

The Pediatric Urgent Care Conference



presented by



April 3-5, 2019
Dallas, TX



pucconference.com



CONFERENCE DESCRIPTION

Join us for the 5th annual Pediatric Urgent Care Conference (PUCC) on April 3-5, 2019 in Dallas, Texas! This CME-accredited conference is aimed at all providers of pediatric acute care, as well as administrators and business-minded individuals who seek to enhance their skills and knowledge in the field of pediatric urgent care medicine. Come learn from the experts who have created some of the most successful urgent care groups in the country!

PUCC 2019 offers an incredibly diverse variety of lectures, workshops, and small groups with three concurrent tracks to choose from: Core Concepts, Emerging Concepts, and Practice Management. The first two tracks are clinically focused; Core Concepts provides the fundamentals for practitioners who are newer to the field of pediatrics, while Emerging Concepts offers more cutting-edge content for advanced clinicians. Practice Management provides the nuts and bolts for creating and managing a successful pediatric urgent care practice, catering to administrators, service excellence officers, investors, and others in leadership positions within healthcare organizations.

Our high-yield didactic sessions will be supplemented with interactive breakout sessions and roundtable discussions, so learners can gain first-hand knowledge from experts in their respective fields. In addition, the numerous workshops at PUCC will allow for hands-on training in various clinical and procedural skills, including, basic & advanced suturing, splinting, foreign body removal, and X-ray/EKG interpretation.

PM Pediatrics is the nation's largest provider of pediatric urgent care, with 35+ locations across the country. The company provides specialized urgent care to patients from birth through college utilizing pediatric emergency physicians, pediatricians, nurse practitioners, and physician assistants. PM Pediatrics has a commitment to academic medicine complete with urgent care-specific practice guidelines, a CME-accredited monthly lecture series, regional and national CME conferences, expanding research capabilities, and first-of-their-kind fellowship programs in Pediatric Urgent Care Medicine for physicians, nurse practitioners and physician assistants.



Conference Day 1: April 3 (9:00am - 5:00pm)

Conference Day 2: April 4 (9:00am - 4:30pm)

Conference Day 3: April 5 (9:00am - 4:30pm)



CME: 17 hours for PUCC 2019.

Accreditation Statement

PM Pediatrics Management Group is accredited by The Medical Society of the State of New York to provide continuing medical education for physicians.

PM Pediatrics Management Group designates this live activity for a maximum of 17 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



Call for Abstracts!

The PUCC Program Committee invites you to submit abstracts for this year's poster presentation session. **Deadline to submit is February 17, 2019.**

Visit www.puccconference.com/abstracts for details and application.

CONFERENCE FACULTY



The Pediatric Urgent Care Conference

April 3 - 5, Dallas, TX

Michael Bachman, MD, MBA, FAAP

Vice President, Clinical Operations
PM Pediatrics

Richard Bruckner, MD, FAAP

Assistant Medical Director
PM Pediatrics

Jason Dupuis, MHA

Patient Experience Officer
Director, Employee Learning and Development
PM Pediatrics

Gary Gerlacher, MD, MBA

Vice President, Strategic Business Development
PM Pediatrics
Managing Partner, MedStop Clinic

Christie Hutchinson, RN, MBA

CEO
QCC Healthcare Consulting

Deborah Levine, MD

Medical Director
PM Pediatrics

Pamela Okada, MD, FAAP

Associate Professor of Pediatrics
UT Southwestern Medical Center
Medical Director, Plano Children's Emergency Dept.

John Polousky, MD

Chief of Pediatric Orthopaedics
Children's Health Andrews Institute for
Orthopaedics and Sports Medicine

Dawn Richy, RN

Director of Clinical Operations
PM Pediatrics

Jeffrey Schor, MD, MPH, MBA, FAAP

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PM Pediatrics
Co-Chair, Subcommittee on Pediatric Urgent Care, AAP
Board Member, SPUC

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Regional Director of Education
Medical Director
PM Pediatrics

Vincent Wang, MD

Chief, Division of Pediatric Emergency Medicine
Professor of Pediatrics and Emergency Medicine
UT Southwestern Medical Center

Jeff Baggett, ATC

Outreach Program Manager,
Children's Health Andrews Institute for
Orthopaedics and Sports Medicine

Sheryl Cohen, MD, FAAP

Regional Medical Director, New York/Southern Region
PM Pediatrics

Elliott Friedman, MD, FAAP

Medical Director
PM Pediatrics

Devin Grossman, MD, FAAP

Medical Director
PM Pediatrics

Christina Johns, MD, MEd, FAAP

Senior Medical Advisor
Senior Director, Marketing Strategy
PM Pediatrics

David Mathison, MD, MBA, FAAP

Regional Medical Director, Mid-Atlantic Region
PM Pediatrics

Andre Persaud, MD, FAAP

Regional Medical Director, New York/Northern Region
PM Pediatrics

Mordechai Raskas, MD, EdM, FAAP

Chief Medical Information Officer
Director of Telemedicine & Clinical Informatics
PM Pediatrics

