

AMPLIFY

Winning in Occupational Medicine: Balancing Stakeholder Needs to Drive Sustainable Growth

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Financial Disclosure

- Nothing to disclose

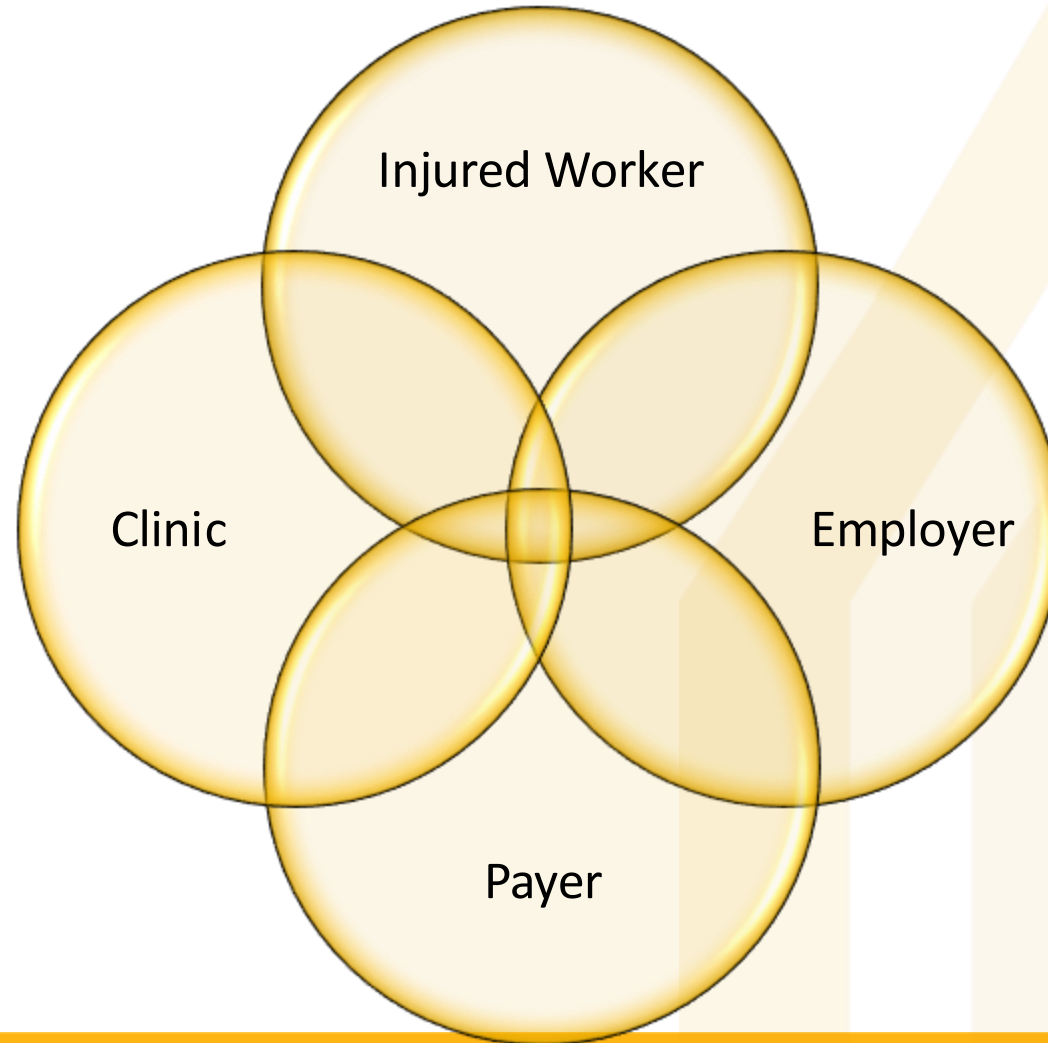
Quick Pulse Check

- Who is currently responsible for OccMed at their clinic/organization:
 - Owner/Leader
 - Medical Director
 - Ops/ Front Desk
 - Provider
 - It just kind of... happens

Why Occupational Medicine Matters

- Supports continued enterprise volume growth hedging urgent care diversion to AI medical management
- Predictable volume
- Protect against seasonality
- Repeat employer relationships
- Margin opportunity (if designed correctly)
- Strategic differentiation for urgent care
- Organizational synergies and/or enterprise value

The Quadruple Stakeholder Challenge



Myth vs Reality? Common OccMed Myths

Myth

“OccMed is just long workers’ comp visits slowing down the clinic flow”

“Employers only care about low cost”

“Clinics lose money accepting OccMed visits

V.S.

