2016 Orlando Urgent Care Spring Convention

National Urgent Care Convention Preliminary Program

Innovation. Integration. Inclusion.

April 17-20, 2016 (Main Convention)
April 16-17, 2016 (Pre-Convention Courses)

Jointly provided by:

Urgent Care Association of America

Brochure partially underwritten by:

DocuTAP
The UCAOA National Urgent Care Convention isn’t just a meeting.

It’s one destination providing all-things urgent care.

Throughout the 3-day educational program, you’ll renew your passion for urgent care, spark new business ideas, challenge your clinical skills, develop new connections, explore innovative products, and much, much more.

Personalize your learning experience with our open tracks featuring 75+ sessions to suit all your business and clinical needs. Don’t worry about missing a concurrent session, we offer you complimentary convention recordings with the option of getting additional CMEs.

Go beyond exceptional education and make the 2016 Spring Convention your hub for growing professional networks, getting advice from industry experts, catching up with peers, and sharing tips with colleagues.

Look through this brochure and register at ucaoa.org/?2016Spring by Thursday, March 17 to avoid late tuition.
## Pre-Convention Schedule-at-a-Glance

### Saturday, April 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:30am-1:15pm</td>
<td>Splinting and Casting Registration Only</td>
</tr>
<tr>
<td>7:30-8:30am</td>
<td>Breakfast on Your Own</td>
</tr>
<tr>
<td>8:30am-12:15pm</td>
<td>Splinting and Casting</td>
</tr>
<tr>
<td>12:15-1:15pm</td>
<td>Grab &amp; Go Lunch</td>
</tr>
<tr>
<td>1:15-4:45pm</td>
<td>Splinting and Casting</td>
</tr>
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</table>

### Sunday, April 17

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8am-6pm</td>
<td>Registration</td>
</tr>
<tr>
<td>8-9am</td>
<td>Breakfast on Your Own</td>
</tr>
<tr>
<td>9am-12:30pm</td>
<td>Basic Suturing</td>
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<td></td>
<td>Musculoskeletal</td>
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<td></td>
<td>Treating Athletes in the Urgent Care</td>
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<td></td>
<td>Managing People in Your Center</td>
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<td></td>
<td>Executing an Urgent Care Turnaround</td>
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<tr>
<td></td>
<td>Clinic Startup Primer</td>
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<tr>
<td>12:30-1:30pm</td>
<td>Attendee Lunch</td>
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<tr>
<td>1:30-5pm</td>
<td>Advanced Suturing</td>
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<td></td>
<td>Joint Injections</td>
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<td></td>
<td>Radiology Review for Urgent Care Providers</td>
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<tr>
<td></td>
<td>Clinic Startup Primer</td>
</tr>
<tr>
<td>5-5:45pm</td>
<td>Mix &amp; Mingle Reception</td>
</tr>
<tr>
<td>5:45-7:15pm</td>
<td>Opening Reception</td>
</tr>
</tbody>
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**Please note:**
- Schedule-at-a-Glance is tentative and subject to change.
- For the latest information, visit ucaoa.org/?2016Spring.
- On site, please refer to the convention program or the mobile app for final details.
2016 Spring Pre-Convention Program

Take your urgent care knowledge to a new level with a concentrated course in practice management, clinical, or the Hands-on Clinical Boot Camp. Courses offered in full- and half-day options; for complete details, see below and pages 2-3. Limited seating is available; act quickly. Register at ucaoa.org/?2016Spring by Thursday, March 17 to avoid late tuition.

Saturday, April 16
• Splinting and Casting (Full-Day)

Sunday, April 17
• Basic Suturing (Half-Day Morning)
• Musculoskeletal Exam (Half-Day Morning)
• Treating Athletes in the Urgent Care (Half-Day Morning)
• Managing People in Your Center (Full-Day)
• Executing an Urgent Care Turnaround (Full-Day)
• Clinic Startup Primer (Full-Day)
• Advanced Suturing (Half-Day Afternoon)
• Joint Injections (Half-Day Afternoon)
• Radiology Review for Urgent Care Providers (Half-Day Afternoon)

Saturday, April 16

Splinting and Casting | 8:30am-4:45pm
Offered as a course in the Hands-on Clinical Boot Camp, Splinting and Casting is an active participation class, requiring students to “dive in and get dirty” through application and removal of fiberglass and plaster splints and casts. Appropriate application and potential complications for the most common upper and lower extremity injuries will be discussed, allowing participants to gain proficiency in splinting and casting that can be applied immediately to the urgent care environment. Management of just 1 to 2 fractures in your center will pay for the entire Splinting and Casting course, making it a great investment! Tuition includes all splinting and casting materials. Register early, as this course sold out last time it was offered!
### Sunday, April 17

**Basic Suturing | 9am-12:30pm**

This introductory suturing course is part of the Hands-on Clinical Boot Camp, and allows providers with limited experience to gain better understanding of instrument basics, suture types, and local anesthesia. Participants will obtain the knowledge to perform simple interrupted sutures and running closures through practice on tissue models containing skin and subcutaneous fat for a real-life experience. Tuition includes all suturing materials.

