
Quality Initiatives in the Convenient Care Setting

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Industry History and Background

- The first Convenient Care Clinic (CCC) opened in 2000
- Today: ~500 clinics operated by over 20 companies across the US
- By end of 2007: over 700 clinics in the US



The Convenient Care Industry

Seven Core Principles for the Convenient Care Industry:

- 1) We support the health care home model
- 2) We employ qualified providers
- 3) We increase access to quality health care
- 4) We partner with traditional health care providers
- 5) We are committed to price transparency
- 6) We are committed to the use of Electronic Health Records
- 7) We are committed to monitoring quality and cost



Why Convenient Care Clinics?

- **High quality**
 - A safe alternative to the emergency room, urgent care center, or no treatment at all
 - Limited scope of practice
- **Allows emergency room providers to manage more emergent conditions**
- **Patient-centric**
 - Equitable: Provides affordable health care regardless of patient's insurance status
 - Time-effective solution to patients who can not see a primary care physician immediately
 - Providers who practice holistic, patient-centric care
- **Accessible**
 - Increased opportunities for patient education
 - Point of entry into healthcare system to those without a health care home or those with limited access



Convenient Care Association (CCA)

- National summit of convenient care industry leaders and other health care leaders held Summer, 2006
- CCA founded as a non-profit trade association in October 2006
- Clinical Advisory Board created under CCA in February 2007



CCA Clinical Advisory Board

Led by:

- **Nancy Gilhooley, MD, FAAFP** (CareWorks Convenient Health Care, Geisinger Medical System)
- **Michael J. O'Neil** (Medpoint Express, Memorial Hospital and Health System)
- **Sandra Ryan, MSN, CPNP** (Take Care Health Systems)



CCA Clinical Advisory Board

- Many clinic operators have already established clinical guidelines and standards
- Goal of Clinical Advisory Board:
 - **set industry-wide standards** for high-quality health care
 - **identify best practices**
 - **share resources, experiences, and ideas**



CCA Clinical Advisory Board

First Meeting:

- February 2007
- Attended by representatives from national provider organizations (including major medical and nurse practitioner associations) and CCA Members
- **Result: The CCA Convenient Care Quality and Safety Standards**



Quality and Safety Standards

- Ten standards
- Mandatory for all CCA Members
- Adopted by Board of Directors in March 2007
- Complete list of standards available on the “Resources” section of the CCA website:
www.convenientcareassociation.org



Quality and Safety Standards

Highlights from Standards:

- Mandatory quality monitoring and improvement
- Provider hiring and credentialing requirements
- Tracking patient satisfaction
- Standards regarding patient referral and education
- Requirements for infection control and patient safety in clinical facilities
- Price transparency
- Building relationships with traditional health care providers and supporting health care home model
- Electronic Health Records and HIPAA compliance
- Emergency response protocols



Quality and Safety Standards

Compliance with CCA standards ensures high-quality care throughout the industry.

- Changes to CCA membership structure, combined with standards, helps ensure that smaller and newer operators are consistently providing high quality care.
- Adoption of standards addresses concerns expressed by some provider groups.
- Provides clear framework to ensure quality and consistency.
- Standards helps industry communicate effectively with the public, policy makers, and other providers by setting forth the vision of the industry regarding clinical matters.



Clinical Advisory Board Goals & Next Steps:

*Clinical Guidelines, Standardized
Data Collection, & Best Practices*



CCA Clinical Advisory Board

- **Goal**: Identification of clinical guidelines
- Guidelines from multiple sources were compared at a meeting earlier this year
- Guidelines will be reviewed annually
- CCA will not create its own guidelines, but look to other organizations with existing guidelines that are outstanding
- **Next Steps**: Looking at nationally recognized clinical guidelines & those used by CCA members



CCA Clinical Advisory Board

- **Goal**: To standardize data collection and implement an industry-wide, evidence-based patient satisfaction tool
- Currently, CCA members each collect patient satisfaction data using different methods and questions
- **Next Steps**: Standardization of patient satisfaction data collection methods



CCA Clinical Advisory Board

- **Goal**: To increase quality throughout the industry by sharing best practices among CCA membership
- Complements shift in membership structure to allow participation by newer clinic operators
- Broader in scope and more detailed than CCA Quality and Safety Standards
- Includes issues such as risk management, corporate compliance programs, tracking antibiotic prescriptions, etc.
- **Next Steps**: Ongoing development of best practices document



CCA Executive Board Members



Convenient Care Association

FOR MORE INFORMATION:

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