Marisa Rodriguez, PA-C

PA Fellowship Director
PM Pediatrics

William Scott, MD

Associate Vice Chairman, Heart Center at Children's Health
Professor of Pediatrics, UT Southwestern Medical Center

Troy Smurawa, MD

Pediatric Sports Medicine Specialist
Children's Health Andrews Institute for
Orthopaedics and Sports Medicine

Sharyn Traub

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PM Pediatrics

Eric Weinberg, MD, FAAP

Fellowship Director, Pediatric Urgent
Care Director of Education
PM Pediatrics

David Biehl, Esq.

Executive Vice President and General Counsel
PM Pediatrics

Jill Cysner

Controller
PM Pediatrics

Rachel Friedman, JD

Director of Human Resources
PM Pediatrics

Toni Clare Hogencamp, MD, FAAP

Regional Medical Director, New England
PM Pediatrics
Pediatric Medical Advisor, CVS Health, Minute Clinic
Board Member, SPUC

Steven Katz, MBA

Founder and Managing Member
PM Pediatrics

John McCracken, PhD

Clinical Professor of Healthcare Management
The University of Texas
Dallas Jindal School of Management
Adjunct Professor of Family & Community Medicine
UT Southwestern Medical Center

Michael C. Peterson, MD

Epidemic and Health Innovation Solutions Lead,
Accenture

Christopher Redman, MD

Pediatric Orthopedist
Children's Health Andrews Institute for
Orthopaedics and Sports Medicine

Karin Sadow, MD, FAAP

Vice President, Quality
PM Pediatrics

Scott Sorenson, MD

Pediatric Orthopedist
Children's Health Andrews Institute for
Orthopaedics and Sports Medicine

Alex Trinkoff, Esq.

Vice President, Legal
Affairs Northwell Health

Yvette Young, MD

Regional Medical Director - New Jersey
PM Pediatrics

CONFERENCE SCHEDULE



**The Pediatric Urgent
Care Conference**
April 3 - 5, Dallas, TX

Conference Day 1 - Wednesday, April 3

Date and Time	Core Concepts	Day 1 Theme: Pediatrics for Non-Pediatric Providers	Emerging Concepts & Controversies	Day 1 Theme: Service Excellence	Practice Management	Day 1 Theme: Opening Your Practice
9:00am-10:00am	KEYNOTE PRESENTATION - 2019: A Pediatric Provider’s Artificial Intelligence & Big Data Healthcare Odyssey Michael C. Peterson, MD					
10:00am-10:30am	Coffee Break					
10:30am-11:30am	Pediatric Fever: Who Needs a Workup? Elliott Friedman, MD, FAAP	Practice Quality Medicine <i>and</i> Make Your Patients Happy? Making Patient Satisfaction Your Friend - Not Your Enemy Jason Dupuis, MHA			Quick Hits! Building Your Urgent Care From Scratch Brief lectures on: Business Plan HR & Staffing Financing Site Selection Legal/Regulatory Setting Up Your Office Marketing	
11:30am-12:30pm	Interactive Session: Pediatric EKG William Scott, MD	Happy Caregivers, Happy Patients: How Employee Engagement & Culture Impact Patient Experience Rachel Friedman, JD				
12:30pm-1:30pm	Lunch					
1:30pm-2:30pm	Commonly Missed Pediatric Fractures Christopher Redman, MD Scott Sorenson, MD	Learning From Chick-Fil-A, Disney & Other Customer Service Experts Christie Hutchinson, RN, MBA			Up Close and Personal Expert Roundtables Rotate between 20-min. sessions: Opening Your Practice HR & Staffing Marketing & Outreach Quality & Operations Budget & Accounting Legal & Regulatory	
2:30pm-3:30pm	Interactive Session: Pediatric Assessment Karin Sadow, MD, FAAP	Interactive Session: Patient Experience Simulation & Scenarios: Part I Christie Hutchinson, RN, MBA Elliott Friedman, MD, FAAP Toni Hogencamp, MD, FAAP Jason Dupuis, MHA				
3:30pm-3:50pm	Coffee Break					
3:50pm-4:50pm	WORKSHOP Pediatric Splinting Andre Persaud, MD, FAAP	Interactive Session: Patient Experience Simulation & Scenarios: Part II Christie Hutchinson, RN, MBA Elliott Friedman, MD, FAAP Toni Hogencamp, MD, FAAP Jason Dupuis, MHA			WORKSHOP Bring It All Together Expert Panel	

