



FROM THE EXECUTIVE DIRECTOR

We Hear You

■ LOU ELLEN HORWITZ, MA



One of my favorite parts of a conference is getting to read the participant evaluations.

I think that all of us—be it through patient satisfaction surveys or course evaluations—like to get feedback on how we are doing. It provides us with a direct link to our “customer” and points us toward a path to follow for planning our next moves.

As you (hopefully) have heard, the 2007 convention was our biggest and best conference yet. According to the evaluations, the conference format, content, keynote speakers, and networking opportunities were all very well done. You also told us about desires for more flexible course choices, more informal networking time, more idea exchange opportunities, and even more advanced courses.

Well, we heard you. By the time you read this, plans will already be underway for our 2008 Urgent Care National Conference. Watch the website and *JUCM* to learn more about this great event as the details unfold.

We Want You

A common question at the convention was, “How can I get involved with UCAOA?”

Let me first say how excited we are about all of the opportunities for participation we have to share with you. One of the benefits and challenges of the rapid growth rate UCAOA is experiencing is the plethora of ideas and initiatives we have. The Board of Directors has the challenge of focusing those ideas on what is most important for UCAOA and the industry, and the staff has the challenge of making them all happen. And that’s where you come in.

Dedicated volunteers are at the heart of any successful

association. We need your efforts and expertise to help us make things happen, so please consider this a personal invitation to join us in bringing about UCAOA’s future and the future of urgent care.

To learn about how you can work with us on our many initiatives, visit the website (www.ucaoa.org) and click on the “Get Involved” link. Or, drop me an e-mail at lorwitz@ucaoa.org.



Coming Soon

We also hope you’ll make plans to join us (or send a colleague) at our upcoming Fall Conference in Chicago, October 26-27.

In addition to our popular Starting a New Urgent Care Center track, we’re presenting an updated course on Specialized Coding for Urgent Care, and a brand new program on Urgent Care Center Marketing, covering topics from signage to advertising to building relationships with the media. Visit the website for full details on all of the Fall Conference courses.

In closing, I’d like to welcome our new Board of Directors members. We are so appreciative of the time and effort that all of our Board members share with us on your behalf.

Elected (or re-elected) by their peers at the convention were David Stern, MD, CPC, Lee Resnick, MD, Dan Konow, PA-C, MBA, and Marc Salzberg, MD, FACEP.

We look forward to seeing all of you at an upcoming conference. ■



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