

# National Urgent Care Industry in Focus

UCA Makes Strides in Payment Reform and Specialty Recognition

# About Me

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# Outline

- Start with Why
- Converging Strategies
- Timelines
- Your Role

# Payment Reform

STRATEGY

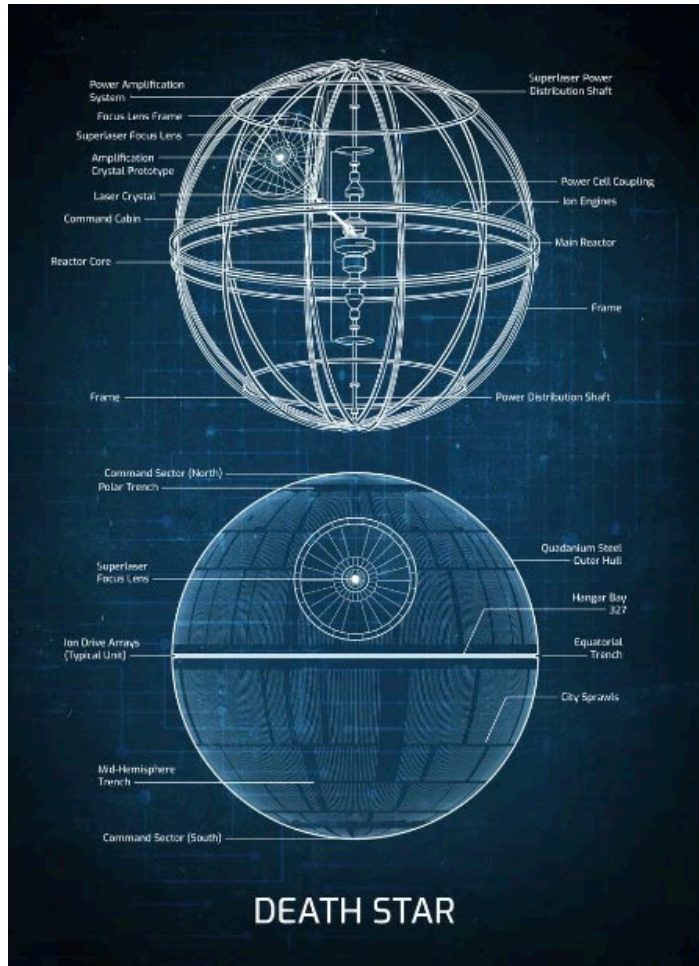


# What Hasn't Worked

2006-2019

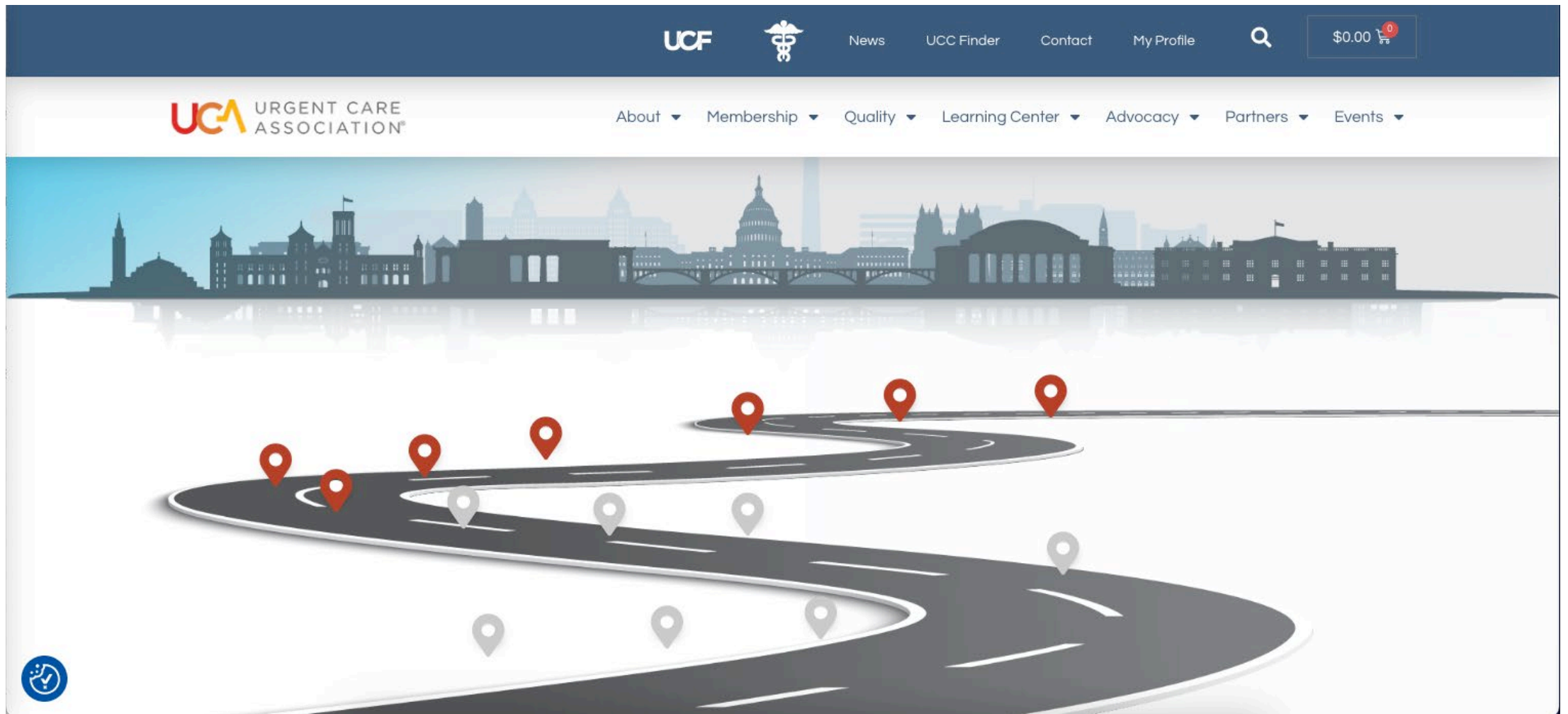


# Why We (Re)Started with CMS





# Payment Reform Roadmap



- Two Connected Asks
- New Place of Service Code (POS) for “Enhanced Urgent Care”

PLUS

- New G-Code, chargeable only by those who bill under the new POS

Evolved Strategy



# Key Players in Federal Payment Reform



2024-2026



## Key Questions

- What is the G-code worth?
- Where does the money to add this reimbursement come from?
- How do we get Commercial Payers on board with Urgent Care?
- How does growth in adoption of a new POS also help specialty development?