Opening Your Practice Speakers:

Jeffrey Schor, MD, MPH, MBA, FAAP
Steven Katz, MBA
David J. Biehl, Esq.
Alex Trinkoff, Esq.
Karin Sadow, MD, FAAP
Michael Bachman, MD, MBA, FAAP
Gary Gerlacher, MD, MBA
Christina Johns, MD, MEd, FAAP
Jill Cysner
Rachel Friedman, JD
Sharyn Traub
Dawn Richy, RN

Conference Day 2 – Thursday, April 4

Date and Time	Core Concepts	Emerging Concepts & Controversies	Practice Management
9:00am-10:00am	KEYNOTE PRESENTATION – Healthcare Agonistes: The Road Ahead for Payment Reform - John McCracken		
10:00am-10:30am	Poster Session / Coffee Break		
10:30am-11:30am	Beyond Amoxicillin: An Evidence-Based Approach to Strep & Otitis Eric Weinberg, MD, FAAP	<i>Swing and a Miss!</i> Curveball Cases in Urgent Care Elliott Friedman, MD, FAAP	Tech Talk 2019 David Mathison, MD, MBA, FAAP
11:30am-12:30pm	Interactive Session: Radiology: Chest X-ray Nikhil Shah, MD	Top 10 Articles That Will Change Your Practice Toni Hogencamp, MD, FAAP	Data Analytics: Moneyball for Your Urgent Care Mordechai Raskas, MD, EdM, FAAP
12:30pm-1:30pm	Lunch		
1:30pm-2:30pm	Interactive Session Radiology: Musculoskeletal X-ray Nikhil Shah, MD	Medical Stewardship: Using Antibiotics <i>and</i> Medical Testing in a Judicious Manner Devin Grossman, MD, FAAP	Top 10 Compliance Pitfalls in Urgent Care & How to Overcome Them Christie Hutchinson, RN, MBA
2:30pm-3:00pm	Poster Session / Coffee Break		
3:00pm-4:30pm	WORKSHOP Basic Wound Repair Marisa Rodriguez, PA-C	WORKSHOP Foreign Body Removal (ear, nasal, subcutaneous) Richard Bruckner, MD, FAAP	WORKSHOP Telemedicine Mordechai Raskas, MD, EdM, FAAP Sheryl Cohen, MD, FAAP

Thursday , April 4, 7:00pm PUC 2019 Conference Reception @ Dr. Pepper Ballpark!

Play ball! The PUC 2019 Reception will be held at Dr. Pepper Ballpark for the Frisco Rough Riders' opening minor league baseball game. Enjoy dinner, drinks and baseball on the two-tier Diamond Deck located in the left field home run territory.

Conference Day 3 – Friday, April 5

Date and Time	Core Concepts	Emerging Concepts & Controversies	Practice Management
9:00am-10:00am	KEYNOTE PRESENTATION – by Steven Katz, MBA		
10:00am-10:30am	Poster Session / Coffee Break		
10:30am-11:30am	Dermatology Puzzlers David Mathison, MD, MBA, FAAP	Mythbusting: Debunking or Confirming Pediatric Urgent Care Myths & Mantras Yvette Young, MD	Econ 101: How to Formulate & Use an Urgent Care Budget Gary Gerlacher, MD, MBA
11:30am-12:30pm	When Can She Play Again? Head Injury & Concussion Management Michael Bachman, MD, MBA, FAAP	When it Isn't <i>Just</i> a Fever: Management of Fever & Other Conditions (petechiae, immunocompromised, unvaccinated) Devin Grossman, MD, FAAP	The Community Connection: Using Grassroots to Help Your Practice Grow Sharyn Traub
12:30pm-1:30pm	Lunch		
1:30pm-2:30pm	From the Field to Your Office: A Comprehensive Approach to Managing Pediatric Sports Injuries Jeff Baggett, ATC, Troy Smurawa, MD John Polousky, MD	Everything's Bigger in Texas! Bites, Envenomation & Other Environmental Injuries Pamela Okada, MD Vincent Wang, MD	Disaster Preparedness for Your Urgent Care Richard Bruckner, MD, FAAP
2:30pm-3:00pm	Poster Session / Coffee Break		
3:00pm-4:30pm	WORKSHOP Splinting Andre Persaud, MD, FAAP	WORKSHOP Advanced Wound Repair Marisa Rodriguez, PA-C	WORKSHOP Tweets, Posts & Blogs: Creating & Refining Your Digital Professional Profile Christina Johns, MD, MEd, FAAP

CONFERENCE REGISTRATION AND LODGING

Registration

Email pucc@pmpediatrics.com, call 516-869-0650 x282 or mail in below form to:
PM Pediatrics, ATTN: Pediatric UC Coordinator, One Hollow Lane, Ste. 301, Lake Success, NY 11042.
You can also register online at puconference.com.

