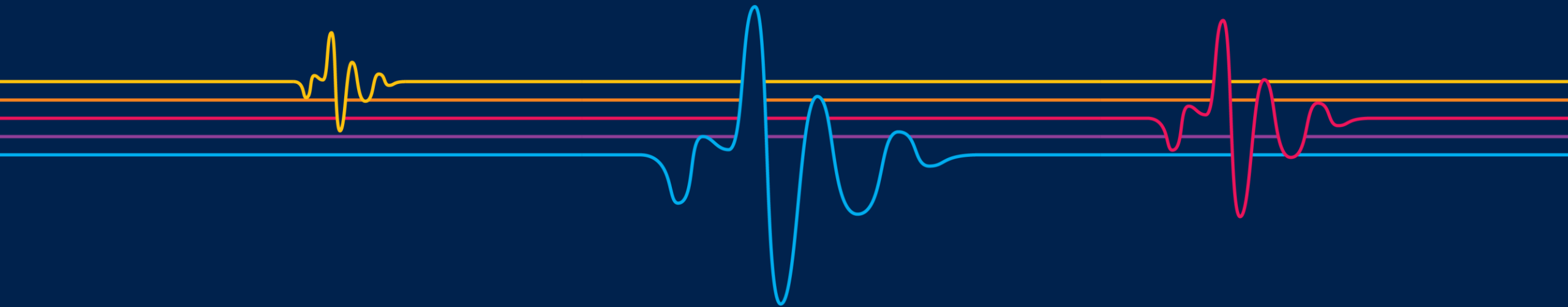


California URGENT CARE ASSOCIATION
2025 WESTERN REGIONAL
URGENT CARE CONFERENCE



Introduction & Welcome





Rob Mahan

President, CalUCA
CEO, Exer Urgent Care



Claudio Varga
Immediate Past President



Tiffany Reguera, FNP
Treasurer



Eric Ellis, MD
Board Member



Kathryn Vandervort, MBA
Secretary



Joe Toscano, MD
Board Member



Shamim Wu
Board Member

Our Sponsors

Welcome Reception sponsored by



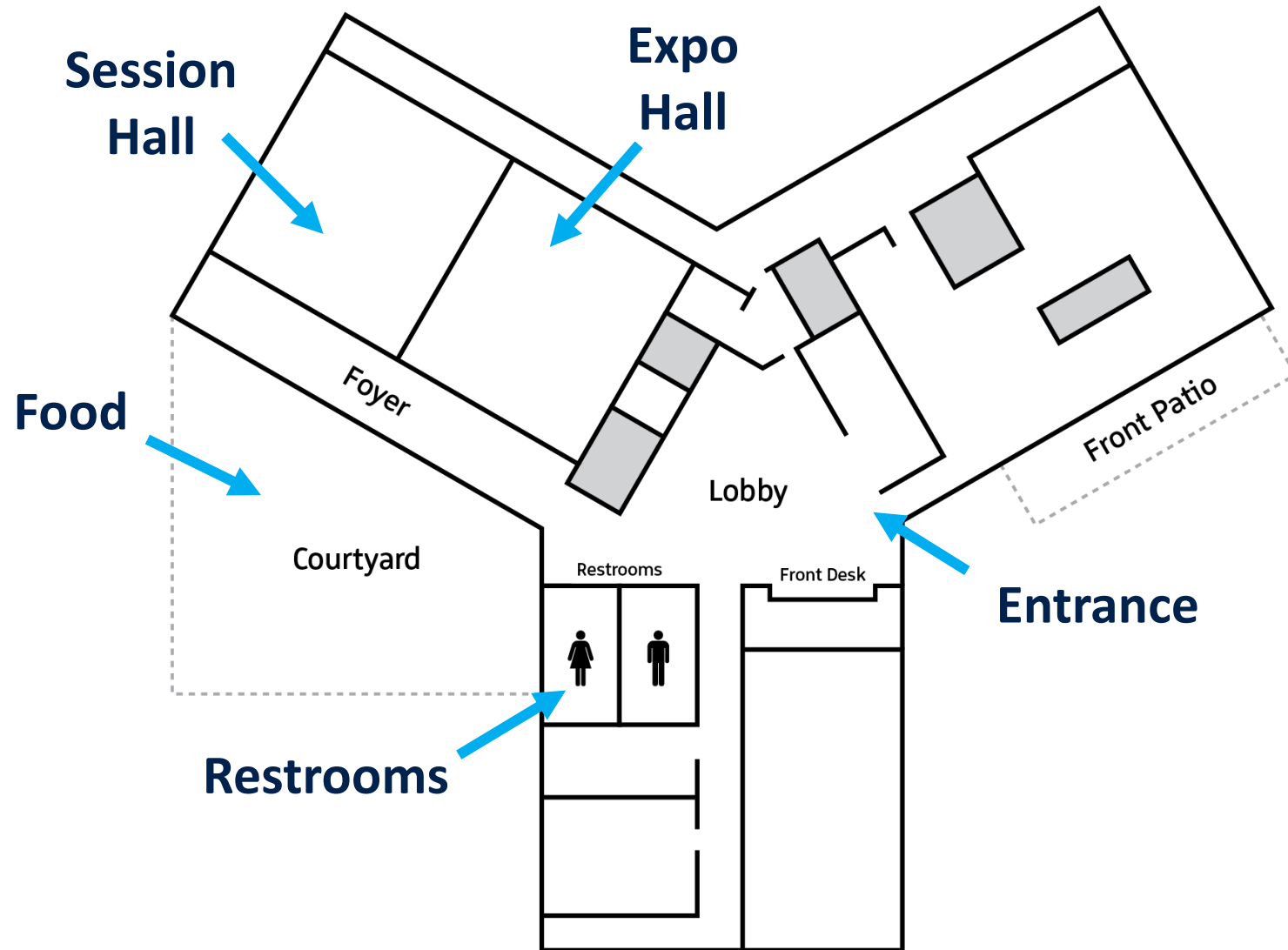
Gala sponsored by



Our Sponsors



Logistics



CalUCA's Role and How It Benefits You



1

Update



2

Educate



3

Advocate

Meeting Objectives



1

Update



2

Educate



3

Advocate



4

Fun!

4 Exciting Giveaways!

Here's how to participate: Your swag bag includes a vendor checklist. Visit each table at our Vendor Expo and get your sheet signed off to complete the checklist. Turn in your completed checklist for a chance to win one of these great prizes!



**Apple iPad
11-Inch**



**DoubleTree & CalUCA
Gift Vouchers**



**Apple AirPods Pro 3
Wireless Earbuds**



**YETI Hopper Flip 8
Portable Cooler**

Conference Agenda

Thursday, October 23, 2025

Introduction & Welcome

Rob Mahan

State of the Industry & CalUCA Mission

Rob Mahan

California Healthcare Advocacy

Resilient Advocacy

California Healthcare Advocacy

Panel Discussion

Urgent Care: Proving Value and Shaping the Future

Steve Sellars

The Top Coding and Documentation Mistakes and How to Fix Them

Brad Laymon

Smooth Operators: Urgent Care Without the Chaos

Ross Cohen

Antibiotic Stewardship Programs: Reducing Resistance and Enhancing Outcomes

Steve Goldberg

The Fundamentals of Clinical Informatics

Hamid Nia

Gala

Friday, October 24, 2025

The Art of Herding Cats: Leading Clinicians Through Unpopular Change

Roger Wu

Put Out the Flames: End the Operational Dumpster Fire

April Gillam

Cumulative Trauma

Max Lebow

From Crisis to Clarity: How AI and Precision Medicine Technology Can Transform Urgent Care

