



Welcome to the Retail Clinic Summit

Tine Hansen-Turton, MGA, JD
Executive Director,
Convenient Care Association

Philadelphia, PA

March 2010



Industry History and Background

- The first convenient care clinic (CCC) opened in 2000, operated by what is now MinuteClinic.
- The Convenient Care Association (CCA) was incorporated in October 2006 with about 150 CCCs in operation.
- Today there are around 1200 clinics in more than 30 states across the country.



Why the need for this new model?

- As few as 2% of medical students coming out of U.S. medical schools report they intend to pursue a career in general primary care.
- Between 30% and 60% of CCC patients report not having a PCP. As many as 40% of CCC patients say they would have sought costlier care or have foregone care entirely if there had not been a CCC.
- Growing popularity of 'consumer-driven' health plans and HSAs leaves many needing a cost-effective option to pay cash.
- Rapid growth of uninsured population that now includes 47 million people.
- Increasing time pressures on consumers, especially women in dual-income families and families with children living at home, who desire more convenience, affordability and choice in their healthcare.



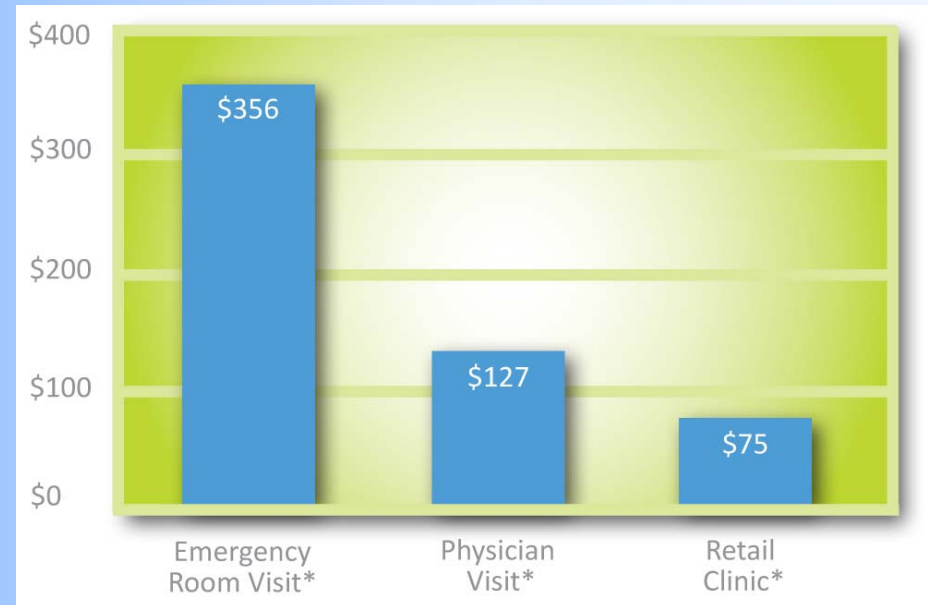
Why does it work?

Broad support from:

- Consumers → 90% patient satisfaction across the industry.
- Payers → almost universal uptake by private insurers, as well as many government payers.
- Policymakers → view CCCs as a way to increase accessibility for constituents.
- Employers → CCCs save them money and increase employee productivity.

CCCA Affordability

- For the most common conditions and services, patients pay significantly less at a CCC than at a primary care practice or emergency room.
- Minnesota Blue Cross Blue Shield dropped co-pays for their members who visit CCCs, recognizing the cost-savings as well as patient demand.



*Health Partners, September 2008 as published in the journal Health Affairs. Survey examined five most common episodes treated in a retail clinic: sore throat, otitis media, acute sinusitis, conjunctivitis, urinary tract infection.



Accessibility

- Open weeknights and weekends, so busy, working people can fit in a visit without having to make an appointment or take time from their jobs.
- Focused scope of services contributes to average visit times of 15 to 20 minutes.
- Patients have convenient access to pharmacy and over-the-counter products in the clinic's retail host store.

- CCA Quality and Safety Standards
- Recommended Practices
- Third-party Certification
- Evidence-Based Practice Guidelines
- Electronic Health Records



What does the future hold?

- Expansion into more primary care services such as health screenings and chronic care management.
- Continue to provide valuable entry point into the health care system for those who cannot or choose not to go through traditional channels.
- Public need for clinics will grow as more people are included under health insurance plans through health care reform.



For more information about the Convenient Care Association and the industry, please visit our website at www.ccaclinics.org, or contact Tine at Tine@ccaclinics.org or 215-731-7140.