Merchant Medicine®

invites you to attend the

11th Annual ConvUrgentCare®

On-Demand Strategy Symposium

Join other hospital system executives and industry thought leaders as we share the latest best practices in on-demand care.

January 21-23, 2019

Westin Fort Lauderdale Beach Resort

Fort Lauderdale, Florida

"THE must-attend conference of the year for executives involved in on-demand healthcare."
—2017 Symposium Attendee

As an-invitation-only event, the audience is a smaller, more concentrated group of healthcare executives, making this meeting ideal for networking and the sharing of best practices. There is one concurrent session; no breakouts.

About the Symposium

On-demand medicine is now strategic. It is a mass market that, if managed with a retail and hospitality mindset, can become a "funnel" for bringing new "customers" into a health system, increasing or protecting market share, boosting overall patient satisfaction and acting as a change agent for the entire organization. Since 2008, this conference has gathered healthcare leaders into a community around the increasing "retailization" of medical care. Consumers are demanding convenience, price transparency and customer service. People who attend this event want to be on the cutting edge of this movement.

The Audience

The symposium brings together approximately 150 people with an interest in on-demand medicine, most of whom are senior executives from health systems and large medical groups with an interest in planning ambulatory strategy over a 5- to 10-year horizon. We also invite executives from large, independent urgent care chains; payers; investors; and researchers to further build a dynamic experience and community around the on-demand healthcare space.

Agenda

Our speakers are chosen as part of an agenda that puts on-demand medicine into perspective, enabling each attendee to apply insights to their unique challenges and market dynamics. The urgent care, retail clinic, telehealth and employer services markets have changed dramatically in the last five years. Saturation makes urgent care difficult to expand, especially in large metropolitan areas. Retail clinic operators are changing their focus, largely the result of an unsustainable financial model. Telehealth and virtual medicine, though disappointing in terms of patient volumes, are establishing a foothold. Our call to executives when approaching strategic planning – and in planning our agenda – is to look at all of these spaces holistically, rather than as individual service lines and to ask how they can blend together to solidify competitive advantage.

Schedule

Monday, January 21	
1:00 pm – 5:30 pm	Conference
6:30 pm	Reception
Tuesday, January 22	
8:00 am – 5:30 pm	Conference
6:30 pm	Off-Site Dinner
Wednesday, January 23	
8:00 am – 12:00 pm	Conference

This year's ConvUrgentCare® Strategy Symposium will give special attention to the following questions:

- Over the next five years how will the rising cost of providers and clinical support staff, combined with flat or declining reimbursement rates, affect various on-demand operators? Will small, private operators get squeezed out of the market? Is this an opportunity for health systems and local hospitals?
- If so, what is that opportunity: to strengthen their position in the on-demand medicine space? to dip their toe deeper into the waters of value-based care? Where does the employer services offering fit into this opportunity?
- What is the state of the value-based care movement? Are payers about to lower the hammer? How does urgent care fit into these value-based schemes? What are some examples of disruption taking place under the radar in the market that will eventually force value-based care upon health systems?
- Do health insurance companies see the future of population health and value-based care much more

Continued next page

clearly than health systems, and thus are moving aggressively into the on-demand space?

- What are strategies and tactics for health systems and large urgent care operators to strengthen their position operationally and financially? Have we exhausted the low-hanging fruit in terms of workflow, technology and facilities improvements?

Who Should Attend?

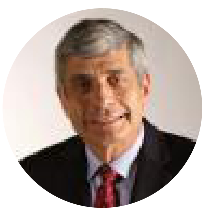
Because of the strategic nature of the content at this Symposium, past attendees have included:

Titles:	Organizations:
CEOs	Hospital Systems
COOs	Independent Urgent Care Operators
CFOs	Payers
VPs Ambulatory Care	Investors
VPs Business Development	Researchers

To ensure robust opportunities for peer interaction, we limit the number of vendors to 10. If you are interested in participating as a vendor, please email contact@merchantmedicine.com.

Speakers

We have secured some of the industry's most sought-after speakers who will address both the broader healthcare challenges facing executives today as well as the specific components of a holistic on-demand model. While this market has always been competitive, in recent years we have seen disruption coming from multiple directions, and the competitive ante has been raised. Recognizing that you need to develop immediate solutions to either compete or partner in this space or yield to new entrants, our speakers will address timely and relevant topics, sharing action steps you can implement in your strategic plan immediately.



Allan Baumgarten, *Independent Analyst, Consultant and Author of "Health Plan Reviews"*

Allan is one of the foremost analysts on healthcare policy and more specifically on health insurance plan trends and forecasting throughout the United States. His work not only looks at national trends, but has covered individual market dynamics in Minnesota, Arizona, Kentucky, Colorado, Florida, New Jersey, California, Illinois, Michigan, Ohio and Texas. Apart from the Kaiser Family Foundation, Allan is perhaps the single greatest source of analytics on the U.S. health insurance industry. His talk will guide us in projecting how commercial and government payer trends will impact the structure of the on-demand healthcare industry.

