



URGENT INTERACTIONS



“Urgent care continues to grow and evolve. Owners, operators, and clinicians need to collaborate in order to move the field forward and meet the changing landscape. The business and clinical sides of medicine must be balanced to ensure excellent patient care—because that is who we are here to serve.”

— **Lindsey E. Fish, MD, FCUCM**
JUCM Editor in Chief



“The patient is a poor historian. They might not be able to give a good history, but we are the historians, the documentarians, and the investigative reporters.”

— **Michael Weinstock, MD**
JUCM Senior Clinical Editor



“When we use a suboptimal tool every day, clinicians tend to get comfortable with a suboptimal status quo—regardless of how imperfect it may be. Ear pain is among the most common complaints we see in urgent care, and the otoscope is a highly imperfect diagnostic tool. Better tools exist—namely tympanometry—and we wanted to show that such a tool presents a viable option for improving how we assess ear complaints in urgent care.”

— **Joshua Russell MD, MSc, ELS, FCUCM, FACEP**
author of “Application of an Algorithmic Prediction Model to Determine the Utility and Financial Viability of Tympanometry as a Diagnostic Tool in Urgent Care” (page 25)



A WORD OF THANKS

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