**Musculoskeletal Exam | 9am-12:30pm**

Enhance your skills for performing a detailed musculoskeletal exam through basic and special tests designed to assess particular pathologies and etiologies. Participants will learn how to be able to identify a reasonable differential diagnosis and outline further management based on a patient’s assessment. Initially debuted at last year’s Spring Convention, Musculoskeletal Exam quickly garnered rave reviews for its content and faculty, making it a mainstay of the Hands-on Clinical Boot Camp.

**NEW! Treating Athletes in the Urgent Care | 9am-12:30pm**

Injury to athletes is common, and more likely than not, the incident happens on field, requiring immediate attention. As an urgent care provider, you can serve as the first line of defense for prompt treatment of injured athletes. In this new clinical course, participants will obtain an in-depth understanding of how to treat and manage injuries most commonly seen in competitive athletes while also discerning a safe treatment plan that effectively returns the patient back to play.

**NEW! Managing People in Your Center | 9am-5pm**

Your center staff, and how they effectively work together as a team, is one of the biggest assets of your company. Through this course, participants will obtain the do’s and don’ts for effectively managing, motivating and empowering staff while understanding how to become an effective leader and clear communicator. Implementing the principles offered through this course can pay off tenfold for your center.

**NEW! Executing an Urgent Care Turnaround | 9am-5pm**

The urgent care industry is experiencing rapid growth, spurring increased competition in markets that may be already over saturated with walk-in or retail care options. To ensure viability and longevity, urgent care center owners, operators and administrators need to position their centers for success. Participants of this one-day practice management course will examine real-world examples of once failing urgent care centers to unearth common pitfalls, glean tangible business strategies, and improve center operations, financials and staff productivity.

**NEW! Clinic Startup Primer | 9am-5pm**

This one-day course is your concentrated playbook for how to open and operate a successful urgent care center. Whether you’re an owner, administrator, operator, or financial investor, this course will present the “nuts and bolts” of center ownership to help you manage the challenges of operating your own center. Build on your knowledge and obtain additional business strategies, expert advice and networking connections by registering to attend the main convention.

**Advanced Suturing | 1:30-5pm**

Providers proficient in performing simple interrupted sutures will build on their clinical acumen by mastering the multiple-layer closure, vertical and horizontal mattress sutures, running subcuticular closure, and the z-plasty technique. Active participation occurs through the use of tissue models containing skin and subcutaneous fat for a real-life experience. Advanced techniques for local anesthesia including nerve blocks will also be discussed. This advanced course is part of the Hands-on Clinical Boot Camp, and sold out at last year’s Spring Convention. Your tuition will pay for itself after closing 1 to 2 intermediate complexity lacerations in your center, making this course a cost-effective option for growing your service lines. Tuition includes all suturing materials.

**Joint Injections | 1:30-5pm**

Proper administration of joint injections can offer patients significant pain relief with only minimal discomfort. The Hands-on Clinical Boot Camp Joint Injections course allows providers to practice performing musculoskeletal injections of the shoulder, knee and elbow on simulated patients. Advanced techniques for local anesthesia including nerve blocks will also be discussed. Discussion includes the use of anesthetic agents and steroids and their indications, contraindications and precautions. The cost of tuition will pay off in as little as 3 to 4 joint injections in your center. Register early for this course because last time it was offered, it sold out! Tuition includes all joint injection materials.

