



2012 Annual Convention
Las Vegas, NV
Growing Your Urgent Care: Sustainable Competitive Advantage
Monday, April 16th

Faculty: William Martin, PsyD, Jimmy Hoppers, MD

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|---------------|--|-------------|--|
| 7:00-8:00am | Registration | | <ul style="list-style-type: none"> • SWOT • Identify your unique assets • Assess your organizational competencies |
| 8:00-8:15am | Introduction/Housekeeping | | |
| 8:15-9:15am | Determining Your Current Competitive Advantages | | Guest speaker: Tim Reynolds, MD |
| | <ul style="list-style-type: none"> • What business are you in? • What makes you unique? • What protects you from competition? | 2:00-2:15pm | Break |
| | | 2:15-3:15pm | Turning Unique Assets into Sustainable Competitive Advantage |
| 9:15-9:30am | Break | | <ul style="list-style-type: none"> • Tangible/Intangible Assets • Organizational Capabilities • Five Key Questions • Real Life Answers |
| 9:30-10:30am | Identifying Unique Assets – Models in Industry | | |
| | <ul style="list-style-type: none"> • Stakeholders • Disruptive Models • Value Proposition | 3:15-3:30pm | Break |
| | | 3:30-4:30pm | Breaking Down Barriers to Success |
| 10:30-10:45am | Break | | |
| 10:45-11:45am | Identifying & Leveraging Unique Assets – Models in Urgent Care | | <ul style="list-style-type: none"> • Myths & Realities • Taking it home – The journey of a thousand miles |
| | <ul style="list-style-type: none"> • Competition • Managing Stakeholder Relationships • Revisiting the Value Proposition | 5:00pm | Exhibit Hall Opens |
| | | 6:00-7:00pm | National Convention Opening Reception |
| 11:45-1:00pm | Group Lunch | | |
| 1:00-2:00pm | Organizational Audit | | |