

About the Symposium

Since 2008, this two-day strategy symposium has gathered strategy and business development leaders from both the clinical and business sides of healthcare. The purpose is to harness the best ideas for a 10-year strategy that increases patient access and convenience, lowers costs and improves quality while contributing financially to each participant's respective organization. The meeting is highly interactive, using a combination of case studies and discussion panels. The number of participants is limited to promote that interactivity. [Click here](#) to view the 2010 meeting evaluation results on the Merchant Medicine web site.

Intended Audience

The audience comprises senior healthcare executives with an interest in advancing their organization's ambulatory care strategy to a new level.

Why Come?

The focus of the ConvUrgentCare® Strategy Symposium is on acute ambulatory care medicine, with special emphasis on retail and urgent care clinics, work site clinics and primary care medicine. In addition to market developments and analysis, this meeting will devote a significant amount of attention to the impact on walk-in medicine of accountable care organizations (ACOs) and the emerging "patient-centered medical home."

Among the questions we will address:

- How will ACOs and the medical home model impact demand for urgent care and retail clinic services?
- Are retail clinics a required site option for hospital systems today? What are the alternative approaches?
- Should a hospital system help area employers run their work site clinics?
- How do large employers factor into the new medical home movement?
- What is the impact of recent healthcare legislation on cash flow and administration for retail and urgent care clinics?
- Is there a role for walk-in clinics in chronic disease management.
- What are the best strategies for tailoring an ambulatory care strategy toward specific ethnic groups?

ConvUrgentCare®

As part of re-engineering the primary care medical home, many practices are taking a page out of the retail clinic playbook and putting more focus on patient convenience. The result is a trend called ConvUrgentCare®, the mingling of convenient care, urgent care, work site and primary care medicine.

Registration Fee

The conference registration fee is \$799. Call (651) 483-0450 to register or you can register online via the [Merchant Medicine web site](#).

Sponsors

Special thanks to this year's sponsors: Quidel Corporation, our Platinum Sponsor; and On Assignment, McKesson and Bayer Diabetes, our Gold Sponsors. For sponsorship information, contact Pam Bealke (pam@merchantmedicine.com) or call us at (651) 483-0450.

CME Credits

The 2011 ConvUrgentCare Strategy Symposium has been reviewed and is acceptable for up to 15.25 Elective credits by the American Academy of Family Physicians.

2011 Hotel and Setting

The 2011 ConvUrgentCare® Strategy Symposium will take place at the beautiful Cottonwoods Resort and Suites in Scottsdale, AZ, overlooking Camelback Mountain. We have negotiated a room rate of \$125 per night. This rate has been extended until December 24. Call the hotel at 480-991-1414 to book your reservation and mention the Merchant Medicine ConvUrgentCare Strategy Symposium. Or you can book online by clicking [HERE](#).

Transportation

Super Shuttle serves the Cottonwoods Resort from PHX airport and costs \$16 each way.

To make a reservation, call Super Shuttle at 1-800-BlueVan or book online at supershuttle.com. Taxi

service from the airport to the Cottonwoods costs around \$32 each way and a limo/town car costs around \$55 each way. The resort also has a complimentary town car service for locations within a 3-mile radius of the resort (based upon availability).



ConvUrgentCare Boot Camp

The program will begin with the popular pre-conference ConvUrgentCare® Boot Camp workshop, which provides tools and insight for health systems and medical groups evaluating their ambulatory care strategy moving forward, a strategy that might include retail, urgent care or other clinic models. The bootcamp will provide an update on the major participants in the retail clinic industry, forecasts of future growth and trends influencing urgent care and retail clinics going forward.

Chronic Disease Management Panel Discussion

The symposium will feature a two-hour panel discussion around chronic disease management services at walk-in clinics. The panel, moderated by James Woodburn, MD, former chief medical officer at MinuteClinic, will take a detailed look at how ACOs will begin to influence chronic disease management, and how retail clinics in particular are evolving into the chronic disease management framework .

Speakers

John Shufeldt, MD, JD – Dr. Shufeldt is founder and former CEO of NextCare Urgent Care, the largest pure-play urgent care clinic operator in the United States. Dr. Shufeldt helped growth the company to 56 clinics in Arizona, Colorado, Texas, Virginia, Georgia and North Carolina. Dr. Shufeldt, who still practices emergency medicine in Phoenix, will speak about the state of the urgent care industry, his views on retail clinics, the evolution of technology on walk-in medicine and the medical home movement.

James D’Orta, MD – Dr. D’Orta is founder, chairman and CEO of Consumer Health Services, the operator of seven DR Walk-In retail clinics inside Duane Reade stores in Manhattan. This retail clinic model works in partnership with area hospitals and health insurance companies to improve access in a densely populated urban area, lowering non-emergent visits to the emergency department and improving patient satisfaction

by reducing wait times. The model has a limited scope of services, but not as limited as most retail clinics because all providers are physicians. DR Walk-in is one of the only retail clinic operators that is profitable on an annual basis. Boarded in emergency medicine, Dr. D'Orta was on MinuteClinic's board of directors prior to that company's acquisition by CVS Pharmacy, and he has founded and run a number of successful healthcare companies.

