



COLLEGE OF
URGENT CARE
MEDICINE®

2024 CUCM BOARD OF DIRECTORS CANDIDATE INFORMATION

Brad Laymon PA-C, CPC, CEMC

Physician Assistant with over 24 years' experience in Urgent Care medicine. I am also a Certified Professional Coder and Certified Evaluation and Management Coder for the past 10 years. Founder of Coding Excellence, LLC which is a medical coding consulting company. I contribute documentation articles/coding articles and challenges to Evidenced Based Urgent Care Medicine, College of Urgent Care Medicine, and the Journal of Urgent Care Medicine. I present Coding Excellence to state PA conferences and other organizations. Member of Novant Health's Advanced Practice Providers Leadership team for the past 8 years. Board of Directors SERUCA (Southeast Regional Urgent Care Association).

What do you hope to contribute as a CUCM Board member?

As an experienced Physician Assistant with 25 years of service in Urgent Care Medicine, coupled with my extensive expertise as a Certified Professional Coder and Evaluation and Management Coder, I bring a unique blend of clinical knowledge, coding proficiency, and leadership acumen to the table.

Joining the board of directors at the College of Urgent Care Medicine presents an exciting opportunity for me to contribute meaningfully to the advancement of the field. Drawing upon my experience, I aim to leverage my skill set to support the college's mission in several key areas.

First and foremost, I am deeply passionate about promoting high-quality patient care in urgent care settings. With my clinical background, I am well-positioned to advocate for evidence-based practices, clinical guidelines, and continuing education initiatives that enhance patient outcomes and safety. By collaborating with fellow board members, I aspire to foster a culture of excellence and continuous improvement within the urgent care community.

Moreover, as an educator and presenter at medical conferences, I recognize the importance of professional development and knowledge dissemination. As a board member, I intend to champion initiatives aimed at providing robust educational resources, training opportunities, and mentorship programs for healthcare providers working in urgent care settings. By nurturing the next generation of urgent care practitioners, we can ensure a pipeline of competent and compassionate professionals equipped to meet the evolving needs of our patients.

Additionally, my proficiency in medical coding and billing affords me a unique perspective on the financial aspects of urgent care operations. I am committed to promoting fiscal responsibility, efficiency, and transparency within the college, thereby empowering urgent care facilities to thrive in an increasingly complex healthcare landscape.

In conclusion, I am enthusiastic about the prospect of serving on the board of directors at the College of Urgent Care Medicine. With a steadfast dedication to excellence, collaboration, and innovation, I am confident in my ability to make meaningful contributions that advance the college's mission and elevate the standard of care in urgent care medicine.