



RYAN Associates' 2013 Webinar Series

JUNE 12, 19 & 26, 2013

NOON—1PM EDT

FACULTY

- **Alan Ayers**
Board of Directors
Urgent Care Association of America
- **Chris Behan**
President & Chief Optimization Officer
Socius Marketing
- **Donna Lee Gardner**
Senior Principal
RYAN Associates
- **Gene Howell**
Executive Director
Reliant Medical Center
- **Dr. Michael Rothwell**
Owner
Smoky Mountain Urgent Care
- **Dr. Steve Schumann**
Medical Director
Doctors on Duty
- **Dr. David Stern**
C.E.O.
Practice Velocity

THESE WEBINARS WILL FEATURE:

- Practical advice on operating cost-effective, profitable blended clinics
- Presentations by expert faculty and panel discussions
- Salient content that will address the needs of all registrants—from novice to experienced.

Integrating Occupational Health and Urgent Care Services

Wednesday, June 12

Doing it Right

- Key trends in occupational health and urgent care practice
- Incorporating urgent care into occupational health clinics and vice-versa
- Starting a blended clinic from scratch
- Multi-clinic issues

Wednesday, June 19

Making it Work

- Spacing considerations
- Staffing and cross-training
- Information management and electronic records
- Product line synergies

Wednesday, June 26

Making it Happen

- Positioning value internally and externally
- Responding to patient and employer needs
- Selling and marketing blended clinic services



The **intended audience** includes senior administrators, owners, nurses, physicians and other staff working in occupational health programs, urgent care settings, freestanding programs and mixed-use settings.

\$49, Full Series, N.A.O.H.P. Members

\$59, Full Series, Non-Members

[REGISTER ONLINE NOW](#)

Not available to listen live? No problem! All sessions are recorded and emailed to you.

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