Neena Haider

The Future of Urgent Care with AI

Panel Discussion

Closing Session

Rob Mahan

Keynote Sponsor

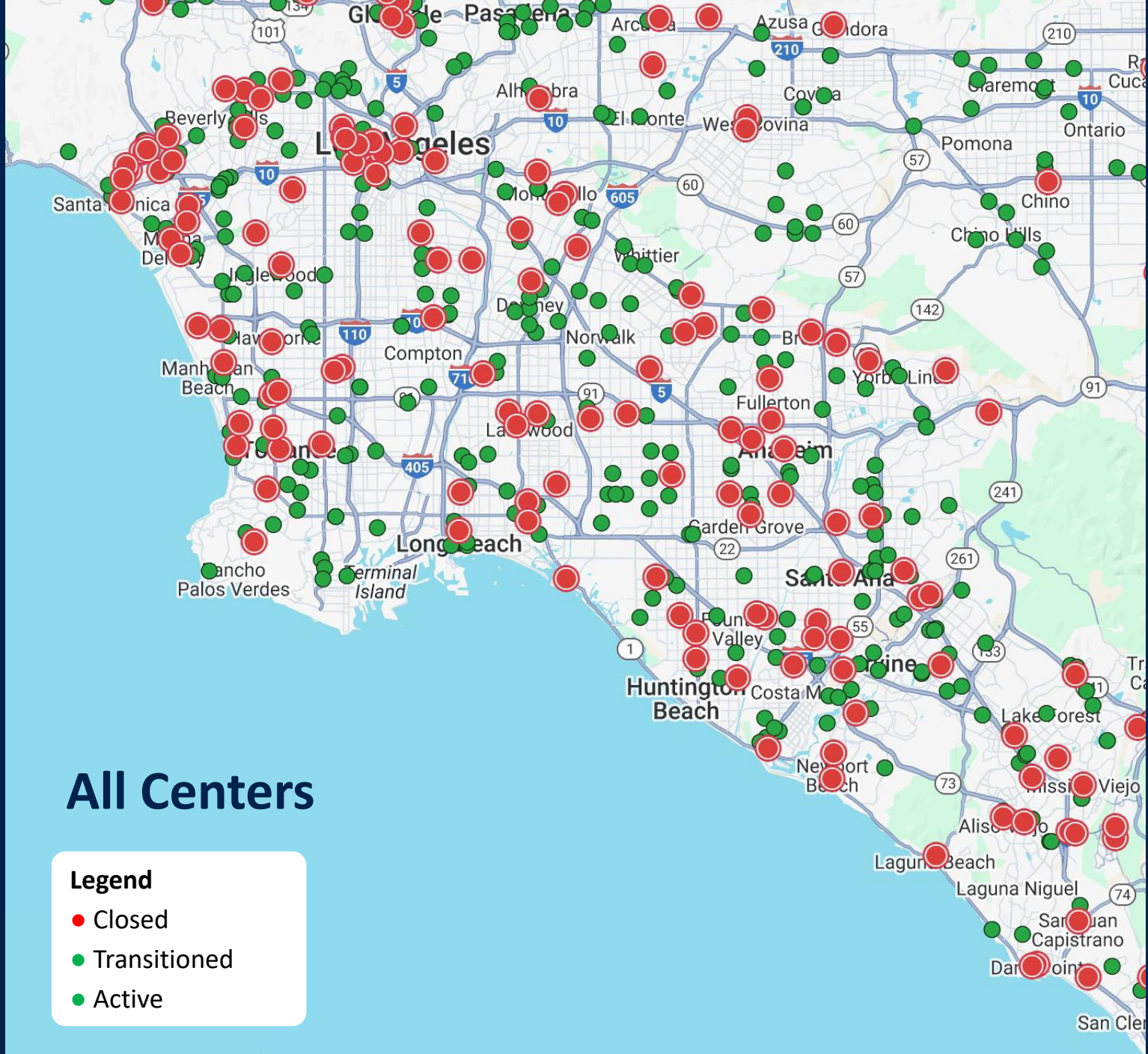


Your AI-Powered Clinical Partner – Preface helps streamline care and increase visits. Pre-chart patients, automate administrative tasks, and clinically assist patients post-visit.