James (Woody) Woodburn, MD, MS, President of Woodburn Health Consulting LLC – Woody was chief medical officer for MinuteClinic from 2005 to 2007, and worked for 12 years as a medical director at Blue Cross and Blue Shield of Minnesota. He will speak briefly about walk-in clinics in the context of accountable care organizations (ACOs) and moderate our chronic disease management panel.

Dean Lin, CEO Careworks and VP Geisinger Health System – Dean Lin is known in the convenient care community as one of the long-term strategic thinkers. To Geisinger, retail clinics are a long-term strategy aimed at access to care at a time when chronic disease is running rampant. Dean will speak to the origins of the Careworks model and how Geisinger integrates Careworks with the rest of the system.

Paul A. Szablowski, Vice President of Marketing, Communications and Public Relations, Catholic Healthcare West (CHW) East Valley, Phoenix. CHW just launched a partnership with CVS/MinuteClinic, which is a logical alternative for large health systems who don't want to enter the retail clinic market directly. Paul will address the strategic process leading up to that decision, some of the early implementation tactics, and what we can expect from that partnership over the coming months and years.

Tammy Mallow, practice management consultant, DocuTap – Ms. Mallow speaks nationally on the subject of practice management and specializes in insurance reimbursement and collections management. She will talk about the impact of recent healthcare legislation and the medical home model on retail and urgent care clinic cash flow and administrative complexity. Her presentations are known to bring high-level trends down to specific practice management strategies and tactics.

Bruce Hochstadt, MD, Partner, Mercer Human Resource Consulting – Dr. Hochstadt runs the worksite clinic consulting practice at Mercer and is a worldwide expert on employer-based medical clinics. Dr. Hochstadt will talk about how some hospital systems are developing skills in this area and using them to develop closer relationships with large employers in their service areas.

Seline Szkupinski Quiroga, Ph.D., Assistant Professor, Department of Transborder Chicana/o & Latina/o Studies, Arizona State University. Professor Szkupinski Quiroga is an expert on Latino culture as it relates healthcare habits and behavior. As the Latino population grows in every community throughout the United States, insight into the how to engender trust with new ethnicities is critical to strategic planning, especially when it relates to cash-based walk-in primary care services.

Tom Charland, Merchant Medicine – Tom is founder and CEO of Merchant Medicine, a research and consulting firm that helps health systems and medical groups sort out their strategic options when looking at their walk-in (no-appointment) ambulatory care offerings. Tom will open the meeting with a look at the last year in walk-in medicine and highlight trends that should be accounted for in any ambulatory care strategy. Tom will also present the popular ConvUrgentCare Boot Camp as an optional pre-conference session the afternoon of Monday, January 24.

ConvUrgentCare Strategy Symposium Agenda

Monday, January 24th

1:00 - 4:00 pm **Pre-Conference Workshop (no additional charge)**
ConvUrgentCare® Boot Camp
Tom Charland, Merchant Medicine

Tuesday, January 25th

7:00 – 8:00 am **Continental Breakfast**

8:00 – 8:15 am **Welcome and Introductions**
Tom Charland, Merchant Medicine

8:15 – 9:45 am **Urgent Care: Present and Future**
Why it May Be Your Best Strategy
John Shufeldt, MD, JD, Nextcare

9:45 – 10:00 am **BREAK**

10:00 – 10:55 am **Healthcare Legislation and Walk-In Medicine**
Tammy Mallow, Docutap

10:55 – 11:00 am **Short Break**

11:00 a.m. – 12:30 pm **Case Study: Geisinger Careworks**
Dean Lin, Geisinger Health System

12:30 – 1:00 pm **BREAK/Deli Express Lunch**

1:00 – 2:25 pm **Case Study: DR Walk-In Clinics**
A Profitable Retail Clinic Venture in the Heart of New York City
James D’Orta, MD, Consumer Health Services

2:25-2:30 pm **Short Break**

2:30 – 3:30 pm **Healthcare and the Latino Culture: Are You on the Right Track?**
Seline Szkupinski Quiroga, Ph.D., Arizona State University

3:30 – 3:45 pm **BREAK**

3:45 – 5:30 pm **Chronic Disease Management, Primary Care and Accountable Care in Retail and Worksite Clinics**
Panel and Audience Discussion, James Woodburn, MD, Moderator

7:00 pm **Dinner - Outdoor Southwest BBQ**
Overlooking the desert and Camelback Mountain

Wednesday, January 26th

7:00 – 8:00 am **Continental Breakfast**

8:00 – 9:45 am **The Re-Emergence of Work Site Clinics**
Bruce Hochstadt, MD, Mercer Consulting

9:45 – 10:00 am **BREAK**

10:00 am – 11:40 pm **Case Study: CHW Partners with MinuteClinic**
Paul A. Szablowski, Catholic Healthcare West, East Valley

11:40-11:45 pm **Short Break**

11:45 – 12:30 pm **Final Audience Discussion/Questions/Wrap up/Adjournment**