**NEW! Radiology Review for Urgent Care Providers | 1:30-5pm**

You asked, and we responded! The new Radiology Review for Urgent Care Providers course discusses the latest modalities and techniques as well as a wide range of other radiology topics commonly seen in urgent care. Emphasis on related image-guided interventions, medical imaging physics, and differential diagnoses of frequently treated ailments are also explored.
2016 National Urgent Care Convention Planning Committee

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Chief Executive Officer
Premier Health
UCAOA Education Committee Co-Chair

Sean M. McNeeley, MD
Network Medical Director
University Hospitals Urgent Care
UCAOA Education Committee Co-Chair
UCAOA/UCCOP Clinical Content Subcommittee

Alan A. Ayers, MBA, MAcc
Vice President of Strategic Development
Practice Velocity
UCAOA Practice Management Content Subcommittee Chair

William Gluckman, DO, MBA, FACEP, CPE
President & CEO
FastER Urgent Care
UCAOA Clinical Content Advisor
UCAOA/UCCOP Clinical Content Subcommittee Chair

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Principal
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UCAOA Practice Management Content Subcommittee

Jasmeet S. Bhogal, MD
Medical Director
Virtua Express Urgent Care
UCAOA/UCCOP Clinical Content Subcommittee

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Director of Contracting and Credentialing
DocuTAP
UCAOA Practice Management Content Subcommittee

Tracy Q. Davidoff, MD
Attending Physician
UR Medicine Urgent Care
UCAOA/UCCOP Clinical Content Subcommittee

Sharad Patel, MD, MHA
Chief Operating Officer
MedPost Urgent Care
UCAOA Practice Management Content Subcommittee

Tracy Patterson, MBA, MHSA, CHC
Principal
Continuum Health Solutions
UCAOA Practice Management Content Subcommittee

NEW!

Mix & Mingle Reception
Sunday, April 17 | 5-5:45pm
Catch up with old friends, make new connections, and expand your professional network at the new Mix & Mingle Reception. This 45-minute networking event promotes fun, social interaction among convention participants. Registered attendees are admitted free, and one specialty drink is provided. Guest passes are available for purchase for adults ages 18 and older.

Opening Reception
Sunday, April 17 | 5:45-7:15pm
Join us for our official Spring Convention kickoff celebration! The Opening Reception will be held in the Exhibit Hall, the largest urgent care exhibition where you can meet industry representatives, view the latest products, tools and technology, learn about new service lines, enter giveaway raffles, and pick up cool swag. In order to learn about all the great booth events, specials and giveaways, you’ll want to receive vendor emails. Registered attendees are admitted free and will receive two drink tickets and hors d’oeuvres. Guest passes are available for purchase for adults ages 18 and older.

Networking Opportunities & Legislative Update
Monday, April 18 | 7-8am and Tuesday, April 19 | 7-8am & 12:15-1:15pm
On Monday, April 18, start off your morning with continental breakfast and take the time to network with like-minded peers. On Tuesday, April 19, a special legislative update will be given during breakfast to keep you informed on the latest issues affecting the urgent care industry. During the lunch hour on Tuesday, roundtables will be set up to promote conversation among peers from the same area or state that are practicing in similar centers or seeking answers to similar challenges.

State Networking Meetings
Sunday, April 17 | 3:30-5:30pm
Monday, April 18 | 6:30-7:45am and Tuesday, April 19 | 12:15-1:15pm
Whether it is state-related regulatory issues, reimbursement challenges with local third party payers or simply comparing how others are dealing with the same issues you are facing, attendees will benefit from focused regional networking opportunities. The annual convention is a space and venue for these gatherings. If you are attending the convention and want to hold a state meeting, please email UCAOA State and Chapter Relations Manager Tonia Trimuel at ttrimuel@ucaoa.org by Friday, March 11.

#UCAOA16
Opening Keynote | Monday, April 18 | 8-9:15am
Commencing the Spring Convention educational program is Keynote Speaker Joseph Grenny, a four-time New York Times bestselling author and leading social scientist for business performance. Grenny’s Keynote “Influencer: The New Science of Leading Change,” is based on his bestselling book of the same name, and offers best practices and insight from influence masters who have succeeded in solving some of the world’s most profound problems including healthcare reform and corporate turnarounds. This fast-paced presentation draws on five decades of social-science research to provide you with the skills to successfully lead change initiatives, diagnose root causes behind problems and create real solutions, transform corporate culture, influence positive behavior and engagement, and ultimately create a positive patient care experience.

Members’ Luncheon | Monday, April 18 | 12:30-1:45pm
UCAOA members are welcome to attend a special recognition luncheon. UCAOA Board Members and Leadership will provide updates on association and committee activities from the past year as well as outline future initiatives. Candidates running for a position on the UCAOA Board will also have the opportunity to address the room briefly. If you’re not a member, join UCAOA today to be invited to this event as well as to receive member pricing on tuition for the convention.

