

2025 URGENT CARE CENTERS CONGRESS

July 14-15, 2025 • JW Marriott • Nashville, TN

SPEAKING FACULTY



Hykeem Gaddis
Director of Operations and Analytics
ASTRANA HEALTH



Jodi L. Leffingwell Ed.D
Director of People Operations
MEDRITE URGENT CARE



Kate Bolduc, MSN, RN
Senior Vice President
CONVENIENTMD



Paul Nanda, MD
Chief Medical Officer
TGH URGENT CARE



Caitlin Loughton, MSN, RN
Senior Director of APC
Clinical Operations
CONVENIENTMD



Justin Mardjuki
CEO
SAYVANT



Alan Ayers
National Expert in Urgent Care
& Occupational Medicine
Strategy and Operations
EXPERITY



Andrew Napier MD
Physician
SAYVANT



Emiliya Bagdasarian
Senior Director, Projects Division
MEDRITE URGENT CARE



Qiang (Jackson) Gong, Ph.D.
COO
APTITUDE MEDICAL SYSTEMS, INC.



Brad Larmie
VP of Digital Transformation
UCP MERCHANT MEDICINE



Brandon J. Robertson
Chief Executive Officer
UCP MERCHANT MEDICINE



Donna Dodson
Practice Manager
**IHA MEDICAL GROUP,
TRINITY HEALTH**



Matthew Ajluni, DO
Division Head of Urgent Care
and Virtual Medicine
**IHA MEDICAL GROUP,
TRINITY HEALTH**



Robert Mann
CEO and Founder
SAFESOURCEDUSA

KEY HIGHLIGHTS

- Creating the Ultimate Urgent Care Patient Experience
- Sourcing, Recruiting, and Retaining the Best Talent in Urgent Care
- Growing Our Own: Building Internal Apprenticeship Programs to Strengthen Urgent Care Teams
- Extension of Urgent Care Opportunities Outside of your Four Walls
- Is Specialization the Future of Urgent Care?
- Streamlining Urgent Care Charting with Clinical Documentation AI
- Ancillary Services and Their Importance in Urgent Care
- Leveraging Payer Data To Provide Better Medicine and Double the Profit of Your Urgent Care
- Why You Should Stop Evaluating AI Like Software
- Urgent Care Quality as Competitive Advantage and Differentiator
- Developing an Effective Digital Marketing Strategy for Your Urgent Care Center
- Navigating the Competitive Landscape: Strategies for Urgent Care Success in a Crowded Market
- Why You Should Stop Evaluating AI Like Software

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About the Conference

Urgent care centers have emerged as key strategic business extensions for many major healthcare players, proving to be profitable ventures for both established organizations and new entrants. As the demand for accessible, high-quality, and cost-effective healthcare services continues to grow, clinic care and business models are evolving rapidly. Companies are exploring innovative opportunities for partnership and profitability within this dynamic and promising sector.

The Urgent Care Centers Congress, organized by the Business Research Intelligence Network, is designed to equip attendees with cutting-edge strategies to position themselves as leaders in this competitive marketplace. This conference brings together industry experts, thought leaders and innovators to share their insights and experiences on the latest trends, challenges and opportunities in the urgent care sector.

Attendees will have the opportunity to explore a wide range of topics, including emerging business models and strategies for success, leveraging technology to improve patient experience and operational efficiency, building strategic partnerships and collaborations to expand market reach, navigating regulatory and compliance challenges, attracting and retaining top talent in a competitive labor market, and implementing effective marketing and branding strategies to stand out in a crowded market.

Through a combination of keynote speeches, panel discussions, case studies and interactive workshops, attendees will gain a comprehensive understanding of current market practices, trends and innovative strategies to prepare for the challenges ahead. The conference will provide a platform for networking with industry peers, sharing best practices, and exploring potential collaborations.

