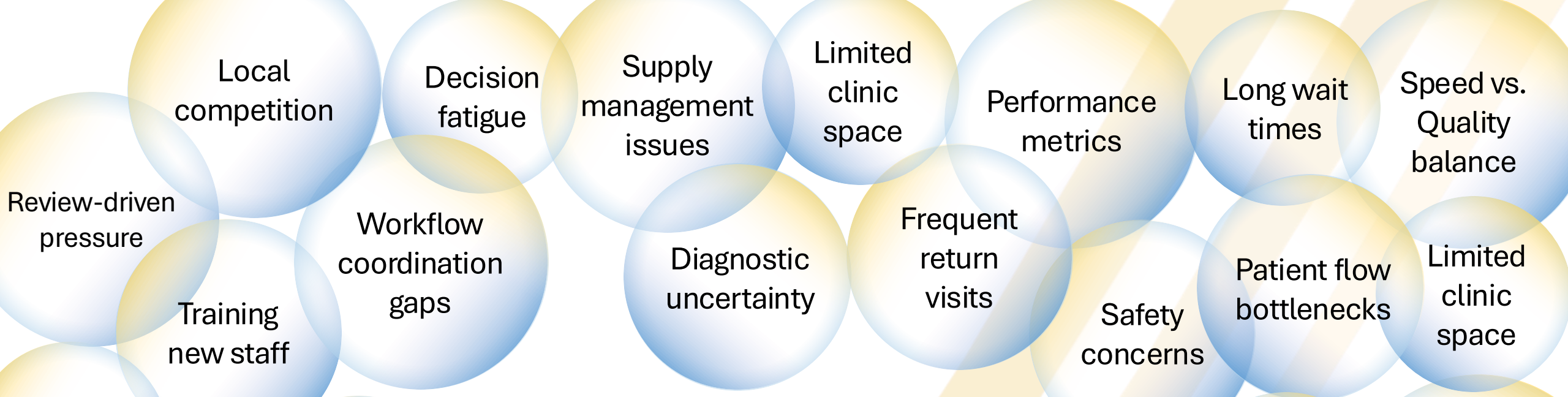


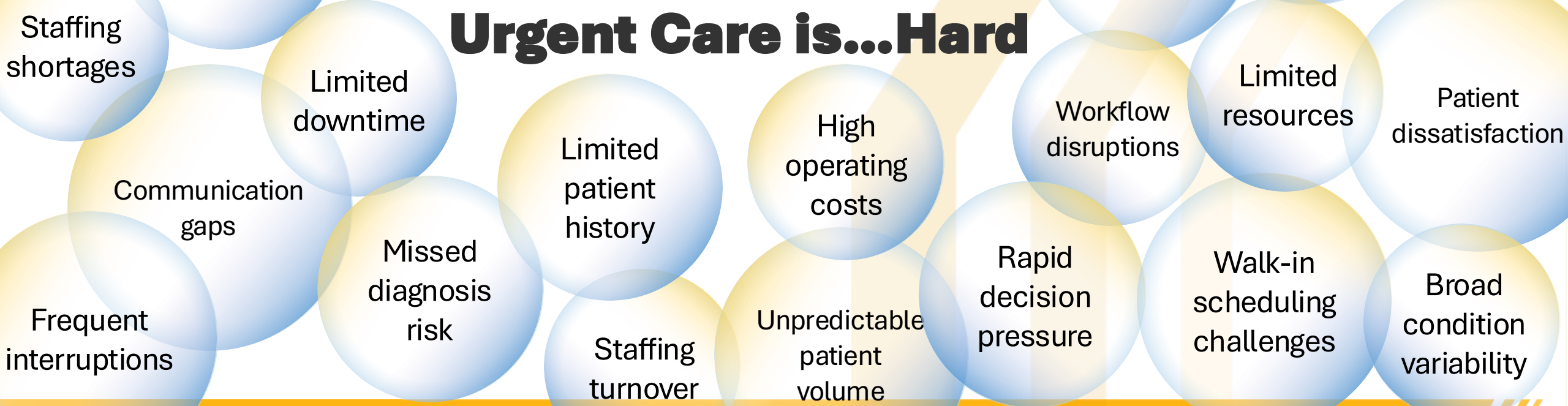
# AMPLIFY

**Faster, Smarter, Simpler:** How Molecular Diagnostics Are Reshaping Efficiency in Treating Urgent Care Infections





# Urgent Care is...Hard



# Speakers

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**Kyle Rhoad**

Chief Commercial Officer  
*HealthTrack*



**Lisa Bishop**

Founder, *Documed Consulting*  
VP, *College of Urgent Care Medicine*  
President-elect, *Southeast Urgent Care Association*