# Specialty Development

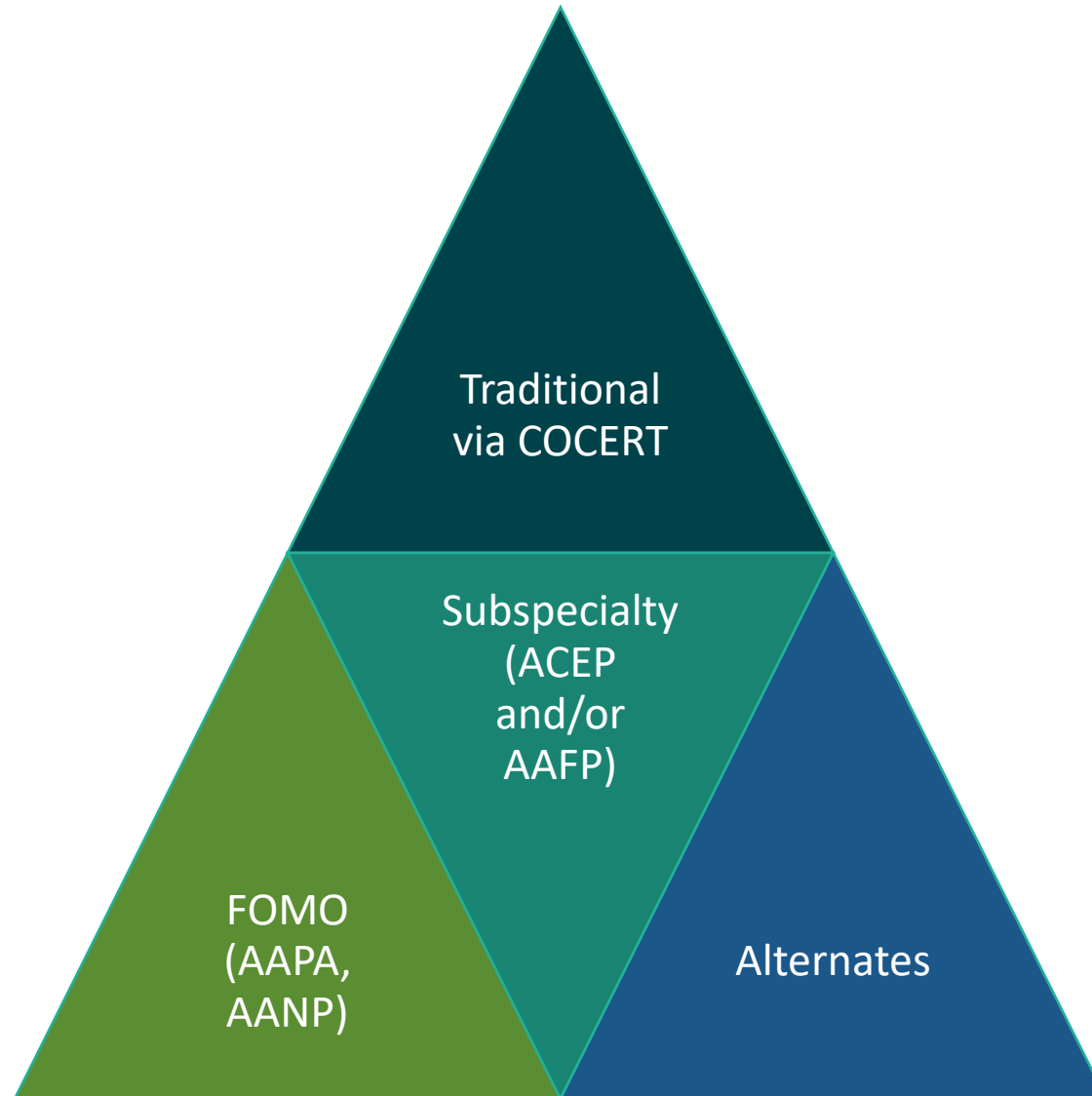
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