Tom Charland, *Founder and CEO* — Merchant Medicine

Tom will provide Merchant Medicine's most recent data from the on-demand healthcare market and draw a number of conclusions covering the future of private and chain urgent care operators, what it will take for health systems to compete in the on-demand space and how players like Optum and CVS Health are changing the landscape.

Eric Hamborg, *Chief Customer and Revenue Officer* — Mobē

There are now hundreds of companies working with payers at identifying high-cost patient populations and coming up with solutions to bring those costs in line with the general population. Mobē is one such company whose story is compelling, not just with the economic value it is creating, but with its patient success stories and track record of increasing payer engagement. These case studies are instructive to the on-demand medicine space as it seeks to quantify its value to payers in what is rapidly becoming an industry with too much capacity and increasing saturation.

Continued next page

Case Studies

Recent trends indicate a slowing pace of fee schedule increases from payers for urgent care services. With labor costs rising at alarming rates, many say these trends are unsustainable without something changing either on the top line or bottom line. These case studies provide two approaches to achieving breakthrough patient volumes to counter the cost-reimbursement dilemma.

Charles Ireland, D.O., *Medical Director* — Advocate Urgent Care

This case study shows how an urgent care center can achieve breakthrough patient volumes, i.e. greater than 120 visits a day, and higher acuity levels through team-based culture change and attention to detail.

Verlinda Henshaw, O.T.D., *Executive Director* — Southern Illinois Healthcare Rehabilitative Services

This case study provides an example of how to effectively grow an employer services business alongside an urgent care service line to achieve very high patient volumes and reduced leakage to competitors.

Karen Horgan, *CEO* — VAL Health

Moving to value-based care will involve a number of changes by all parties in the healthcare value chain. Among them will be behavior change, not just among patients, but among providers and health insurers. VAL Health is the leader in applying behavioral economics to develop programs around behavior change. They bring together scientific evidence generated by Scientific Advisory Board Members, Drs. Kevin Volpp and David Asch, together with commercial experience. What happens with patient engagement when their care is delivered at the time and place of their choosing, i.e. on-demand medicine? Karen will walk us through the irrational logic behind behavioral economics and provide a number of case studies.

Tammy Mallow, *Reimbursement Director* — DocuTAP

As one of the premier urgent care EMR vendors, DocuTAP has a treasure trove of data on virtually all key performance indicators. One of them is payer reimbursement. Tammy is well versed in the reimbursement trend lines for urgent care and the picture is becoming alarming for anyone playing in this space.

Mai Pham, M.D., M.P.H, VP, *Provider Alignment Solutions* — Anthem

The days of expecting rate increases from payers as a matter of course are over. And more specifically, urgent care operators can no longer expect increases just for the sake of providing urgent care services. Dr. Pham will give us a broader perspective on what is really happening when it comes to value-based care versus fee-for-service. She will also provide insight into where large employers are in terms of putting pressure on payers to move away from fee-for-service medicine. Dr. Pham was chief innovation officer at CMS's Center for Medicare and Medicaid Innovation before joining Anthem last year. She has an undergraduate degree from Harvard, her medical degree from Temple, and her MPH from Johns Hopkins.

Continued next page

Tianna Umann, P.A., *Blockchain Architect* — Microsoft Corporation

Tianna is a physician assistant trained in the thoracic medicine specialty, but with roots in clinical research at Stanford University. But all along she has had a deep interest in systems-based medicine and is now one of Microsoft's leading authorities on the application of blockchain technology in healthcare. Blockchain is most recognized for its use as the fundamental platform underneath cryptocurrencies. But when it comes to healthcare, blockchain may surprise you, not only in the applications that are already being deployed but in how invisible they are to the consumer. She will help us understand what blockchain is, the most recent applications in healthcare and where she sees blockchain showing up in the on-demand space five years from now.

Registration

If you are a healthcare executive interested in attending, please visit our website to register. Register before November 1 to receive the Early Bird discounted registration fee of $749. After November 1, the fee will be $999. Your registration fee includes the Welcome Reception Monday evening; breakfast, lunch and dinner on Tuesday; and breakfast on Wednesday.

Lodging and Meeting

The 2019 ConvUrgentCare® Strategy Symposium will take place at the Westin Fort Lauderdale Beach Resort. The conference block room rate is $269 per night (plus tax), available until December 31, 2018. To book your room, call the resort at 888-627-7108 and mention the Merchant Medicine ConvUrgentCare® Strategy Symposium. Or reserve online by using Merchant Medicine's Reservations Link.

Transportation

SuperShuttle (1-800-BlueVan or supershuttle.com) serves the Fort Lauderdale-Hollywood International Airport for approximately $30 each way.

Taxi/Uber/Lyft service is also available from Fort Lauderdale Hollywood International Airport for approximately $15-35 each way.

Sponsorships

If you are a vendor interested in sponsoring this event, please contact us though our website or email us at contact@merchantmedicine.com.