Audience: PUCC 2019 is ideally suited for providers and administrators of all levels and practice backgrounds, including: General pediatricians and pediatric residents, urgent care physicians (adult & pediatric), nurse practitioners and physician assistants, emergency physicians (adult & pediatric), nurses, patient experience officers/administrators/office managers, medical leadership.

Physicians and Administrators

Early Bird Rate (ends Feb 5)

2 Day Rate, April 4 & 5	\$645
3 Day Rate, April 3 - 5	\$850
Live Streaming of Conference	\$695

Registration after Feb 5

2 Day Rate, April 4 & 5	\$745
3 Day Rate, April 3 - 5	\$995
Live Streaming of Conference	\$695

NPs, PAs, Residents and All Others

Early Bird Rate (ends Feb 5)

2 Day Rate, April 4 & 5	\$545
3 Day Rate, April 3 - 5	\$750
Live Streaming of Conference	\$695

Registration after Feb 5

2 Day Rate, April 4 & 5	\$645
3 Day Rate, April 3 - 5	\$895
Live Streaming of Conference	\$695

Workshops

Splinting (\$35), Basic Wound Closure (\$75), Advanced Wound Closure (\$50),
Basic & Advanced Wound Closure (\$100), Urgent Care Procedures (\$50),
Ask the Experts (no fee), Telemedicine Breakout (no fee),
Patient Experience (no fee), Social Media Breakout (no fee)

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RENAISSANCE®
DALLAS AT PLANO
LEGACY WEST HOTEL

Location/Hotel Reservations

Renaissance Dallas at Plano Legacy West, 6007 Legacy Drive, Plano, TX 75024

Room rate is \$209/night. To reserve a room, visit: bit.do/PUCC2019 or call 1-888-236-2427.
Book your room by March 12, 2019 to guarantee the discounted rate and reference *Pediatric Urgent Care Conference* at time of booking.



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CONFERENCE REGISTRATION FORM

☐ Ms. ☐ Mrs. ☐ Mr. ☐ Dr.

Registrant's Name: _____ Profession: _____

Street Address: _____ Affiliated Practice: _____

City, State, Zip, Country: _____

Telephone (Cell): _____ (Home): _____

E-mail Address: _____

Choose Type of Registration

- ☐ 2-Day Registration
☐ 3-Day Registration
☐ Live Streaming

Conference Days 1-3: Choose 1 Track

- ☐ Core Concepts
☐ Emerging Concepts & Controversies
☐ Practice Management

Payment: ☐ Cash ☐ Check

Credit Card Information: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card #: _____

Exp. Date: _____

Name on Card: _____

Choose 1-3 Workshops (consult schedule to avoid overlap)

- ☐ Splinting (4/3) \$35 ☐ Splinting (4/5) \$35
☐ Basic Wound Closure \$75
☐ Advanced Wound Closure \$50
☐ Basic & Advanced Wound Closure \$100
☐ Urgent Care Procedures \$50
☐ Ask the Experts (no fee)
☐ Telemedicine Breakout (no fee)
☐ Patient Experience (no fee)
☐ Social Media Breakout (no fee)

Please make check payable to *PM Pediatrics*, and mail with registration form to:

PM Pediatrics/ATTN: Pediatric UC Coordinator, One Hollow Lane, Suite 301, Lake Success, NY 11042

CONFERENCE LOCATION

**Renaissance Dallas at Plano
Legacy West Hotel
6007 Legacy Drive
Plano, TX 75024**



Renaissance Dallas at Plano Legacy West is a hotel unlike any other, and a destination all its own in the heart of one of Texas' favorite places to be. With so many things to do in and around downtown Plano and Legacy West, a staycation could be your best vacation yet. The hotel's modern comforts bring together the best of East and West so you can enjoy a unique TexAsian style and pampering amenities while experiencing all the fun this area has to offer.

Plan your stay to include plenty of time to enjoy a host of amenities. Start on the rooftop amenity deck, where a refreshing pool, cabanas, a bar, lounge chairs and hot tub can be found along with great vistas of the surrounding area and incredible sunset views. The hotel also features a 24-hour fitness center with state-of-the-art cardio and strength training equipment.

Hotel Amenities

- All public areas non-smoking
- Avalon Salon & Spa – An Aveda Concept Salon, Celebrity Nails, Lash Lounge
- Safe deposit boxes, front desk
- Concierge Lounge Hours
- Gift/newsstand
- Coffee/tea in-room
- Cash machine/ATM
- Concierge desk
- Housekeeping service daily
- Valet dry-cleaning
- Room service
- Mobility accessible rooms
- Restaurant dinner delivery
- Car rental
- Newspaper in lobby or delivered to room
- Walgreens

