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# Disease Management in Convenient Care Clinics

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# The Convenient Care Market

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## **Convenient Care is a small but rapidly growing segment of the U.S. healthcare market**

- Retail-based health clinics
- Easy access to health care for consumers
- Limited range of routine, non-emergency medical services
- Affordable and transparent prices

## **Faster growth than overall healthcare market. Why?**

- Increasing shortage of primary care physicians
- Significant annual increases in health insurance deductibles and co-pays
- Growing popularity of 'consumer driven' health plans (CDHPs)
- Rapid growth of uninsured population that now includes nearly 45 million people
- Increasing time pressure on consumers, especially women in dual-income families (women generally are the family shoppers and healthcare decisionmakers), who place high value on speed and convenience



# Industry History and Background

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- The first Convenient Care Clinic (CCC) opened in 2000.
- Today there are over 500 clinics operated by more than 25 companies and hospital systems across America.
- Projections suggest that there will be 700 Convenient Care Clinics in the United States by the end of 2007.



# What does the CCA do?

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***With over 500 clinics in the market,  
the industry needs a voice and conscience***

*Following a national summit of convenient care industry leaders and other health care leaders in the summer of 2006, the CCA was founded as a trade association in October 2006*

- **Shares resources, best practices, experiences and ideas among members**
- **Develops common standards of operation to ensure the highest quality of care throughout all Convenient Care Clinics (CCCs)**
- **Provides a united voice for the industry and to educate and promote the concept of Convenient Care Clinics, and to respond to questions about this evolving industry**
- **Reaches out to the existing medical community and creates new partnerships**



# Adopting Standards

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## **CCA Standards Adopted in March 2007 (sample below):**

- All CCA Members are committed to monitoring quality on an ongoing basis, including but not limited to:
  - a) peer review;
  - b) collaborating physician review;
  - c) use of evidence-based guidelines;
  - d) collecting aggregate data on selected quality and safety outcomes; and
  - e) collecting patient satisfaction data.
- All CCA Members build relationships with traditional health care providers and hospitals, and work towards a goal of using EHRs to share patient information and ensure continuity of care.
- All CCA Members support a medical home and are committed to encouraging patients to establish a relationship with a primary care provider, and to making appropriate and careful referrals for follow-on care and for conditions that are outside of the scope of the clinic's services.



# Convenient Care Providers

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Small health care clinics, based in convenient locations accessible to the public, which are primarily staffed by:

- Nurse Practitioners (NPs);

Clinics may also be staffed by:

- Physician assistants (PAs); and/or
- Physicians (MDs or DOs)



# The CCC Model

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- **Affordable** – Low overhead and low start-up costs
- **Basic care** – Limited to 25-35 common treatments (sore throat, cold, flu, rashes, etc.), vaccinations, and physicals
- **Short visits** – 15 minutes maximum
- **Accessible** – Open on nights and weekends
- **Efficient** – Industry-wide use of Electronic Medical Records
- **Transparent pricing** – The consumer knows what the visit will cost before the visit begins
- **Effective Communication** – The consumer leaves with his or her own electronic health record



# What are Convenient Care Clinics *NOT*?

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- **CCCs are NOT full-service medical facilities.** They provide a limited range of services.
- **CCCs are NOT resources for ongoing primary care.** Patients who need follow-up care are referred to primary care providers.

*Approximately 30% of patients seen in CCA Member Clinics say they do not have a primary care provider that they usually go to for healthcare.* In these cases, clinic staff connect patients with local primary care providers and encourage patients to develop a relationship with a healthcare home.





# Why do we need Convenient Care Clinics?

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- CCCs **complement the established health care delivery system** by giving consumers an accessible and affordable option for non-emergency and preventive care.
- CCCs **provide an entry point into the health care system for consumers** who are having difficulties accessing traditional medical providers.
- CCCs **provide referrals to primary care providers**, nearby free clinics, or nearby Emergency Rooms when patients present conditions that are outside of the clinic's limited scope, or when ongoing care is necessary.
- The Convenient Care industry is emerging as **an effective answer to many of the cost and access difficulties facing traditional health care practices** across the United States.
- CCCs provide **cost-effective, quality care that allows patients to be treated quickly so that they can return to their everyday lives.**



# Consumers and Convenient Care Clinics

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**CCA Members boast a 98%  
consumer satisfaction rate.**

## **Real consumer feedback from CCA Members' patient surveys:**

**"Without having insurance, seeking medical treatment can be very expensive. I was happy that the cost was something I could afford and still get good care."**

**"Imagine – a patient-oriented, reasonably priced service! Keep up the innovative thinking!"**

**"I never knew about this until today. Affordable health care for minor illness is great. I might have waited until I was really sick before I sought help otherwise."**

**"As a mother of 5, this service is a godsend! I knew [my son] had strep and didn't have to go through all the usual hassle and overcharging from the usual doctor's office. Plus, being a weekend, your service gave me an option to bypass urgent care which would have had a \$250 copay! I am so grateful for this option in health care."**



# Partnerships & Synergies with the Medical Community

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**CCCs benefit the Medical Community in the following ways:**

***Overflow outlet for***

- busy physician practices
- evening/weekend/holiday coverage
- overburdened emergency rooms

***Easier access to health care***

- particularly for those individuals without a PCP, without insurance, and/or in underserved areas
- connects individuals without a PCP to a medical home

***Earlier access to health care***

- reduces illness severity and spreading of infections
- encourages preventive care
- reduces overall health care utilization



# Partnerships & Synergies with the Health Systems

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- Many large, non-profit health systems have created subsidiary Convenient Care Clinics that benefit from the health system's reputation, infrastructure and physician referral network.
- Health systems view CCCs as an opportunity to decrease inappropriate use of hospital ERs, and increase access to basic health care services and preventative care.
- **CCA's Health System Members include:**
  - **AtlantiCare (New Jersey)**
  - **Aurora Health System (Wisconsin)**
  - **Geisinger Medical System (Pennsylvania)**
  - **Memorial Health System (Indiana)**
  - **Sutter Health (California)**



# Summary

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- **Convenient Care is an emerging segment of the U.S. health care industry** whose rapid growth is being fueled by irreversible economic, technological and lifestyle trends
- Projections suggest that **there will be 600-700 Convenient Care Clinics in the United States by the end of 2007.**
- The CCA was founded in 2006 to provide a **united voice to advance the needs of CCCs and consumers**
- The CCC model is **Affordable, Accessible, Efficient, Basic care** with **Price Transparency and Effective communication.**
- CCCs **provide an entry point into the healthcare system for patients who lack a healthcare home** or who have difficulty accessing traditional healthcare providers.
- **CCCs are NOT full-service medical facilities**, and they are NOT resources for ongoing primary care.
- CCCs appeal to consumers and have an exceptionally **high patient satisfaction rate.**
- **CCCs benefit insurers, the medical community, consumers, and health systems.**



# Convenient Care Association

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## FOR MORE INFORMATION:

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