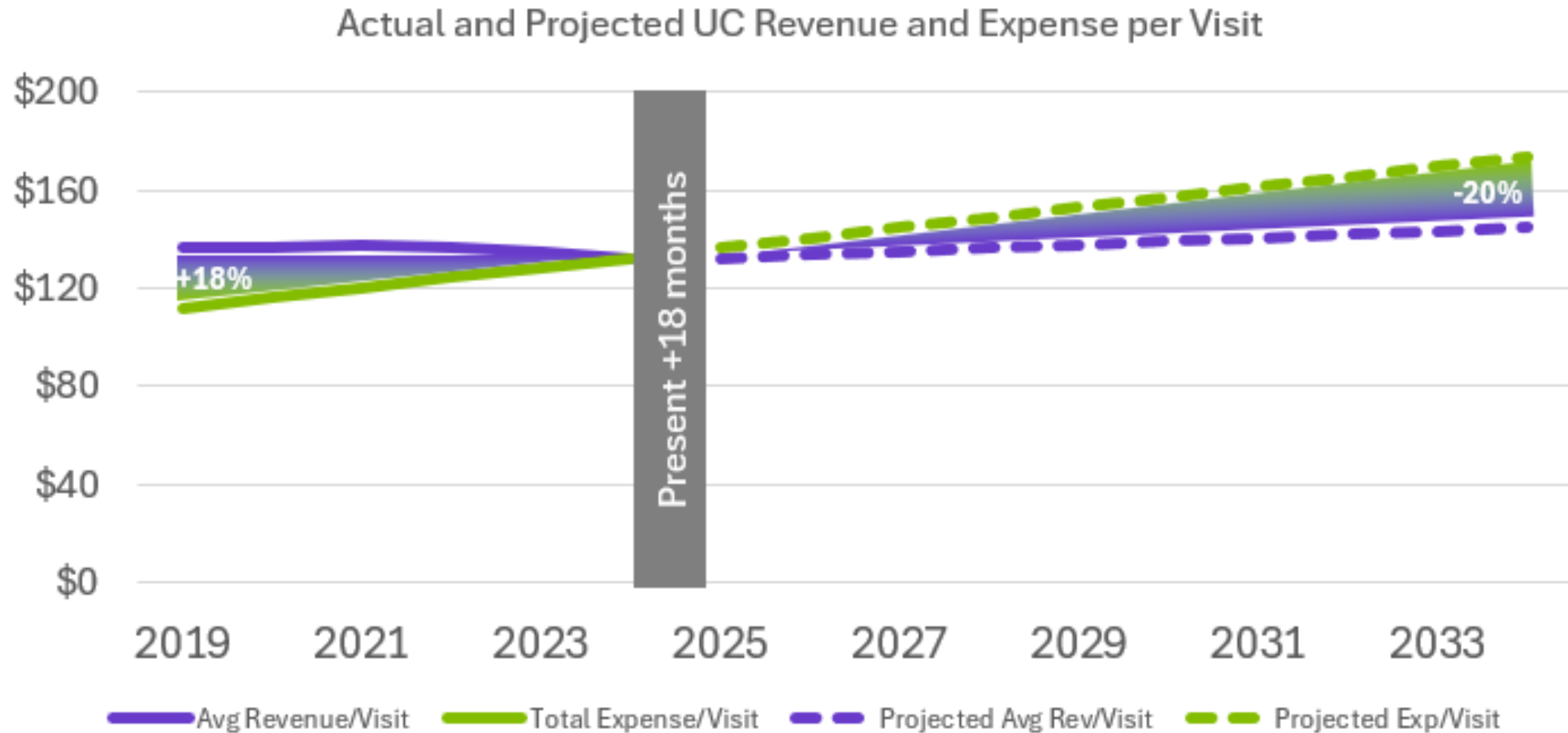
Geoffrey Gu

Founder & CEO, Preface Health

State of the Industry



State of the Industry | Average Financial Performance



Source: UCPMM Proprietary Research: UCA Benchmarking Reports, Medicare Fee Schedules, U.S. Inflation Rates, UCPMM Proprietary databases. 2024 Feb 29. ; Slide Courtesy of Brandon Robertson

State of the Industry | Emerging Trends – Payers



Auditing

- Audit frequency and intensity rising
- Documentation expectations expanding
- Focus on high-acuity visits



Reimbursement

- Payer pressure intensifying
- Reimbursement lag vs. cost escalation
- Medicare/Medi-Cal headwinds

