

AMPLIFY

Rapid Antigen Testing A Catalyst for Decision Making, Efficiency and Trust

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A Catalyst for Decision Making, Efficiency and Trust



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Urgent Care Is a Decision Business



Every visit is a
sequence of decisions



Clarity drives speed



Speed builds trust

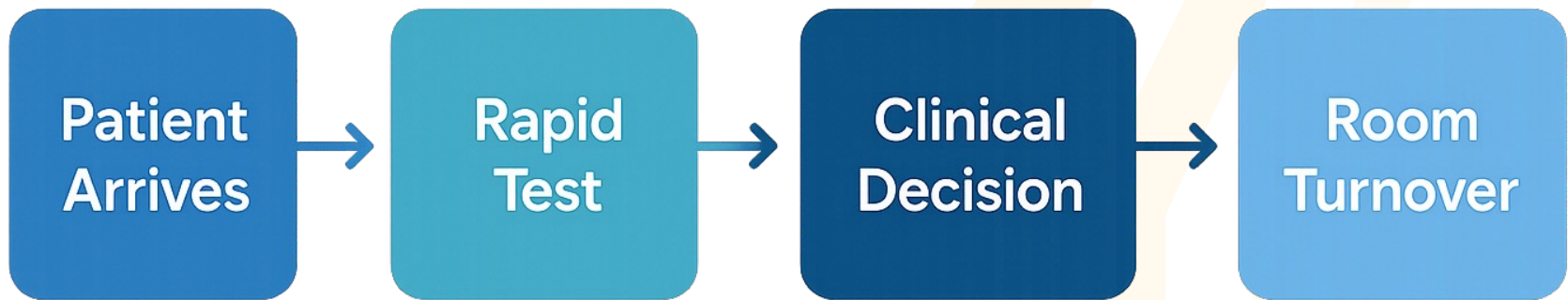
The Real Bottleneck Is Uncertainty

High volume,
lean staffing

Delays come
from hesitation

Uncertainty
slows everything
downstream

Summit Health Decision Workflow



The Post-COVID Patient Mindset

- Patient expectations in urgent care have changed since the pandemic.
- Greater awareness of infectious diseases.¹
- Higher anxiety about spreading illness to family and coworkers.²
- Stronger expectation for objective diagnostic testing.^{1,2}
- Less tolerance for diagnostic uncertainty.¹
- Patients increasingly want to know what they have — or what they don't — before leaving the visit.

Sources: 1. Huang Z. *Frontiers in Public Health*, 2023. 2. Changela S. *Diagnostics*, 2025.

Why Anxiety Is Higher in the Post-COVID Era

- The pandemic changed how patients think about illness.
- COVID-19 associated with increased rates of anxiety diagnoses.¹
- Global studies report ~31.9% prevalence of anxiety among COVID-19 patients.¹
- Emergency and urgent care environments reported increased patient anxiety during the pandemic.²
- Patients now seek more diagnostic certainty during medical visits.^{1,2}

Sources: 1. Changela S. Diagnostics, 2025. 2. Journal of Korean Medical Science 2023

What Patients Are Saying Online

- ★★★★★ "They tested me for COVID, flu, and strep right away. I was relieved to know exactly what I had before leaving."
- ★★★★★ "I came in really anxious about whether I had COVID or the flu. The rapid test results helped me relax."
- ★★★★★ "The doctor explained my symptoms while the rapid test was running and we had answers before I left."
- ★★★★★ "What I appreciated most was that they didn't just guess. They ran the test and gave me a clear diagnosis."
- ★★★★★ "After COVID I always want to know exactly what infection I have. Getting results during the visit made a huge difference."

Leadership Insight: Patients increasingly value speed, clarity, and diagnostic confirmation during the visit.

When Patients Leave Without Answers

☆☆ "They told me it was probably viral but didn't run any tests. I left feeling like nothing was actually figured out."

☆ "Waited over an hour just to be told to go home and rest. No testing, no clear diagnosis."

☆☆ "I came in worried about COVID or flu and they didn't test me. It felt like they were just guessing."

☆ "They barely examined me and said it was likely viral. I ended up going somewhere else to get tested."

