



FROM THE EXECUTIVE DIRECTOR

Look Out, World!

■ LOU ELLEN HORWITZ, MA

Let's talk about growth for a moment. I know that 99% of the urgent care owners I talk to are so busy they can hardly breathe. We are hearing average patients per day numbers of 57, 78, even 112 at one clinic in the Northwest. Everyone agrees, this is a good thing—but wow, are we busy!

All the retail clinic press coverage notwithstanding, it's urgent care that's truly on the move. We still don't have an accurate count of all the centers in the country, but our new benchmarking study will take another giant leap toward having that data. (Surveys will start mailing in January, so we'll share more about that in December's column.)

I hope you all are seeing the same levels of demand in your own centers. Not only is it good for you, it's obviously good for your community, and good for the entire field of urgent care. One thing that has become clear to us over the past year is that the more of us there are in urgent care, the more the medical community and payor community will pay attention to what we have to say.

While UCAOA has always been happy to attract new members, one particular fact—the need for a strong voice—makes our mandate for growth more important than ever.

So, while it's not typically my intent to use this space to sell anything to you, I would ask you to do one thing for us: tell your friends about UCAOA. And even if you aren't typically a "joiner," we want you to become a member; your alliance is extremely important and will help empower UCAOA to truly be representative of the entire field of urgent care.

Internal Growth

That said, I want to share a little bit about our own growth, and also about the growth of the UCAOA Urgent Care Convention we're planning for 2008.

Thanks (we believe) to a strong devotion to our members and their needs, we have been privileged to be able to con-

tinue expanding the staff at UCAOA, so that we can continue expanding our ability to play a role in the success of your urgent care centers.

Our full-time staff has grown to four people (come and meet them on the website in the About Us area of www.ucaoa.org) who work hard every day to exceed your expectations. By the way, we'd also love to know how you think we are doing.

In addition to our full-time staff, we have recently welcomed Phillip Disraeli, MD, FAAFP and Alan Ayers, MBA, MAcc as our two newest collaborators. We will leverage the expertise of these two individuals to enhance the content on our website, in print, and at the conferences so we can bring you improved and expanded information on both the clinical and business sides of urgent care. We look forward to sharing their contributions with you.

2008 Convention

Lastly, I want to share a sneak peek at how the upcoming 2008 Urgent Care Convention is growing.

We are almost doubling the topic offerings for the next convention—you wanted more choices, and you're going to get them. However, choosing what offerings to go to will be your biggest challenge, because they're all great.

We're also expanding the Starting a New Urgent Care Center program from one day to two days; there's just too much you need to know to fit into one day. This will provide a good starting point for those new to urgent care, so we can focus the rest of the convention on more advanced topics for all of you veterans out there.

There's more, but you'll have to wait for the brochure to see it. We hope to have it in the mail by mid-December.

I know many of you have already marked the 2008 convention dates on your calendar (April 29-May 2), but you may want to add a few days on the front or back of that, because we are there right between the two weeks of JazzFest—as if our convention isn't going to be entertaining enough!

Hope everyone has a Happy Thanksgiving, and on behalf of all of us at UCAOA, know that we are thankful for you and for all that you do to improve the healthcare of our communities. ■



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