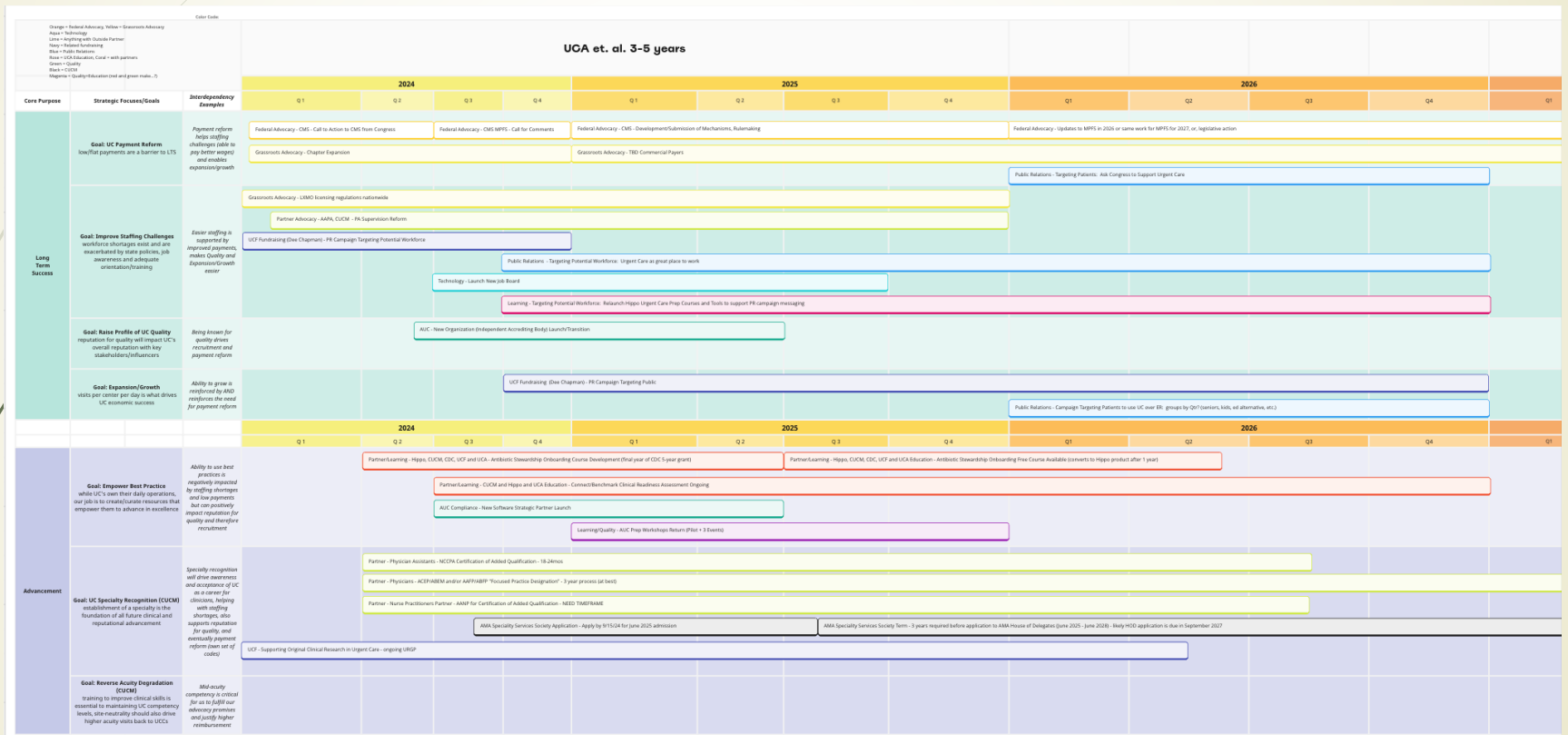
Advocacy, 2025+ Strategy, SAG Research Priorities



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?

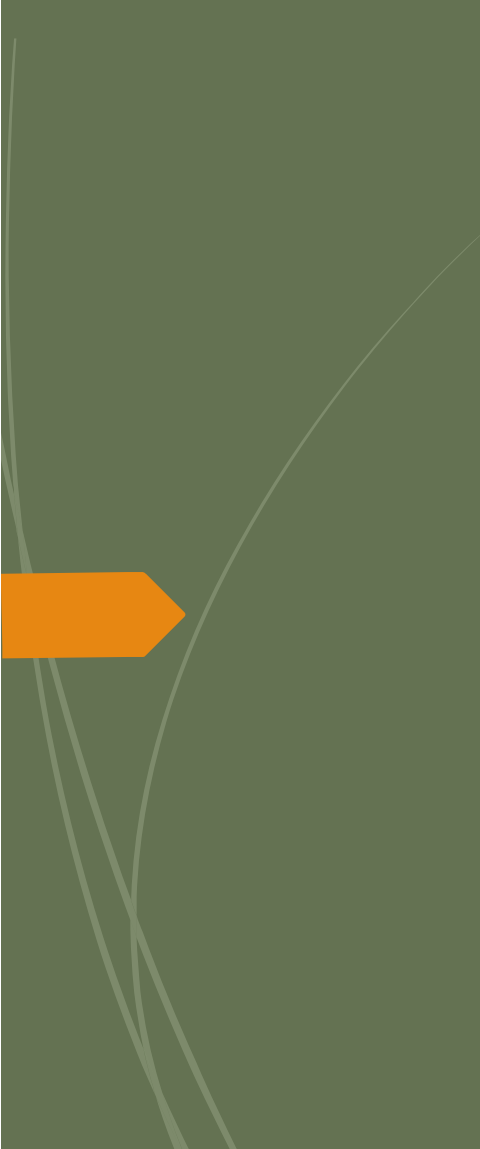
- ▶ Annual Research Cycle FYI
 - ▶ Topics selected at Assembly
 - ▶ Submitted to UCF for funding
 - ▶ Included in RFP's for subsequent Spring/Fall Research Grants/Projects
- ▶ Current ops topics:
 - ▶ UCC impacts on ED visits
 - ▶ Care/Cost differences between UCCs and EDs
 - ▶ Trends in Commercial Insurer 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

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Solutions.Showcase
Reception + Dinner

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

p.s. Thank you.





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Strategic Advisory Group

Good morning!

July 27-29, 2004

Group Discussion

Urgent Care Business Models – Success/Failure/Future

Facilitator: Brian Parro, McKinsey & Company

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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