Reality

It’s a relationship-based business

Employers value predictability > price

Margin exists—but only with structure

Stakeholder #1 – The Injured Worker



What the Injured Worker Needs

- Fast and convenient access
- Compassionate and engaged medical care
- Clear return-to-work plan
- Minimal delays
- Non-adversarial tone

Winning with the Injured Worker: How Clinics Succeed

- Same-day access
- Clear work-status communication
- Functional vs symptom-only care
- Avoiding over-medicalization
- Setting appropriate expectations in medical care and return to work

Trust drives compliance—and compliance improves every downstream outcome

Stakeholder #2 – The Employer



What the Employer Needs

- Early communication
- Continuous lines of communication for problem resolution
- Modified duty guidance
- Predictable outcomes
- Cost control
- Industry understanding

Winning with the Employer: How Clinics Become Partners

- Dedicated OccMed workflows
- Employer intake + preferences
- Rapid notifications

Employers stay when clinics act like part of their risk strategy—not a vendor

Stakeholder #3 – The Payer



What Payers Care About

- Appropriate utilization
- Evidence-based care
- Reduced lost time
- Clean documentation
- Consistent invoicing processing

Winning with Payers: How Clinics Reduce Friction

- Standardized guidelines & templates
- Provider trainings on WC nuances
- Fewer authorization delays
- Predictable case patterns

Reliability beats brilliance in workers' comp

Stakeholder #4 – The Clinic Itself



What the Clinic Needs

- Positive margins
- Efficient workflow
- Provider sustainability
- Repeat employer volume

Winning Internally: Protecting the Clinic while growing OccMed

- Dedicated OccMed lanes
- Front desk expertise
- Provider OccMed onboarding
- Measuring KPIs (RTW, lag times)
- Guardrails for low-value OccMed (Drug screen to WC or UC visit)

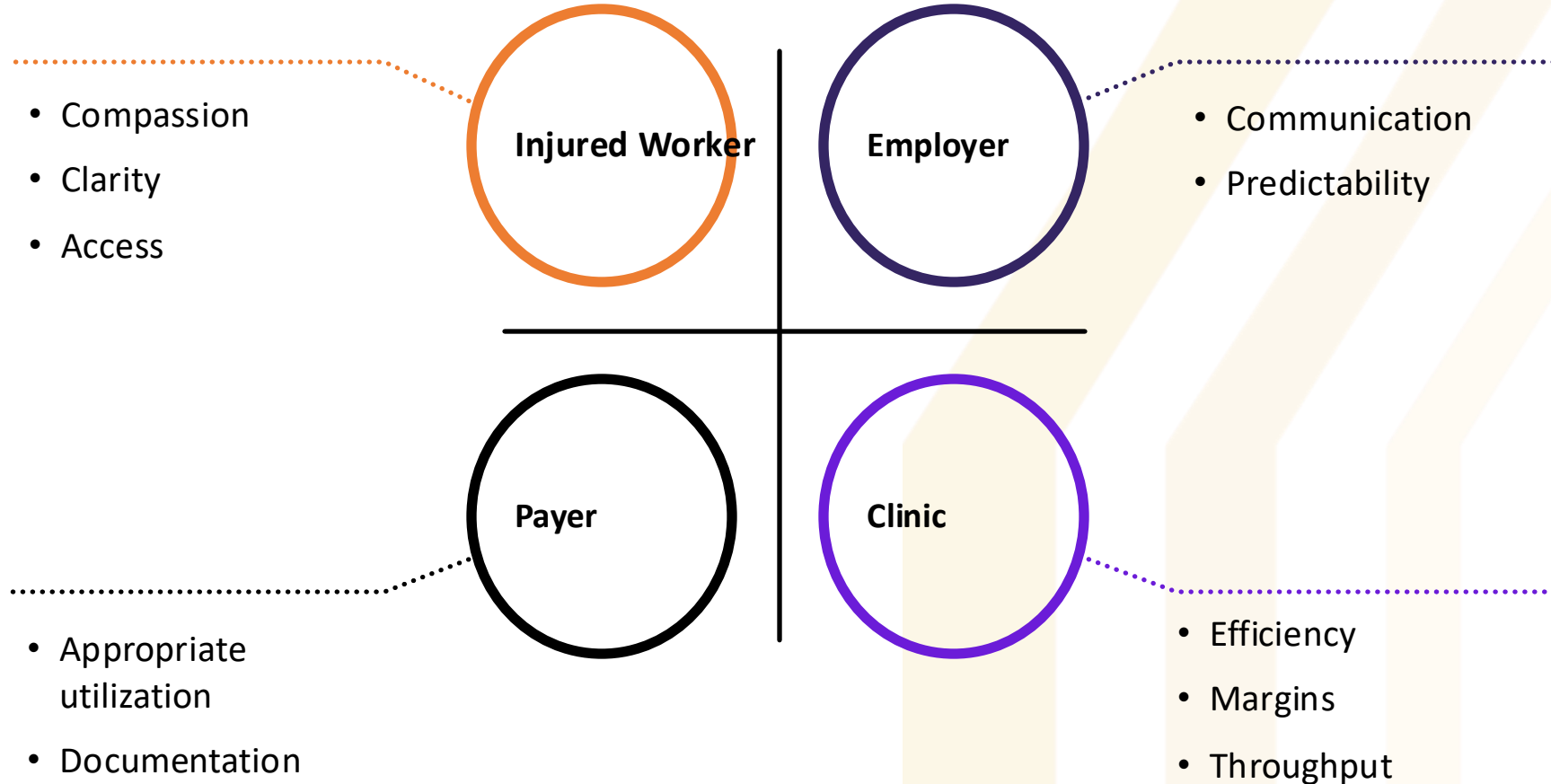
*OccMed strengthens urgent care only
when Operations supports it with
intention*