Exhibit Hall Reception | Monday, April 18 | 6-7:30pm
Wrap up your day of inspirational sessions and compelling discussions by joining your colleagues in the Exhibit Hall for an evening of fun. Browse the exhibit booths to see the latest urgent care products and services while enjoying complimentary hors d’oeuvres and drinks. You’ll want to receive vendor emails to know which booths are holding special events and giveaways. Registered attendees are admitted free and will receive two drink tickets. Guest passes are available for purchase for adults ages 18 and older.

Closing Keynote | Wednesday, April 20 | 8-9:15am
Scientists have shown that people’s attitude and mindset play a crucial role in our health and resilience; our ability to perform and succeed; our ability to connect and be significant; and our overall happiness. Bestselling author, registered nurse, and expert in psychoneuroimmunology, Karyn Buxman, shares how we can better achieve our mission of creating a culture of optimal health and well-being for our patients during the Closing Keynote “Living Amazed & Amused: Strategies for the Sane and Successful.” Buxman focuses on how we as individuals take in all the information that we are exposed to daily and deal with all the data while teaching us to change our negative thoughts into positive ones.

UCAOA Awards
Do you know of an urgent care professional or colleague doing great things for patient care? Do you want to be recognized for your innovation in urgent care? Don’t miss out on the opportunity to nominate yourself, an urgent care center or colleague, or a company for a UCAOA Award! This year, UCAOA is offering 6 award categories: Outstanding Achievement, Lifetime Membership, Advocacy, Community Service, Humanitarian, and Innovation (NEW). Join the prestigious list of past UCAOA laureates, and be recognized during the UCAOA Awards Ceremony to be held at the 2016 Spring Convention. Visit ucaoa.org/?awards_nominations to make a nomination by Monday, February 15.

Board Elections
Directors of the UCAOA Board are elected by members in a democratic annual election. All UCAOA members will have the opportunity to e-vote before the convention or on site by using a voting kiosk in UCAOA Central. Voting will close on Monday, April 18 at 6pm, and newly elected directors will be announced on Tuesday, April 19.

UCAOA Central
Stop by UCAOA Central located in the Osceola Lobby on the Ballroom Level to learn about the latest products, offerings and activities of UCAOA. See live demonstrations of the latest release of the Benchmarking Survey Results Platform, ask questions about UCAOA Accreditation or Certification, buy UCAOA logo items, update your center roster, and more.
Child Care Services

Please note, UCAOA does not allow anyone under the age of 18 into the Exhibit Hall or classrooms. If you need to make child care arrangements, the Gaylord Palms does not offer on-site child care services or programs, but does refer its guests to use the services of Kid's Night Out. To learn more, visit kidsniteout.com.

Travel Discounts

UCAOA has negotiated a special 3 percent discount on air travel booked through United Airlines for the 2016 Spring Convention. To secure, book online at united.com and enter offer code ZVUD612977 in the Offer Code box.

Theme Park Ticket Offers

Take advantage of exclusive afternoon tickets and savings on multi-day tickets at Disney® Theme Parks! These offers are exclusive to participants of the 2016 Spring Convention, and can only be purchased online or by phone before Tuesday, April 12. Visit ucaoa.org/?spring16hotel for details.
## Registration

<table>
<thead>
<tr>
<th></th>
<th>Early December 15 – January 21</th>
<th>Regular January 22 – March 17</th>
<th>Late March 18 – April 11</th>
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<tbody>
<tr>
<td><strong>Member</strong></td>
<td>$995</td>
<td>$1,095</td>
<td>$1,195</td>
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<tr>
<td><strong>Non-member</strong></td>
<td>$1,190</td>
<td>$1,290</td>
<td>$1,390</td>
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### Pre-Convention Courses

#### Saturday, April 16 (all day class)
- **Hands-on Splinting and Casting**
  - **Member**: $700
  - **Non-member**: $895

#### Sunday, April 17 (morning classes)
- **Hands-on Basic Suturing**
  - **Member**: $325
  - **Non-member**: $520
- **Hands-on Musculoskeletal Exam**
  - **Member**: $325
  - **Non-member**: $520

#### Sunday, April 17 (all day classes)
- **Treating Athletes in UC**
  - **Member**: $225
  - **Non-member**: $420

### Sunday, April 17 (afternoon classes)
- **Hands-on Advanced Suturing**
  - **Member**: $325
  - **Non-member**: $520
- **Hands-on Joint Injections**
  - **Member**: $325
  - **Non-member**: $520
- **Radiology Review for UC Providers**
  - **Member**: $225
  - **Non-member**: $420