By attending the Urgent Care Centers Congress, healthcare executives, entrepreneurs and professionals will be well-equipped to maintain a competitive edge and drive growth in this rapidly evolving sector. Don't miss this opportunity to stay ahead of the curve and position your organization for success in the dynamic world of urgent care.

Register Early & Save! Groups of 3 or more can save an additional 10% off the registration fee. To register visit our website at www.brinetwork.com or call us at **800-743-8490!**

We look forward to seeing you in Nashville, TN!

Who should attend

From Urgent Care Centers/Hospitals/ Health Systems

- President
- Operations
- Medical Directors
- Nurses
- CEO
- CFO
- COO
- VP
- Owners
- Ambulatory Services
- Emergency Services
- HR Directors
- Clinical Supervisors
- Finance
- Marketing
- Compliance
- Quality
- Public Relations
- Administrators
- Office Managers

Also of Interest to Pharmaceutical
Manufacturers; Solution Providers;
Technology Innovators;
Physician Groups; Telehealth; Vendors

DAY ONE – MONDAY, JULY 14, 2025

7:15am – 8:00am

Conference Registration & Networking Breakfast

8:00am – 8:10am

Chairperson's Opening Remarks

8:10am – 8:50am

Creating the Ultimate Urgent Care Patient Experience

For owner-operators truly committed to creating the ideal urgent care experience—a thriving operating model that benefits patients, employees and investors alike—a commitment to operational excellence, a perfecting of the patient experience, and the embrace of an empowered, engaged employee culture must form the bedrock principles of their practice. Driven largely by millennials and Gen Xer's who place a premium on convenience, alongside Baby Boomers utilizing their newly acquired Medicare benefits, urgent care centers continue to experience a significant surge in demand. Despite this huge expansion in urgent care volume and utilization, though,

some markets are already experiencing oversaturation, which has led to fierce competition for local patients' urgent care spend. So even with the ready growth and profit potential available in owning-operating a center or chain of urgent cares, merely placing a grand opening sign in front of a new clinic or maintaining a mediocre status quo in an established clinic in no way guarantees patients beating down your door, nor a well-oiled, humming operation. This session will explore creating the kind of ideal urgent care experience that delights patients, provides workplace fulfillment for your staff, and drives the kind of robust revenues that garner your center/chain the kind of high valuation that makes it an attractive asset to potential investors and buyers.



Hykeem Gaddis

Director of Operations and Analytics

ASTRANA HEALTH

8:50am – 9:30am

Sourcing, Recruiting, and Retaining the Best Talent in Urgent Care

The urgent care industry is booming with an increasing competition for the same healthcare consumers and healthcare employees. How do you find the right talent to offer that exceptional experience for the patient? What factors decide whether they will accept your employment offer? What factors play into retaining the employee long term and how do you prevent poaching from your competitors? This lecture will discuss all the factors and considerations in finding and keeping the best talent to make the urgent care successful.



Jodi L. Leffingwell Ed.D
Director of People Operations
MEDRITE URGENT CARE

9:30am – 10:00am

Networking & Refreshments Break

10:00am – 10:40am

Growing Our Own: Building Internal Apprenticeship Programs to Strengthen Urgent Care Teams.

The abstract should state: Struggling with turnover and staffing gaps in your urgent care practice? This session explores how building internal apprenticeship programs for roles like Medical Assistants and Medical Receptionists can help solve those challenges while strengthening your talent pipeline. Learn how structured training, mentorship, and clear career paths can boost retention, reduce reliance on external hiring, and create a culture of growth and loyalty—all within your own walls. You'll leave with practical strategies for designing, launching, and measuring the success of these programs.