State of the Industry | Emerging Trends – OCHA



**Imposing arbitrary
3% limit increase**



**What this means to you:
Payers are referencing
OCHA in discussions**



**Advocacy plays an
important role**

State of the Industry | Emerging Trends – AI



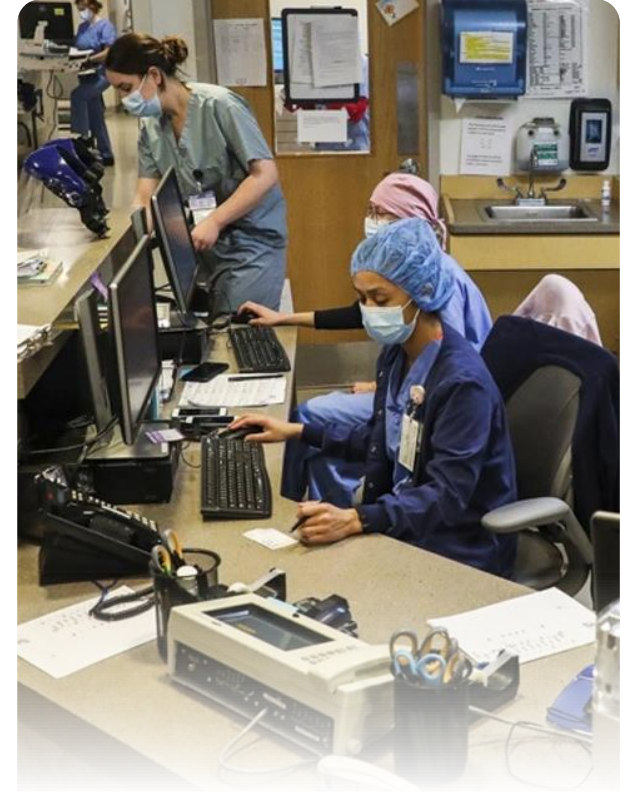
Payers



EMR



Patient Experience



Daily Operations

State of the Industry | Emerging Trends – Driving Profitability



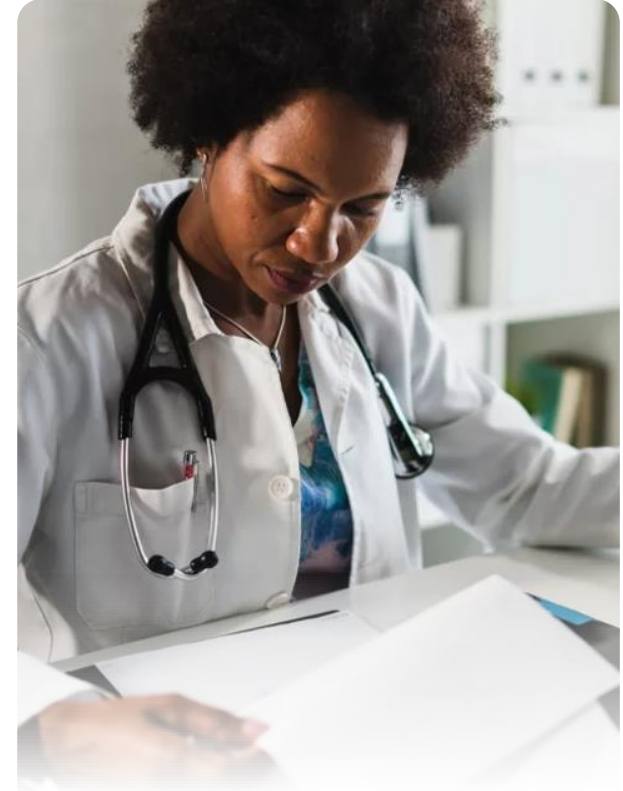
Lab Opportunities



Ancillary Services



E&M



Documentation

State of the Industry | Why Advocacy Matters



Local Impact



State-Level Impact



National-Level Impact

California URGENT CARE ASSOCIATION
2025 WESTERN REGIONAL
URGENT CARE CONFERENCE

Q&A



Introducing the Next Chapter of CalUCA



CALIFORNIA
URGENT CARE
ASSOCIATION



Advocate

We show up for you so you can show up for patients.

Educate

We bring practical, clinic-ready learning.

Connect

We knit this community together.

Elevate

We promote standards and data that raise the bar.



15-minute break

Sponsored by **FLIP**

Don't forget to visit our Expo Hall!

