



STRATEGIC ADVISORY GROUP

JANUARY 2024

OUR AGENDA

- ADVOCACY UPDATE
 - CMS LETTER PROGRESS
 - GRASSTOPS MEETINGS
- 2024 RESEARCH PRIORITIES
- 2024 SAG CALENDAR
 - CONVENTION
 - ASSEMBLY
 - ADVOCACY CONF (2025)
- NEW PRODUCT QUESTION
- OPEN FORUM

A blurred, grayscale background of an office setting. In the foreground, the back of a modern office chair is visible, showing its mesh backrest and adjustable armrests. The background shows a desk and some office equipment, all out of focus.

ADVOCACY UPDATE

LETTER TO CMS

- 4 LETTER “LEADERS”
 - BRAD SCHNEIDER (D-IL) – W&M
 - DARIN LAHOOD (R-IL) – W&M
 - ANN KUSTER (D-NH) – E&C
 - MICHAEL BURGESS (R-TX) – E&C
- NEXT:
 - MCDERMOTT F/U WITH LOBBY DAY VISITS - *UNDERWAY*
 - MCDERMOTT FACILITATES "GRASSTOPS" ZOOM CALLS WITH OTHER MEMBERS OF WAYS & MEANS AND ENERGY & COMMERCE - *UNDERWAY*
 - GOAL: 30+ SIGN-ONS
- LETTER TO CMS GOES IN FEBRUARY – PLUS PRESS RELEASES, ETC.
- SENATE STRATEGY & FOLLOW UPS AS NECESSARY TO ENSURE CMS UPTAKE (IDEALLY IN 2025 MPFS WORK)
- LONGER TERM EFFORTS ROLL OUTSIDE MEDICARE



GRASSTOPS MEETINGS

- MEMBERS OF WAYS & MEANS AND ENERGY & COMMERCE
VS.
URGENT CARE LOCATIONS IN THEIR DISTRICTS
- MATCHING UCA MEMBERS WILL GET INVITE TO BE PART OF A ZOOM MEETING WITH THE CONGRESSIONAL MEMBER
- IF YOU MISSED LOBBY DAY, McDERMOTT WILL PREP YOU AND THEY WILL SCHEDULE/FACILITATE THE CALL.
- IF YOU HAVE A CLOSE, PERSONAL RELATIONSHIP WITH A CONGRESSPERSON (HOUSE OR SENATE) – PLEASE SHARE

NEED TO GET CAUGHT UP?

ARCHIVED ADVOCACY NEWSLETTERS AND
ALERTS ARE NOW ON THE WEBSITE

[HTTPS://URGENTCAREASSOCIATION.ORG/ADVOCACY](https://urgentcareassociation.org/advocacy)

The **administrative** research priorities for UCA will be established/updated annually by the Strategic Advisory Group, the Delegates Council, and the Advocacy Committee, as well as by the UCA Board of Directors.

This is a new process, so the 2024 priorities were done outside a formal process.

2024 RESEARCH PRIORITIES AND SAG ROLE

We submitted these to UCF to fund in 2024.
NOTE: UCF decides what they will fund.

If they don't fund these, we look elsewhere.

When the SAG meets this Summer for The Assembly you will determine the 2025 priorities, and so on.

2024 RESEARCH PRIORITIES

- 1. MEASURING THE EFFECT THAT UCC'S HAVE ON DEMAND/UTILIZATION OF THE ED FOR NON-EMERGENT CARE**
- 2. DOCUMENTING DIFFERENCES BETWEEN RECEIVING CARE IN THE UC VS. AN ED**
- 3. DOCUMENTING TRENDS IN COMMERCIAL INSURER REIMBURSEMENT RATES**
- 4. RURAL/MEDICAID OPPORTUNITIES**
- 5. MEASURING THE EFFECT OF DIFFERENT OWNERSHIP MODELS IN URGENT CARE**

SAG ROLE IN CONDUCTING RESEARCH

- YOU HAVE THE CENTERS (SAMPLE SIZE)
- YOU HAVE THE DATA (VISITS)
- WE'D LIKE YOU TO SHARE (DE-IDENTIFIED)

- AND/OR

- YOU HAVE THE EXPERTISE (ANALYSTS) AND SHOULD BE PART OF THE GRANT \$
- HELP US GET THE ABOVE IF YOU DON'T HAVE IT

- NEXT STEPS PENDING FOUNDATION FUNDING DECISIONS

2024 SAG CALENDAR

SPRING – 1 DAY AT CONVENTION

SUMMER – 2 DAYS AT ASSEMBLY

WINTER 2025 - LOBBY DAY/ADVOCACY

URGENT CARE CONVENTION – APRIL 13-17

- COMPLIMENTARY TUITION FOR SAG MEMBER
- MONDAY ARRIVAL – FOUNDATION CELEBRATIONS MONDAY NIGHT – PLEASE ARRIVE EARLY ENOUGH TO ATTEND – VIP RECEPTION 5:00PM
- TUESDAY – SAG MEETING APPROX. 10AM-3PM
- REST OF CONVENTION BEFORE/AFTER IS ALSO YOURS TO ENJOY
 - NOTE: WE HAVE SOME ROOMS AT CAESARS PALACE THIS YEAR – MAKE RESERVATIONS NOW IF YOU WANT THESE ROOMS – USE REGULAR CONVENTION HOTEL LINK
- PLEASE SEND YOUR TEAMS!



THE ASSEMBLY (NEW) – JULY 27-29, 2024

- J.W. MARRIOTT TURNBERRY RESORT & SPA – MIAMI, FL
- INVITATION-ONLY – ALL 3 LEADERSHIP GROUPS
 - STRATEGIC ADVISORY GROUP
 - CLINICAL CONSORTIUM
 - DELEGATES COUNCIL
- AGENDA TBD – CONSIDERING: SUCCESS OF ALTERNATIVE MODELS/INDUSTRY TRENDS, EMERGING TECHNOLOGY, LOBBY STRATEGY UPDATE

LOBBY DAY/ADVOCACY CONFERENCE

- MOVING BACK TO FEBRUARY TIMEFRAME
- AND IT'S AN ELECTION YEAR
- NO ADVOCACY CONFERENCE IN 2024

- *HOWEVER – WE MAY DO A “FLY IN/FLY OUT” LOBBY DAY IN 2024 IF NEEDED (UNLIKELY)*

- 2025 FORMAT TBD

2024 SAVE THE DATE/EVENT
INVITES COMING THIS WEEK
BY EMAIL



NEW PRODUCT IDEA

SCRIBE TRAINING

ANY INTEREST?



OPEN FORUM