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# Strategic Advisory Group: Project Updates

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*Advocacy  
Update*

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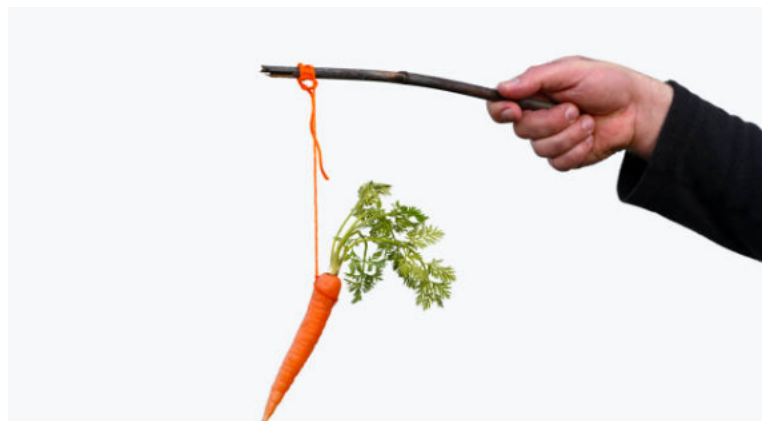
## UCA 2024+

We've continued to meet with McDermott+ to refine our strategy with approaching CMS. As you know, a focus on POS-20 redefinition was our first tactic, and we'd identified several steps after that to accomplish our final goal of improved reimbursement - but we started wondering if we could do several steps simultaneously vs. in linear order (or even skip some steps).

After discussing our plan, their internal CMS-experts (and former CMS employees) advised to instead approach CMS with a specific problem that Medicare beneficiaries have, and explain how Urgent Care is the solution to that problem - vs. prescribing a specific solution like a POS-20 redefinition. They agree that an access/ED diversion approach is our best bet.

That said, CMS is ultimately the one who gets to decide how this happens within their payment systems, so we've been talking a lot about carrots and sticks. We can convince CMS to give us a carrot, but they get to pick the stick(s).

The term is "program integrity requirements" - so we likely WILL get to the POS-20 redefinition, and possibly something like Certification. We know that an Accreditation requirement feels like a heavy lift so it's not what we'll be suggesting, but we can't promise they won't go there (they did with Ambulatory Surgery Centers).



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*Leadership &  
Advocacy  
Conference*

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## Moving Date for D.C. Meeting

We are MOVING the Leadership and Advocacy Conference date – probably to November. We will send a Save the Date as soon as we have it.

## Delegates Council Meeting Summary

The new “Delegates Council” met for the first time in Nashville last weekend. This group includes leaders of the “under 30 locations” UCC’s – most were in the 10-20 range but we also have representation from smaller organizations.

The intent for this group is to be another source of thought leadership for UCA, representing concerns and interests of the smaller operators. They will also be leading our grassroots/state-based advocacy work as that evolves.

It was a good meeting and the main (likely) outcome is an immediate expansion of our chapter infrastructure - to have regional chapters that cover the entire country vs. the patchwork we have now – and a specific charge for building partnerships for advocacy. This should create infrastructure for more regional work so UCA can leverage ourselves nationally.

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## Next Meeting

Zoom/Virtual  
August 17<sup>th</sup>  
12:00pm CDT

### Agenda:

- AI in Urgent Care
- Advocacy Map
- 2024 Activity Planning

Questions? Email Lou Ellen at [lhowitz@ucaoa.org](mailto:lhowitz@ucaoa.org)