

Our Voice Is Getting Stronger — Let's Use It

■ Steve Sellars

As we move into June, I've been reflecting on the momentum we've built and what we do with it next. Our Convention in Chicago brought our field together in a powerful way. The conversations were thoughtful, practical, and forward-looking. We saw alignment forming around some of the most important issues we face: advocacy, workforce, reimbursement, and the continued evolution of our care model.

Since then, that momentum has continued. Our work in Washington is advancing. Engagement at the state level is constantly expanding, and our focus on strengthening how we communicate the value of Urgent Care is becoming more intentional and more coordinated.

That last point matters. For years, Urgent Care has delivered real value. We improve access, reduce unnecessary emergency department utilization, and provide high-quality care in a cost-effective setting. But too often, that story is understood locally and not consistently told at scale.

That is changing. Across the Urgent Care Association (UCA) and our affiliated organizations, we are strengthening how we define, support, and communicate the value of Urgent Care. Through the College of Urgent Care Medicine and the Urgent Care College of Physicians, we're advancing clinical education and supporting the professionals who deliver care every day. Through the Urgent Care Foundation, we're elevating awareness of our role in communities and expanding understanding of the care we provide. And through the Commission on Ambulatory and Urgent Care Quality, we're reinforcing standards and accountability that strengthen credibility with patients, payers, employers, and policymakers.

Together, this work creates a more complete and credible picture of who we are as a field. This is where advocacy and communications come together. Advocacy is not

just about policy. It's about positioning and ensuring our model is understood, respected, and appropriately valued. And that only happens when we're aligned, not just in what we do, but in how we talk about it.

We're beginning to see the impact of that alignment. When we show up in Washington with a clear message supported by data and experience, people listen. When we engage at the state level with consistency, we build credibility. When we align around clinical standards, education, and quality, we strengthen trust across the health-care system. But our voice only carries weight when it represents the entire industry, not just a portion of it.

So let me be direct. If you are not engaged with UCA and the broader work of UCA and its affiliates, you're missing an opportunity to help shape the future of this field. We're seeing more leaders serving on committees, contributing to advocacy efforts, speaking at events, and engaging at the national and state level. That involvement is making a difference.

But we need more operators, more clinicians, and more organizations aligned around a common message. When we speak together, we're more credible with policymakers, more effective with payers, and stronger in our communities.

Policy changes will impact your reimbursement and your operations. The standards we define will influence how our care is measured and trusted. And the way we tell our story will shape how Urgent Care is understood and valued.

UCA is the platform to bring those voices together. Whether that means becoming a member, participating in advocacy, contributing data, engaging with your regional chapter, or supporting the work of our affiliates, your involvement matters.

As we look ahead, our priorities remain clear: advancing advocacy, proving value through data and outcomes, strengthening clinical excellence, and elevating how we communicate the role of Urgent Care in everyday health-care. Now is the time to come together and ensure Urgent Care is not just part of the conversation but leading it. ■



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