

Saying Hello

■ Steve Sellars

It's an incredible honor to be writing this column as the new CEO of the Urgent Care Association (UCA). I've long admired the work of this organization, and over the past several years, I've had the privilege of engaging with many of you as a colleague, advocate, and fellow believer in the value Urgent Care brings to healthcare. Stepping into this role feels less like a new beginning and more like a full-circle moment—one that fills me with immense gratitude.

Many of you know me from my time leading an Urgent Care organization and serving on boards and committees within UCA and its affiliates. Like so many in this field, I didn't necessarily plan on a career in Urgent Care, but once I was in, I never looked back.

I'm incredibly grateful for my time at Premier Health, where I was introduced to Urgent Care and had the privilege of working alongside some of the most talented professionals in the field. That experience shaped me both personally and professionally, and it deepened my appreciation for the complexity and the reward of delivering high-quality services. The team I worked with embodied the best of what Urgent Care represents: dedication to patients, innovation in delivery, and a deep sense of mission.

Through my involvement with UCA, I've found a community of professionals who are smart, mission-driven, and deeply committed to meeting people where they are. Over the years, Urgent Care has grown not only in size and visibility but also in purpose and influence. One of the things I've always appreciated about Urgent Care is how personal it feels. We talk a lot about patient-centered care, but this field has always been clinician- and people-centered, too. The way we collaborate, share ideas and support each other through tough times makes UCA feel more like a family than just a trade association. That's not just a metaphor—I've experienced it firsthand.

I'm immensely proud of our field. We've transformed

how healthcare is accessed and delivered, making it more convenient, responsive, and affordable for millions each year. We fill critical gaps in the system, absorb surges during public health crises and bring care into communities that need it most. We innovate with technology, adapt to regulatory change and rise to meet workforce and economic pressures. But now, we must also meet the expectations of today's healthcare consumer. That means doubling down on high quality, clinical excellence, and exceptional outcomes. In an environment where value is measured not just by convenience, but by consistency and results, Urgent Care must rise to the occasion—and I know we will.

There's important work ahead in an increasingly complex and competitive healthcare landscape. Our members need a strong voice to ensure Urgent Care receives the recognition it deserves. We must also remain focused on delivering the education, tools and support our members need. Whether you're focused on operational sustainability, workforce development, clinical excellence, or improving reimbursement strategies, UCA wants to be your trusted partner.

As your CEO, I'm committed to building on the strong foundation that's already in place. UCA has grown in reach and relevance thanks to years of thoughtful leadership—from our founders and volunteer boards to our dedicated members. I intend to listen, learn, and stay close to the people who make this field what it is.

My ask is simple: Whether you're new to the field or a long-time leader, get involved with UCA. Lend your voice, share your experience and help shape the future of Urgent Care. We are stronger, smarter, and more impactful when we do it together.

I also want to thank Lou Ellen Horwitz for her incredible contributions and passionate leadership. Her tireless advocacy, relentless dedication, and unwavering commitment to making us better have made a lasting difference. She leaves big shoes to fill, and I step into this role with deep respect for the path she helped carve.

Thank you for the warm welcome, the trust you've placed in me, and the tireless work you do every day. I'm honored to be part of this journey with you. ■



Steve Sellars is Chief Executive Officer of the Urgent Care Association.