☆☆ "I wish they had tested me so I knew whether I was contagious before going back to work."

What Patients Want Before Leaving the Visit

- Patients increasingly want three questions answered before leaving:
 1. Do I have COVID, flu, strep, or another infection?
 2. Am I contagious and could I spread this to family or coworkers?
 3. Do I need treatment or antibiotics?
- Providing answers during the visit reduces anxiety, repeat calls, and revisits.

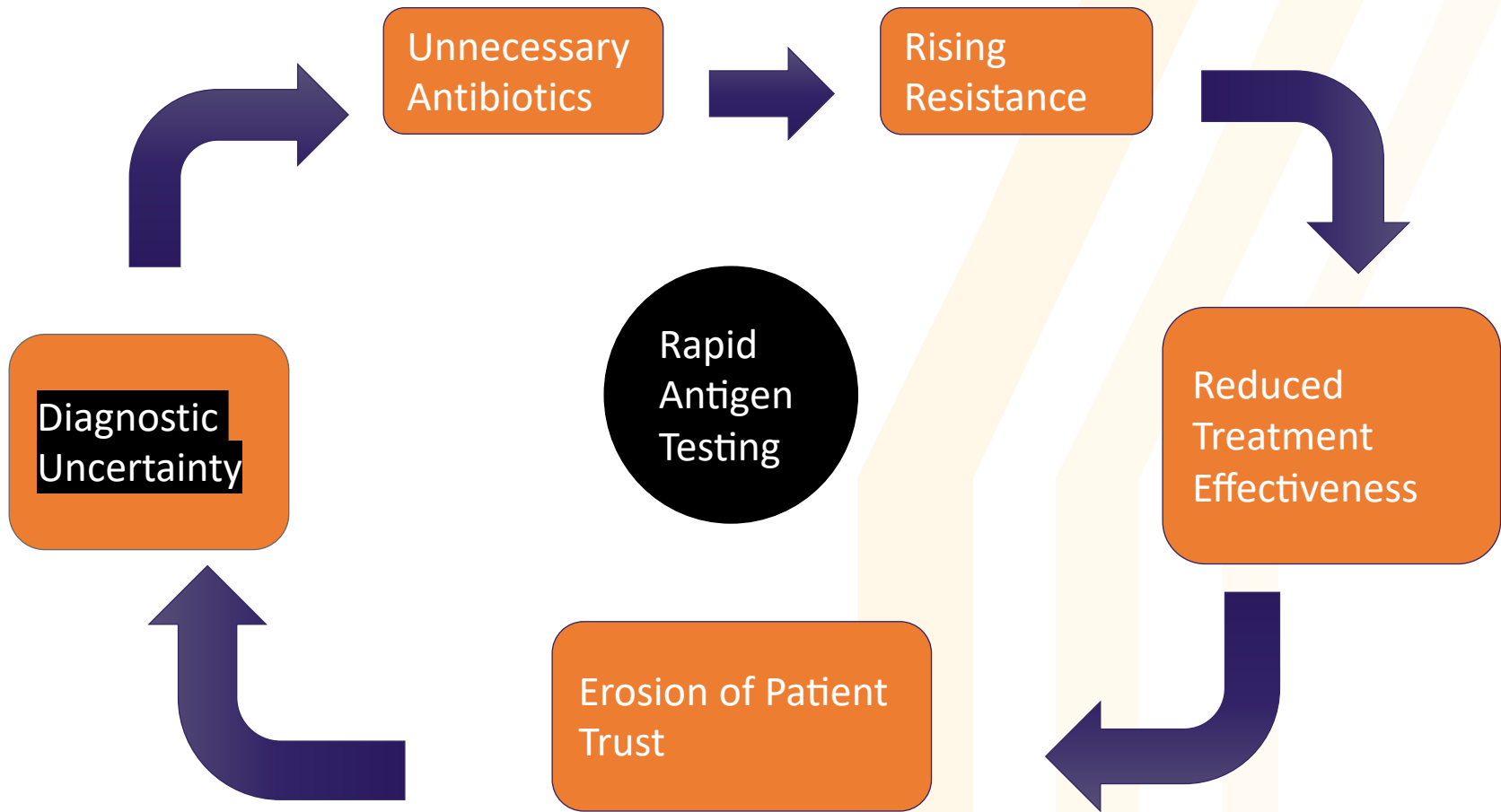
Clinical observation supported by infectious disease awareness trends post-COVID.