Kate Bolduc, MSN, RN
Senior Vice President
CONVENIENTMD

10:40am – 11:20am

Extension of Urgent Care Opportunities Outside of your Four Walls

Innovation. Rapid changes. Quick course corrections. Being nimble and adjusting practice models on the fly is what healthcare should do and is what urgent care centers already do. How we manage changes in the market, with new technologies, changes in health care laws, and the ever-evolving scope of urgent care practice are keys to successfully navigating the twists and turns of an urgent care practice. Meeting the demands of patient convenience, without sacrificing evidence-based care is, at best, difficult. Taking care of urgent care patients in the comfort of their homes offers an added way to reach patients where they are and where they live...literally. I propose a model that might help drive revenue, match the convenience of telemedicine, and prevent patient leakage from your practice. We will call it hybrid-telemedicine - or telemedicine 2.0.



Paul Nanda, MD
Chief Medical Officer
TGH URGENT CARE

11:20am – 12:00pm

Is Specialization the Future of Urgent Care?

Urgent care has historically been viewed as a setting where patients could present with anything short of life- or limb-threatening complaints. And that identity has served the industry well, as evidenced by nearly constant growth over several decades. As time has wore on, though, it has become evident that there are business opportunities to be had by addressing niches with special needs. There is a slight—but growing—

trend toward specialization within the industry. Further, it's become more common for urgent care centers to have an affiliation with multispecialty groups, including true primary care practices. This session will explore this growing trend and how urgent care operators are presenting themselves to the healthcare marketplace.



Caitlin Laughton, MSN, RN
Senior Director of APC Clinical Operations
CONVENIENTMD

12:00pm – 12:30pm

Streamlining Urgent Care Charting with Clinical Documentation AI

Urgent care settings demand rapid, accurate documentation to maintain patient flow and secure effective charge capture. In these fast-paced environments, documentation inaccuracies and administrative delays can strain clinicians and impede revenue cycle management. This session will explore how clinical documentation AI can streamline charting workflow to improve operational efficiency, enhance charge capture, and address staff burnout. The session will highlight impact and lessons learned from early adopters.



Justin Mardjuki
CEO
SAYVANT



Andrew Napier MD
Physician
SAYVANT

12:30pm – 1:30pm

Luncheon

1:30pm – 2:10pm

Ancillary Services and Their Importance in Urgent Care

When you're launching a new urgent care clinic or becoming a hybrid clinic with new service lines, you have so many things to consider. One other thing to consider is ancillary services, which include a wide range of healthcare service options that you may offer patients to support your urgent care clinic. For startups, it may be best to focus on your daily operations in the first few months after launch, but it's a good idea to be on the lookout for other specialty healthcare services that might help you increase patient flow and revenue, and fill a need for healthcare consumers in your community. This session will explore reasons you may want to supplement your urgent care business with primary care, occupational medicine, or other ancillary service lines such as mobile testing, at-home programs, behavioral health services, or public health initiatives.



Emiliya Bagdasarian
Senior Director, Projects Division
MEDRITE URGENT CARE

2:10pm – 2:50pm

SafeSourced Session



Robert Mann
CEO and Founder
SAFESOURCEDUSA

2:50pm – 3:20pm

Networking Break

3:20pm – 4:00pm

Leveraging Payer Data To Provide Better Medicine and Double the Profit of Your Urgent Care



Qiang (Jackson) Gong, Ph.D.

COO

APTITUDE MEDICAL SYSTEMS, INC.

4:00pm – 4:45pm

Why You Should Stop Evaluating AI Like Software

AI is everywhere, but most healthcare leaders are still evaluating it like traditional software—chasing features, demos, and roadmaps instead of results. In this session, we'll reframe AI as a business decision, not a tech decision. You'll learn why most implementations stall, and how to finally choose tools that remove friction, accelerate care, and scale. If you're overwhelmed by the noise, this is the clarity you've been waiting for.