Bringing it all together

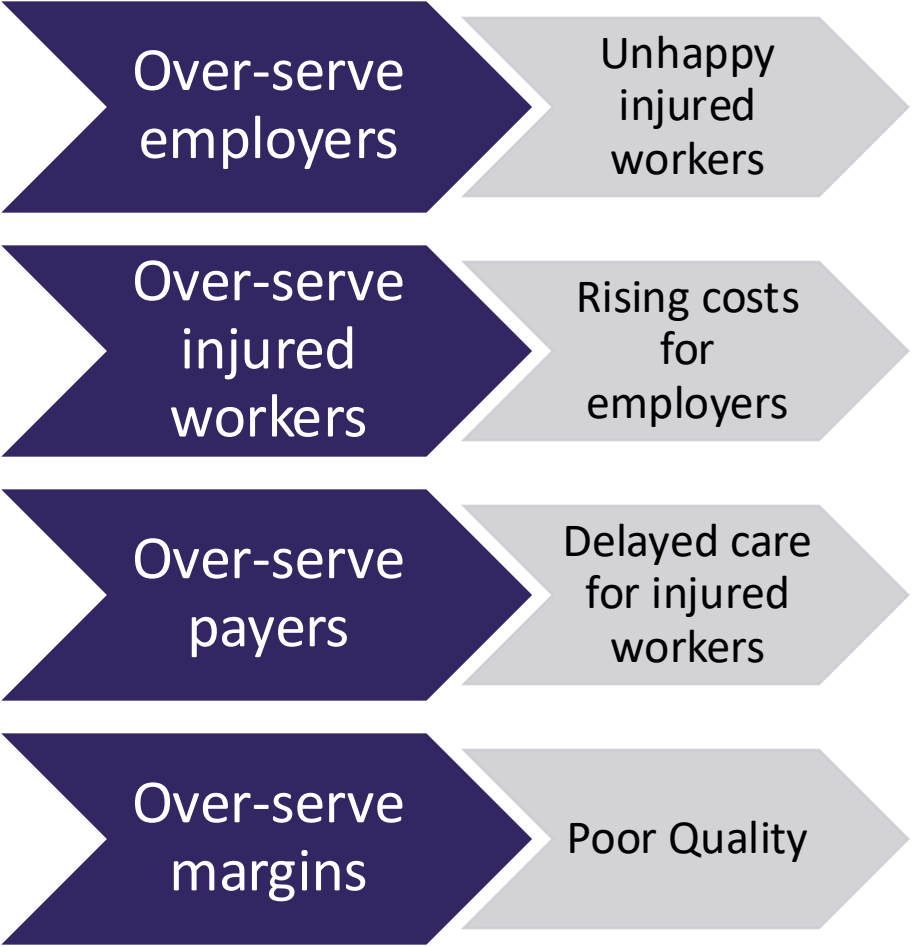


The 4-Way Balance Framework

Sustainable growth happens when no stakeholder wins at another's expense



What Happens When Balance is Lost



Growth is the Result, Not the Goal

The OccMed Growth Imperative

- OccMed ≠ walk-in medicine
- OccMed = relationships + process

Growth comes from:

- Employer retention
- Employer referrals
- Clean payer relationships
- Scalable clinic operations

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