The Phrase Patients Dislike: "It's Probably Viral"

- Historically clinicians reassured patients with the phrase "it's probably viral."
- Today this phrase can signal diagnostic uncertainty to patients.¹
- Patients may feel their symptoms are being dismissed.¹
- Uncertainty can reduce confidence in treatment recommendations.¹
- Language used by clinicians strongly influences patient trust.¹

Source: Dahm et al, 2022.

Antibiotic Resistance: The Uncertainty Loop



Antibiotic Resistance: An Operational and Clinical Risk



Rising antibiotic resistance threatens patient outcomes



Unnecessary antibiotics drive resistance and downstream cost



Urgent care plays a critical frontline role in stewardship



Rapid testing supports confident, evidence-based prescribing

Quality & Brand Lens: Why It Matters



Appropriate prescribing aligns with quality benchmarks



Clear diagnostics support defensible decisions



Consistency strengthens multisite performance



Patient trust improves satisfaction and loyalty

Payer Lens: Why Stewardship Matters



Unnecessary antibiotics drive avoidable downstream cost



Resistance increases repeat visits and complications



Payers scrutinize utilization and prescribing patterns



Data-supported decisions reduce financial risk

Operational Impact Dashboard

RAPID DIAGNOSTICS INFLUENCE THROUGHPUT, QUALITY METRICS, AND PATIENT EXPERIENCE.

KEY LEADERSHIP METRICS AFFECTED:



DOOR-TO-
DECISION TIME



PROVIDER IDLE
TIME



ROOM
TURNOVER



PATIENT
SATISFACTION
SCORES



ANTIBIOTIC
PRESCRIBING
ACCURACY

Rapid Antigen Testing as a Decision Accelerator



Shortens time from
uncertainty to action



Supports real-time
clinical branching

From Uncertainty to Confidence

- Traditional visit model: Symptoms → Clinical guess → 'Probably viral.'
- Modern diagnostic model: Symptoms → Rapid Test → Objective diagnosis.
- Rapid diagnostics help reduce patient anxiety.
- Clear explanations improve patient satisfaction.
- Diagnostic clarity builds trust in providers and urgent care centers.

How Rapid Antigen Testing Fits the Visit

Test performed
early in the
encounter

Run by MA or
scribe per site
workflow

Results available
during provider
evaluation

Provider Interaction Models



Provider enters room with results available



OR discusses symptoms while test is running



Both models reduce idle time

Walk Away Mode vs Analyze Mode: Workflow Integration

Walk Away Mode:

- Insert test → automatic analysis
- No need to return to device
- Staff continue patient care
- Ideal for high-volume urgent care

Analyze Mode:

- Incubate test outside device
- Insert when ready → immediate result
- Supports manual timing or batch testing

- Key Takeaway:
Seamless integration into patient visit

Source: 1. BD Veritor™ Plus Analyzer Instructions for Use.

Evidence: Limitations of Visual Read Antigen Tests

Variability in interpretation of faint test lines¹

Reduced sensitivity with low viral load^{1,2}

Operator-dependent accuracy²

Lighting and experience affect reads²

Inter-reader disagreement documented²

Sources: 1. Scohy A et al. J Clin Virol. 2020. 2. WHO Antigen Guidelines.

Evidence: Limitations of Visual Read Antigen Tests



Visual reads create variability at the worst moment

Faint line → uncertainty → patient trust drops

Sources: 1. Scohy A et al. J Clin Virol. 2020. 2. WHO Antigen Guidelines.

Evidence: Advantages of Digital Antigen Readers

- Improved consistency vs human interpretation^{1,2}
- Better detection of low-intensity signals¹
- Reduced inter-operator variability^{1,2}
- Objective, standardized readout^{1,2,3}
- Improved reproducibility across sites^{2,3}

Sources: 1. BD Veritor™ Analyzer Instructions for Use. 2. Drain PK, 2022, 3. WHO Antigen Guidelines.