**Ben Francis**

VP of Procurement and Facilities  
*Fast Pace Health*

# Create a Comprehensive Diagnostic Ecosystem



# Point of Care (POC) Testing for Infections



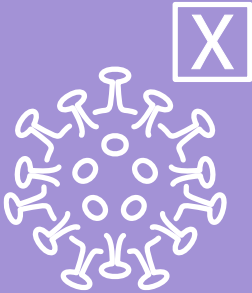
**Instant Answers**



**Economic Impact**

# The Gap

**Negative Results**



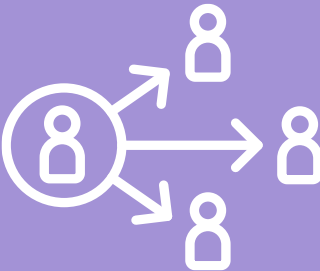
**Challenging Reimbursement**



**Capital Expenditure**



**Workflow Complexities**



# Molecular Reference



**Speed**



**Higher  
Specificity,  
Sensitivity &  
Comprehensiveness**



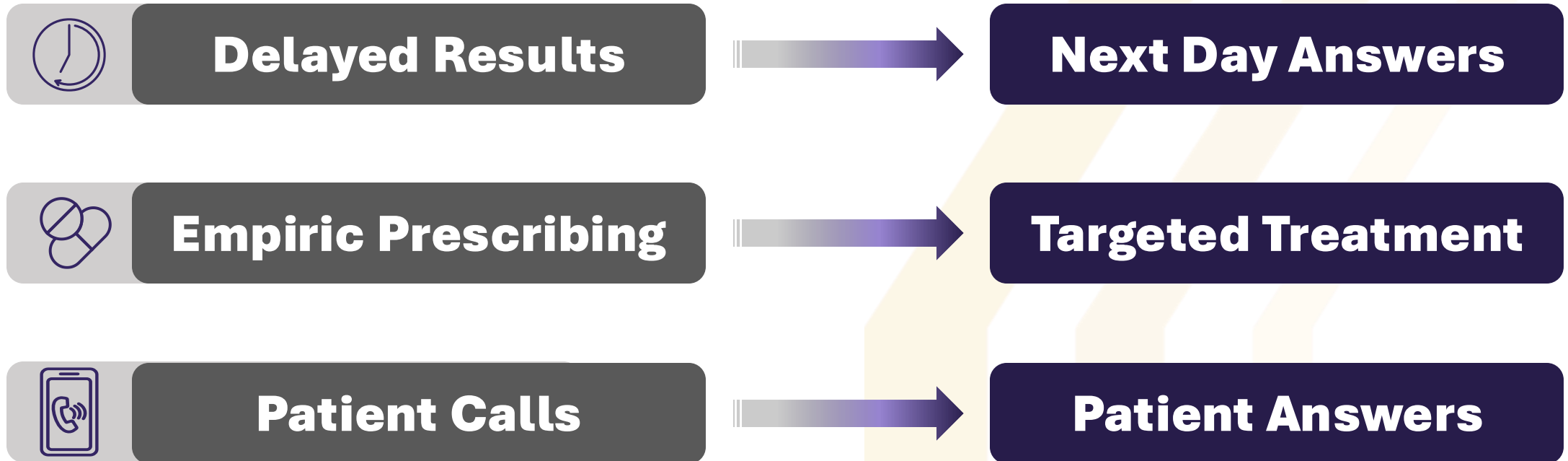
**Simplified  
Collection &  
Extended  
Viability**