### Clinic Startup Primer
- **Member**: $445
- **Non-member**: $640

### Executing an Urgent Care Turnaround
- **Member**: $445
- **Non-member**: $640

### Managing People in Your Center
- **Member**: $445
- **Non-member**: $640

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*Physicians add on $100 CME fee

UCAOA continually refines and updates its educational curriculum to meet the growing, diverse needs of urgent care clinicians and professionals. While we strive to deliver high-quality programming as cost-efficiently as possible, producing a medical educational event requires much time, organization and resources. The 2016 Spring Convention tuition includes WiFi, meals, and evening receptions as well as access to more than 75 concurrent sessions, nearly 200 exhibiting companies, up to 27 CME or UCMC credits, digital course materials, all recorded sessions (audio synched to PowerPoint slides) with the option of obtaining additional CME, and the convention mobile app. For further details, please see the UCAOA Convention Policies at ucaoa.org/?registration.

The UCAOA Meetings app is a customizable resource for building your schedule, accessing session materials, connecting with peers and vendors, and staying informed on the latest convention activities. Be sure to download the app on all your mobile devices by searching UCAOA Meetings in the Apple App Store and Google Play store for iOS and Android devices.

To join your colleagues in Orlando at the 2016 Spring Convention – the largest, dedicated gathering of urgent care professionals – register today at ucaoa.org/?registration or by calling 877-698-2262. Centers with groups of four or more receive a 20% discount. Members save $195 on tuition, so join UCAOA today and save.
### 2016 Orlando Urgent Care Convention

**Innovation. Integration. Convention.**

**April 17-20, 2016 (Main Convention)**

**April 16-17, 2016 (Pre-Convention Courses)**

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**2016 Spring Convention Schedule-at-a-Glance**

Please note: The Spring 2016 Convention Schedule-at-a-Glance is tentative and subject to change. Plan your travel around the entire convention, not just pre-convention courses.

For the latest information, visit usaconvention.com/2016spring. On site, please refer to the convention program or the mobile app for final details.

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**Sunday, April 17**

- **8am-6pm**: Attendee Registration
- **4pm-5:30pm**: State Networking Meetings
- **6-7:30pm**: Opening Reception

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**Monday, April 18**

- **8am-10:15am**: Attendee Registration
- **10:30-12:15pm**: State Networking Meetings
- **2-2:30pm**: Attendee Registration

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**Tuesday, April 19**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>8:30-9am</td>
<td>Attendee Breakfast</td>
</tr>
<tr>
<td>2-7:30pm</td>
<td>Attendee Breakfast (Cafeteria Lobby)</td>
</tr>
<tr>
<td>8-9am</td>
<td>Pre-Operative Evaluation in the Urgent Care Setting</td>
</tr>
<tr>
<td>12:30-1:45pm</td>
<td>MRSA Update (Dona Cruz, MD)</td>
</tr>
<tr>
<td>11:15-12:15pm</td>
<td>Pre-Operative Evaluation in the Urgent Care Setting</td>
</tr>
<tr>
<td>9:15-10:15am</td>
<td>Convention Adjourned</td>
</tr>
<tr>
<td>1:15-2:15pm</td>
<td>Convention Adjourned</td>
</tr>
</tbody>
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**Wednesday, April 20**

<table>
<thead>
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<tr>
<td>1-2pm</td>
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**KEY:*

- Tuesday, April 19
- Wednesday, April 20
- Thursday, April 21
- Friday, April 22

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### National Urgent Care Convention

**Gaylord Palms Resort & Convention Center**

**April 17-20, 2016 (Main Convention)**

**April 16-17, 2016 (Pre-Convention Courses)**

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**The UCAOA National Urgent Care Convention isn’t just a meeting. It’s one destination providing all-things urgent care.**

― Renew your passion for urgent care, spark new business ideas, challenge your clinical skills, develop new connections and catch up with peers, get advice from industry experts, explore innovative products, and much, much more.

See our new, exciting events and education planned for the 2016 Spring Convention! Register by Thursday, March 17 to avoid late fees, visit uaconvention.com/2016spring or call 877-698-2262.
Tailor Made for Urgent Care

Lansing Urgent Care documents a patient visit in under two minutes.

Read how in Catherine Matthews’ story at docutap.com/UCAOA.

CALL US FOR A ONE-ON-ONE DEMO. 888.400.9963
National Urgent Care Convention

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387 Shuman Blvd, Suite 235W
Naperville, IL 60563