Clinical and Operational Impact

- Reduced false negatives improves infection control^{1,2}
- Supports antibiotic stewardship^{2,3}
- Standardization enables scalable workflows^{1,2}
- Improves diagnostic confidence and trust^{1,2}

Sources: 1. CDC Antibiotic Resistance Report. 2. Drain, PK, 2022. 3. Fleming-Dutra et al. JAMA, 2016.

Portability of The BD Veritor™ Plus Analyzer



- Compact, lightweight reader designed for point-of-care environments.
- Easily moved between exam rooms, triage areas, or testing stations.
- Supports flexible workflows during respiratory season surges.
- Can be shared across rooms without requiring a fixed lab space.
- Enables rapid testing wherever the patient encounter occurs.

CLIA-Waived: Designed for Urgent Care

CLIA-waived testing environment

Minimal training burden

Supports scale across multisite operations

Multiplex Respiratory Testing in Urgent Care

- Respiratory symptoms often overlap (COVID-19, influenza A/B, RSV).
- Multiplex antigen testing allows providers to test for multiple pathogens with a single specimen.
- Duplex cartridges detect two pathogens in one test.
- Triplex cartridges detect three pathogens simultaneously.
- This approach improves diagnostic efficiency during respiratory season.

How BD Veritor™ Cartridges Are Read

- Visual interpretation: traditional antigen tests rely on the provider visually reading a test line.
- Digital interpretation: the BD Veritor Plus Analyzer scans the cartridge and provides an objective result.
- Digital reading reduces variability between staff members.
- Improves consistency across multiple urgent care sites.
- Objective digital results support confident clinical decisions.

Reimbursement and Margin Considerations

- Multiplex testing may allow billing for multiple pathogen detections.
- Testing during the visit supports appropriate coding and documentation.
- Improved diagnostic clarity can reduce repeat visits and downstream costs.
- Operational efficiency improves patient throughput.
- For urgent care operators, multiplex testing can improve revenue per respiratory visit.

Clarity Is the Competitive Advantage

Clarity → Speed → Trust

Scaling Across a Network

Standardized diagnostics support multisite urgent care operations.

Leadership advantages:

Reduced interpretation variability

Consistent workflows across sites

Simplified staff training

Easier quality benchmarking

Stronger operational consistency

Medical Director Lens

- Appropriate antibiotic stewardship
- Consistent diagnostic pathways
- Defensible clinical decision-making
- Reduced provider variability
- Strong patient satisfaction performance

The economics of diagnostic clarity

Diagnostic uncertainty lengthens visits and reduces patient throughput.

Operational impact:

- Longer visits → fewer patients per hour
- Fewer patients per hour → lost revenue capacity

Real World scale: Rapid testing Across a large Urgent Care Network

CityMD network deployment provides a real-world operator lens

170+
Urgent care
locations across
NY + NJ
BD Veritor™ deployed
across the CityMD network

Why Scale Matters

- Repeatable workflows
- Fast respiratory throughput
- Consistent patient experience

What BD Veritor™ Becomes

- Workflow tool
- Clinical decision tool
- Patient reassurance tool

Leadership Relevance

- Standardization across sites
- Scalable training
- Operational consistency

In multisite urgent care, diagnostic speed and consistency become operational assets.

Directional observations based on frontline urgent care operational experience; not a formal outcomes analysis.

Observed Operational Impact: Wait Times, Workflow, and efficiency

Frontline observations from high-volume urgent care workflows:

When rapid testing is integrated early, the operational effects are often noticeable before they are formally measured.

Wait Times

- Earlier diagnostic clarity can help reduce downstream delays.
- Patients are less likely to remain in limbo while a plan is being formed.
- Supports smoother throughput during peak respiratory volume.

Workflow

- Testing can begin before or early during provider evaluation.
- MAs / staff can keep the visit moving while results are processing.
- Results are more likely to be available during the clinical decision window.