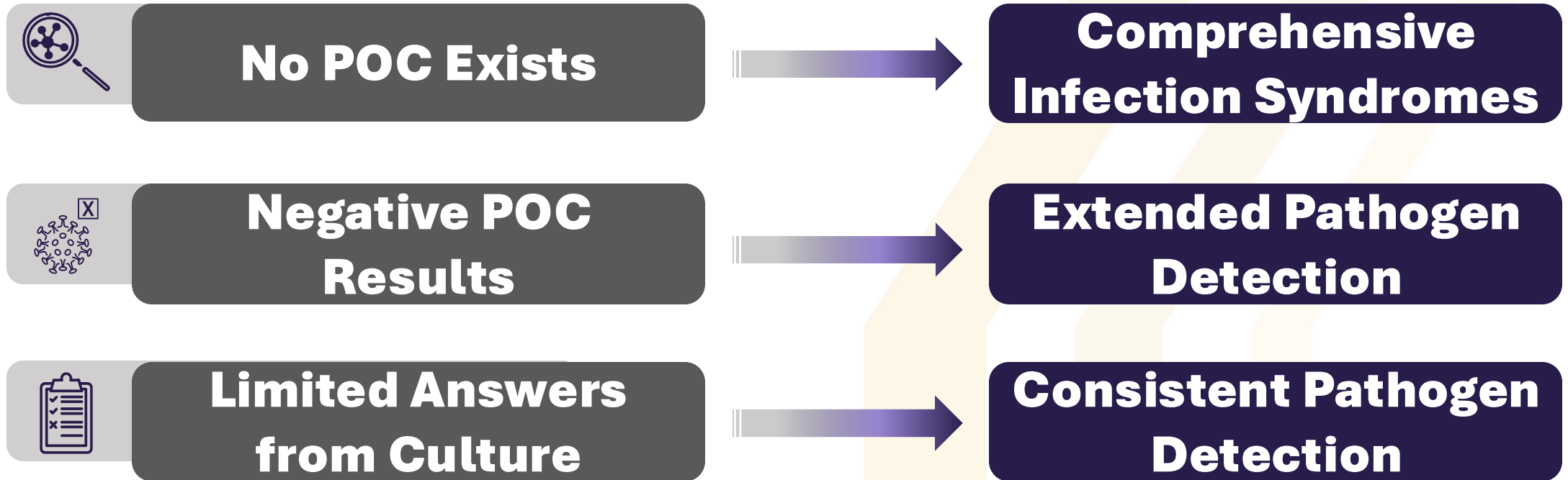
**No Economic  
Risk**

# Speed

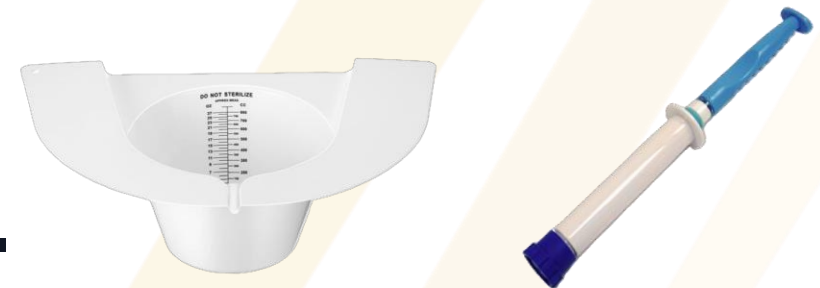
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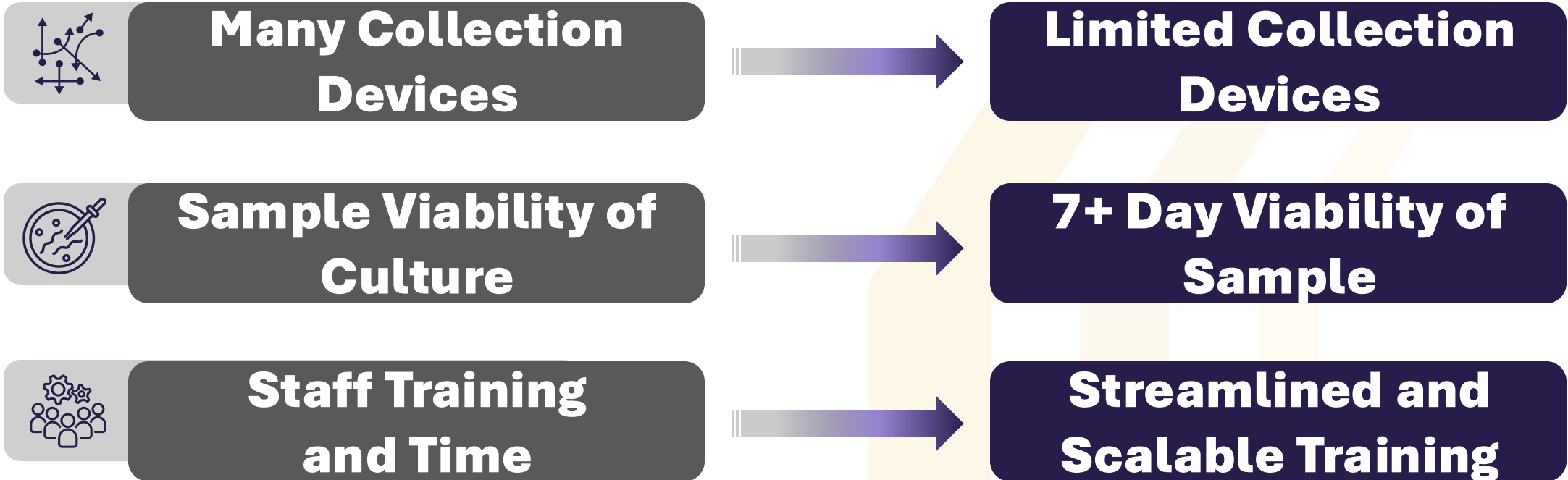
# Higher Specificity, Sensitivity, Comprehensiveness



# Collection Woes



# Simplified Collection & Extended Viability



# No Economic Risk



# Real-World Perspectives

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**PremierHealth**  
URGENT CARE | JOINT VENTURES | MANAGEMENT

 **fastpace** health

# Practical Implementation Framework

## 5 Step Action Plan:

- 1** Audit current diagnostic workflow inefficiencies 
- 2** Measure baseline operational and clinical KPIs 
- 3** Evaluate molecular testing options for speed, accuracy, and simplicity 
- 4** Align procurement, clinical leadership, and training teams 
- 5** Track impact and refine continuously 

**Faster. Smarter. Simpler.**

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## **Share your Feedback**



**Prefer paper?**

**On the form in front of you, please  
share your feedback for us!**