



## ConvUrgentCare® Seminar

A One-Day, Customized On-Site Seminar

Held At Your Facility With Your Management Team or in Minneapolis/St. Paul

This program is offered to organizations looking to have a management team come up to speed together on core elements of a walk-in clinic strategy and business plan, including retail clinics, urgent care clinics, worksite clinics, and fast tracks within a primary care clinic. The instructor is Tom Charland, Merchant Medicine CEO and former SVP of Strategy and Business Development at MinuteClinic. Seminar contents are customizable to your market. Key elements can include options for health systems, profiles of major operators and retailers, lessons learned, revenue sources, insurance participation analysis, clinic proforma exercise and breakeven analysis, market saturation analysis, day-to-day operating realities and case studies on successful and not-so-successful clinic operators.

The seminar includes a CD that contains all PowerPoint slides, an Excel version of the clinic proforma exercise, data from the CDC used to calculate the size of the walk-in clinic market, a market saturation analysis tool, and a spread sheet of all clinic operators in the United States, including the number of clinics they operate, web site addresses and contact information. The seminar also includes customized work around your geography, including a retail host analysis, saturation analysis and reimbursement analysis.

Seminar Fee: \$3,200 plus travel expenses

### Instructor

***Tom Charland,  
Merchant Medicine CEO,***

Tom Charland has over 25 years experience in general management, sales and strategic planning. He has been a key player in retail medicine since its market emergence in early 2000. He was senior vice president of strategy and business development at MinuteClinic from the early turnaround stage - when the company was known as QuickMedx - through the establishment of MinuteClinic's relationship with CVS Pharmacy. He is credited with helping to move MinuteClinic from a cash-only regional player to a mainstream national clinic network by convincing national health insurers to put MinuteClinic into their networks and building MinuteClinic's employer and broker relations program.

He has also been involved in several company turnarounds. At Digital Cyclone Inc., a mobile applications technology company where Charland was CEO, he helped the company emerge after the Internet bubble into a pioneer in cell phone applications. That company was sold to Garmin, the satellite navigation company. At Control Data Systems, a software development and systems integrator where Charland was managing director of the applications development division, Charland led several groundbreaking healthcare application projects, including the back-end infrastructure for Inoveon, a leading national remote diabetic retinopathy screening company. Control Data Systems was sold to British Telecom.

Charland is a 1980 graduate of the Boston University College of Communications.

## Seminar Outline Example

- I. What Is Walk-In Medicine and What Motivates Operators and Retailers to Enter This Space?
- II. Trends for both retail and urgent care clinics
- III. Major Operators and Retailers – High-Level Profiles
- IV. Lessons Learned Over the Last 10 Years
- V. Revenue Sources
  - Insurance reimbursement
  - Cash pay
  - Medicare and Medicaid
- VI. Which Models Are Financially Viable?
  - Capital requirements
  - Clinic pro-forma exercise/breakeven analysis
- VII. Legalities, Regulations, Liabilities
- VIII. Competitive Realities
  - Market saturation analysis
  - A look at some of the crowded markets already
- IX. Marketing
  - Demographics: Who is using these clinics?
  - How much does it cost to get first-time visits?
  - Supporting constituencies: employers, schools, government
- X. Physician Alignment
- XI. Safety and Quality
- XII. Retail Hosts
- XIII. Clinic Design and Store Location
- XIV. Go/No-Go Criteria Before Moving Forward
- XV. What Will This Space Look Like in Two Years?

"This seminar is a great nuts-and-bolts overview of the retail clinic business model. It met all my expectations." -- Daina Pitzenberger, WHB Corporation

"Merchant Medicine delivered a customized day-long seminar that really gave us the background we needed to develop a solid strategy. I liked the fact that they gave us the tools we needed to analyze our own market situation rather than charging an additional consulting fee to do it for us."  
-- Jennie Rhinehart, Community Hospital, Tallassee, Alabama