



FROM THE EXECUTIVE DIRECTOR

Happy Anniversary

■ LOU ELLEN HORWITZ, MA

It's hard to believe the first issue of *JUCM, The Journal of Urgent Care Medicine* was published a year ago.

In that inaugural issue, we at UCAOA were looking ahead to all of our plans for the coming year: launch of the new website to make our information more accessible to you, our new toll-free number to make it easier for you to reach us, a new benchmarking survey to continue our efforts adding data to the field, new opportunities for member involvement, and more.

With all of that behind us, we are looking ahead again. Here are some of the things you can look for in the coming months:

- **Redesigned website:** Yes, we are redoing the website again! As a result of your feedback telling us that you want it to be even easier to find urgent care content, we'll be rearranging the information we have so you can access, for instance, all of the coding resources (articles, courses, etc.) in one place.
- **More urgent care content:** Our two new staff positions, utilizing experts from the clinical and delivery sides of urgent care, will help us meet your needs for



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more content in all aspects of urgent care—on the website, in the forums, in our conferences, and in *JUCM*.

- **Better data:** We are delighted to have contracted with a leading researcher to launch the first formal, nationwide urgent care industry survey. We look forward to sharing the details of this exciting initiative in coming issues.
- **2008 convention, redesigned just for you:** We have taken a close look at all of your feedback about the past conventions, and believe you will love what we are planning for New Orleans next year. New elements include more time for small-group networking, visiting vendors, and leisure activities in the afternoons, more diverse content choices for participants at all experience levels on both the clinical and administrative sides of urgent care, and better ways for attendees with similar interests to connect with one another. We can't wait to tell you all about it!

With your investments in us through membership and conference attendance, we are able to invest more and more into contributing to the urgent care industry. Together, we are making a difference in the lives of patients and providers—so what I said in my first column is just as true a year later: it's an exciting time to be in urgent care! ■



Urgent Care
ANNUAL CONVENTION

Announcing the 2008
Urgent Care Annual Convention
NEW ORLEANS
April 29-May 2, 2008

For updates and more information call **877-MYUCAOA** or www.ucaoa.org