Efficiency

- Faster path from symptoms → diagnosis → disposition.
- Less backtracking or prolonged uncertainty in respiratory visits.
- More efficient use of provider time during high-volume sessions.

In urgent care, operational efficiency often improves when diagnostic clarity moves earlier in the visit.

Directional observations based on frontline urgent care operational experience; not a formal outcomes analysis.

Directional Frontline impact: What rapid Testing unlocks at scale

Earlier diagnostic clarity tends to improve the flow of the entire visit.

Operational

- Earlier diagnostic information
- Faster path to disposition
- Less dead time in respiratory visits
- More consistent flow during surge periods

Clinical

- More objective branching of decisions
- Supports same-visit treatment planning
- Reduces uncertainty-driven prescribing
- Supports stewardship conversations

Patient Experience

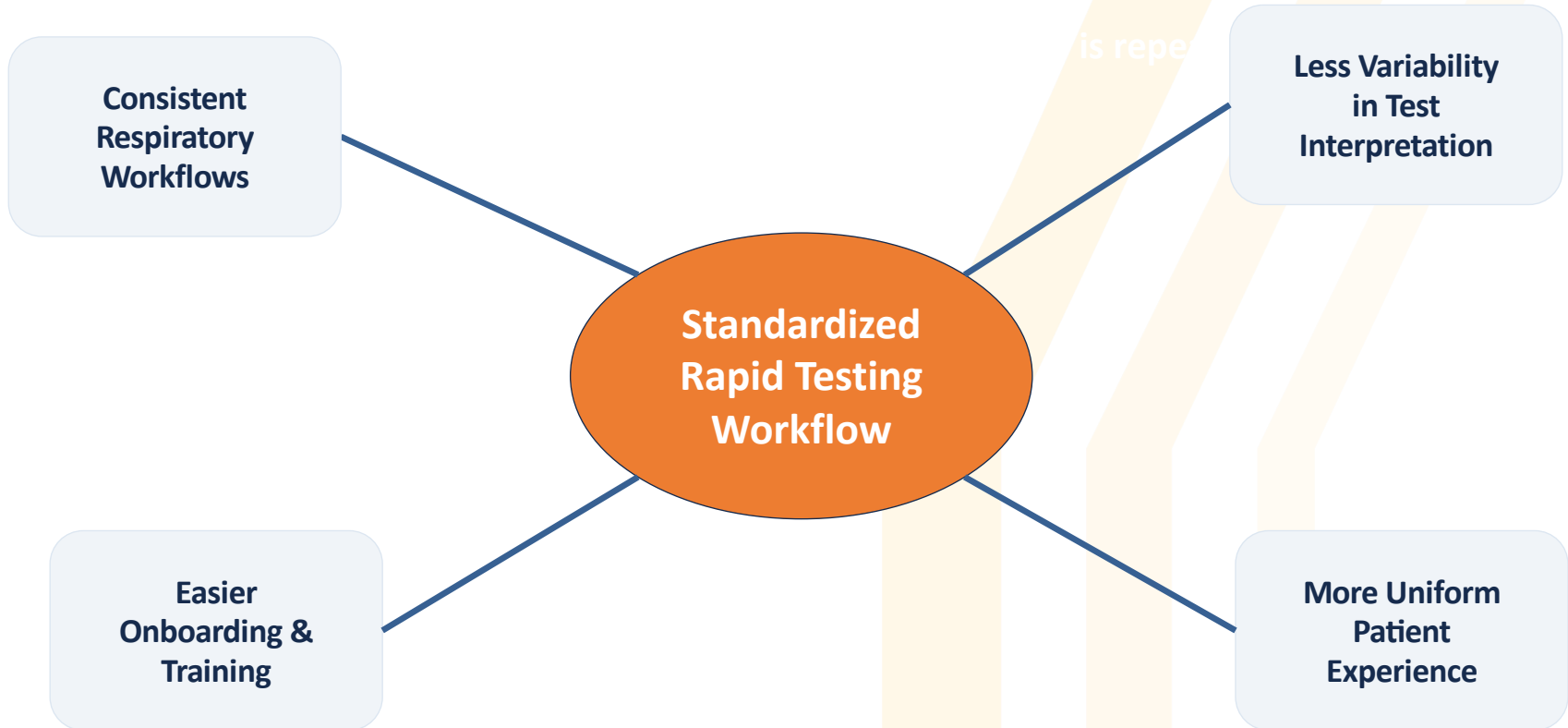
- Less perception of “guessing”
- More confidence before discharge
- Clearer return-to-work/school guidance
- Stronger trust in recommendations

The value of rapid testing is not just the result — it’s what the result unlocks during the visit.