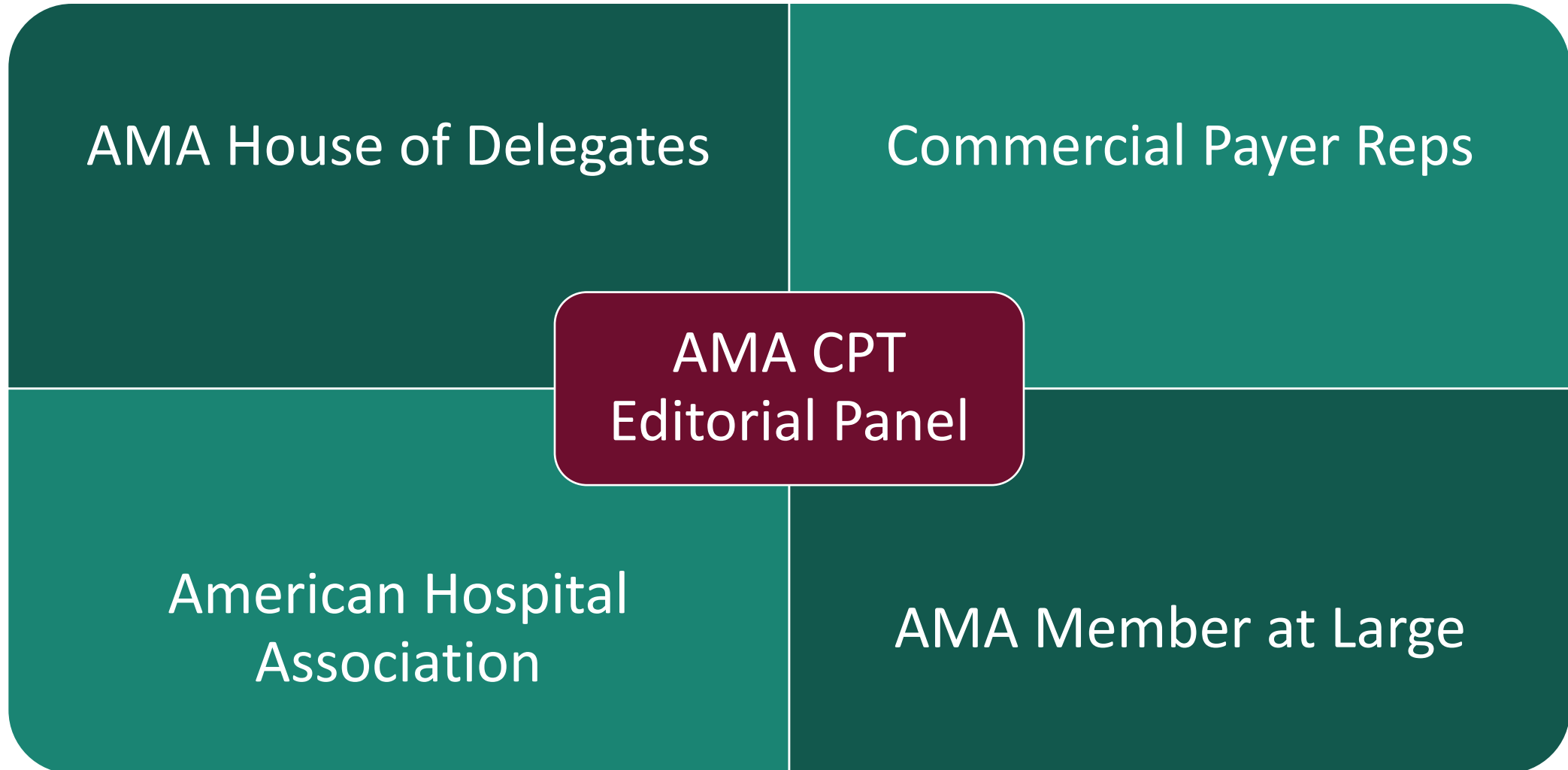
# Specialty Development



