



# The Impact of Public Policy on the Growth and Direction of Retail-Based Convenient Care

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- Challenges we have faced
- Responses to those challenges
- Current climate
- What's next



# First public objections

amednews.com

—• THE NEWSPAPER FOR AMERICA'S PHYSICIANS •—

PROFESSIONAL ISSUES

## **AMA meeting: Delegates seek more oversight of retail clinics**

**The AMA house tries to ensure the clinics don't get special treatment from regulators and insurance companies, and don't compromise quality of care.**



# Early responses to questions

- Quality and Safety Standards
  - Exceed recommended attributes from AMA, AAP, and AAFP
  - Drafted with input from AAFP, AAP, national nursing groups, and JCAHO
  - Issued 2007; revised January 2011 to reflect changes in industry
- Created third-party certification process for CCA members
  - Support other accreditations



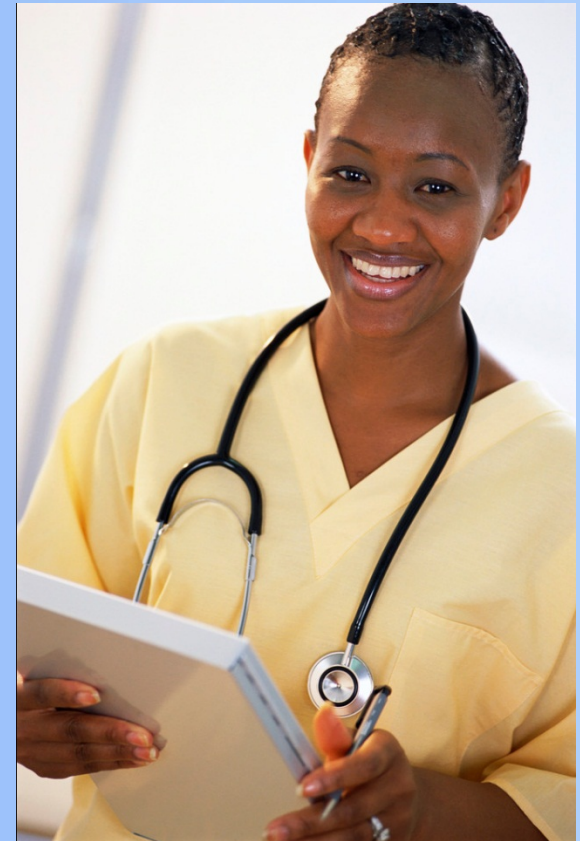
# Areas that have been targeted

- Related to the provider's practice
- Related to the clinic facility
- Related to the business model
- Related to the retail host



# How we've been successful

- Arguing for increasing access
- Supplementing ERs and overbooked physician practices
- Demonstrating our quality
- Demonstrating our affordability and cost-effectiveness
- Good for market competition





## 2011: A break in the action?

- Quiet year so far! States far too concerned with their budgets and healthcare reform; we're not on the radar.
- Could be a good, stabilizing year for us. Industry is growing and getting attention in the media as a good resource.
- Enhancing the role of NPs and PAs could be really positive for convenient care.



## But challenges to be expected

- State-level AMA, AAFP, and AAP chapters still pursuing legislation and regulation
- Local-level issues such as related to sports physicals
- Expansion of scope of services will draw attention
  - Still concerns about quality/safety





# Federal involvement?



- Not as much
- Expect to offer access point to newly insured, as provider shortage increases and population continues to age
- FTC advisory opinions
- CDC?
- Comments on requests for information coming out of CMS, DHHS
- What if PPACA falls apart?



# Factors to keep in mind

- State's legislative climate (e.g., budget concerns may stall other initiatives)
- Existing dynamics among state provider organizations
- What is our baseline?
- Political make-up of a state's executive office and legislature



Thank you!

Questions?

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