Directional observations based on frontline urgent care operational experience; not a formal outcomes analysis.

Why Network-wide Standardization matters

In multisite urgent care, standardization is not just a quality issue — it's an operational advantage.



Directional observations based on frontline urgent care operational experience; not a formal outcomes analysis.

Molecular Testing vs Rapid Testing in Urgent Care

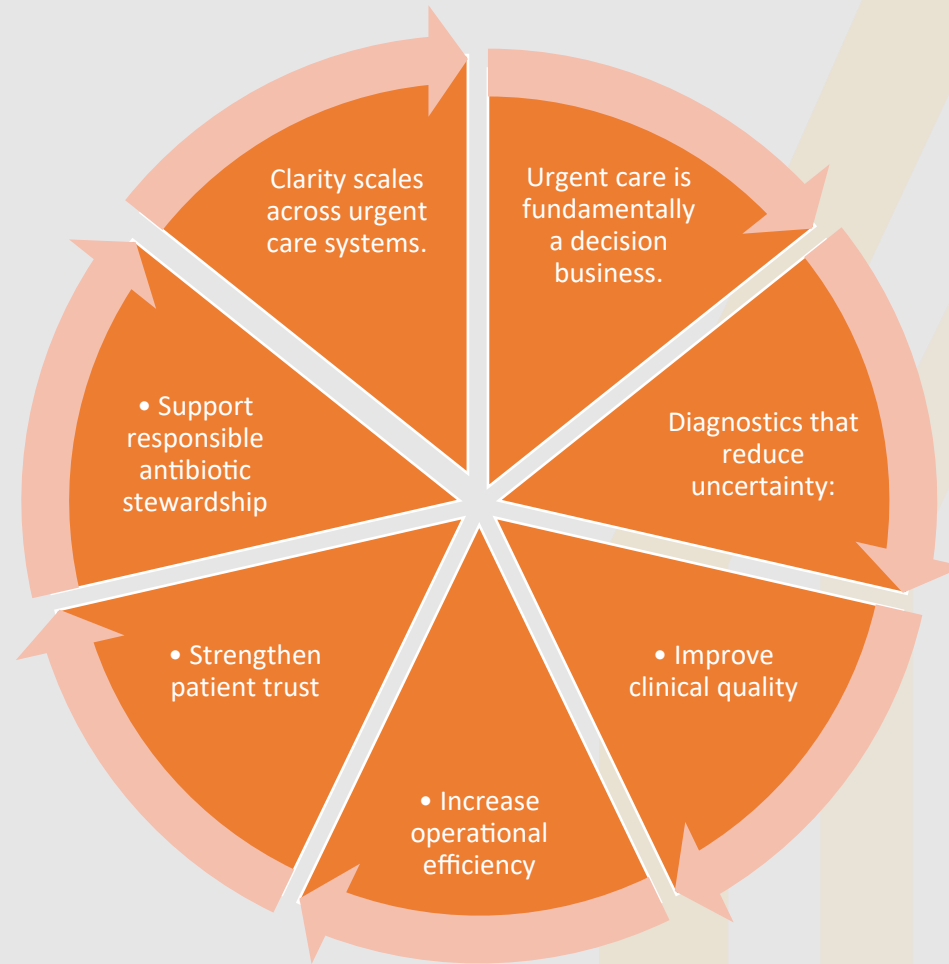
Molecular Testing: High Sensitivity

- Detects low viral loads
- Useful for confirmation in select cases

Limitations in Urgent Care

- Longer turnaround time
- Higher cost and workflow burden
- Not ideal for real-time decisions

Leadership Takeaway



I need your feedback – scan the QR code!



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