# Multiple Pathways

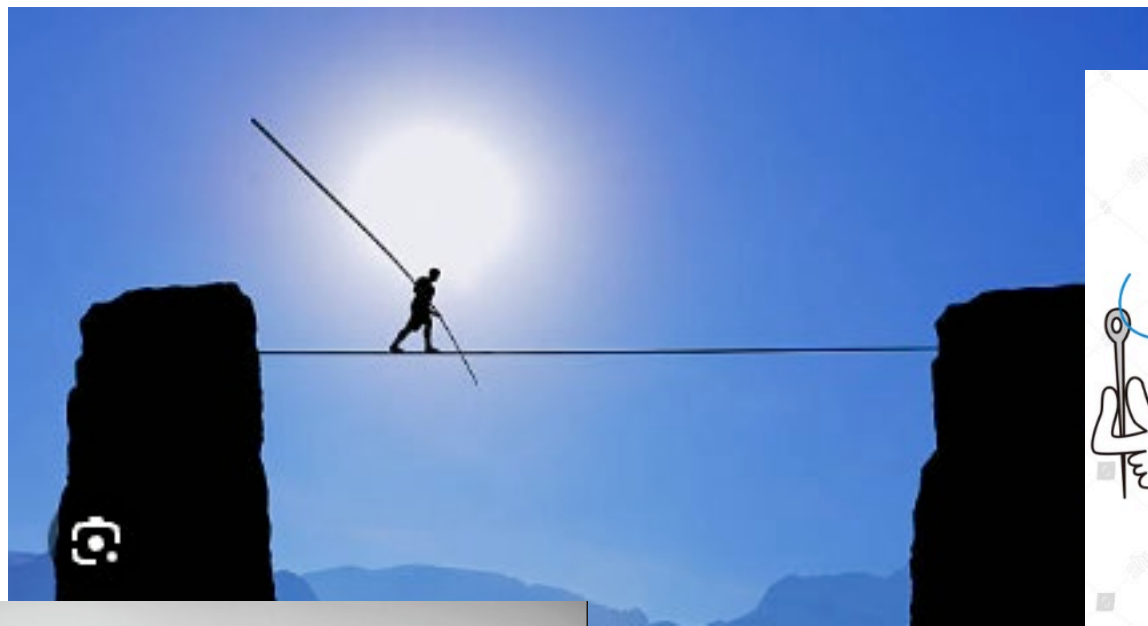


# Convergence





# The Coming Years



## Timeframes

- January 2026 - BEST case on new POS/G-code
- January 2027 is more likely
  
- 5 years on Specialty Services Society before applying to House of Delegates
  
- Sub-specialty Focused Practice Designation – 2-5 years
  
- Sub-specialty Board Certification – 5-10 years

# What You Can Do

- Make Contacts
  - CalUCA events & Leadership
  - UCA Capitol Hill Advocacy Day – February 2025
  - Site Visits – NOW, during any recesses
- Contribute
  - Donate to UCF for Original Research support (or apply for a research grant yourself!)
  - Donate to CalUCA-identified election campaigns
  - Provide data
- Connect
  - Share your Contacts with Eric Ellis (CalUCA) & Kristin Rastatter (UCA)
  - Invite others to join UCA and CalUCA – every member matters



Questions?