Brad Larmie

VP of Digital Transformation

UCP MERCHANT MEDICINE

5:00pm

Cocktail Reception

DAY TWO – TUESDAY, JULY 15, 2025

7:15am – 8:00am

Networking Breakfast

8:00am – 8:15am

Chairperson's Remarks

8:15am – 9:00am

Urgent Care Quality as Competitive Advantage and Differentiator

Discover how urgent care quality can become your most powerful competitive edge in this dynamic and forward-thinking presentation. Brandon J. Robertson, Founder and CEO of UCP Merchant Medicine and Intellivisit Solutions, will unveil a bold vision for transforming performance through a relentless focus on quality and operational excellence. Explore the key quality drivers that matter most to patients, payors, providers, and team members—and learn how to bring them to life not only through AI, structured data, and real-time dashboards, but also through proven operational tactics and frontline execution. This session blends technology with hands-on strategies like workflow optimization, performance scorecards, and team-based accountability to drive measurable gains in revenue, margin, experience, and growth. If you're ready to lead with purpose and outpace the competition, this is a can't-miss opportunity.



Brandon J. Robertson

Chief Executive Officer

UCP MERCHANT MEDICINE

9:00am – 9:45am

Developing an Effective Digital Marketing Strategy for Your Urgent Care Center

Explore the rapidly evolving world of the Internet, social media and mobile marketing and learn how digital marketing can be a powerful ally that strengthens your overall marketing plan. Consumers increasingly rely on search engines and other digital platforms to get information regarding the product or service they intend to buy, and healthcare services are no exception. In this session, we will identify key digital marketing platforms, techniques and strategies and develop a toolkit that forms the foundation for a comprehensive and effective digital marketing plan.



Donna Dodson

Practice Manager

IHA MEDICAL GROUP, TRINITY HEALTH

9:45am – 10:15am

Networking & Refreshments Break

10:15am – 11:00am

“Our family caring for yours” – Culture eats strategy for lunch – How to cultivate a winning culture that delivers engaged staff and providers and devoted patients

If you take genuine care of your team, they'll take genuine Care of our patients. What does it mean to care for your team like family? How do you cultivate a culture that demands excellence, promotes “yes we can” rather than “we don't do that”, and attains real ‘buy in’ that fosters genuine care and concern for its team? A leadership team must lead with an owner's mind and a servant's heart, to deliver safe, warm, high-quality care to our patients and community, marrying the ‘social good’ with the ‘market good’. There is no sustainable winning formula for UC success without a rich culture that builds trust, connection and tangible care and concern for its teams. This session will explore key elements that comprise a ‘winning’ culture and practical steps to cultivate and foster a rich UC culture. Further, this session, will describe the 3 key features that breed UC success.



Matthew Ajluni, DO

Division Head of Urgent Care and Virtual Medicine

IHA MEDICAL GROUP, TRINITY HEALTH

11:00am – 11:45am

Navigating the Competitive Landscape: Strategies for Urgent Care Success in a Crowded Market

As the demand for convenient and accessible healthcare services grows, the number of urgent care centers continues to rise, creating an increasingly competitive market. This session will share insights and experiences on how urgent care centers can effectively differentiate themselves and thrive in a crowded landscape. We will discuss key strategies such as developing unique service offerings, building strong brand recognition, forming strategic partnerships, and leveraging digital marketing to attract and retain patients. The discussion will also explore the importance of understanding local market dynamics, identifying target demographics, and adapting to evolving consumer preferences. Attendees will gain valuable perspectives on how to position their urgent care centers for long-term success in a rapidly evolving and competitive healthcare environment.



Alan Ayers

National Expert in Urgent Care & Occupational Medicine Strategy and Operations

EXPERITY

12:00pm

Conference Concludes

Register by **June 13th**, and Save an
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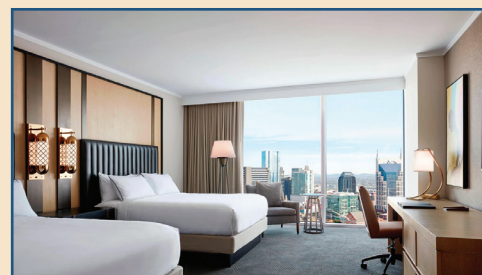
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