



## FROM THE EXECUTIVE DIRECTOR

# Bright, Shiny, and New

■ LOU ELLEN HORWITZ, MA

Ah, the dawning of the New Year.

As I write this, December is drawing to a close. It's the season we find ourselves repeating the same phrase, almost like a mantra: "...after the first of the year..." "...after the first of the year..." "...after the first of the year..."

In case you haven't noticed, "after the first of the year" has arrived! Time to make good on all those promises we made to ourselves and to others.

One promise UCAOA made to all of you was for a new website, and I am pleased to tell you it is well underway.

Here are some of the changes you can look forward to:

- **Easier to find what you look for most often.** As UCAOA and urgent care have grown, the website has struggled to keep up. Our new design will make it easier to access the pages you look for regularly, and will be more flexible for the future.
- **Easier to find new content.** We'll be adding a Search box, plus changing the front page so you can see what's new with less scrolling.
- **Improved statistics.** With the research behind the new Benchmarking Survey, we'll be able to provide better data on the industry.
- **Simplicity.** Less on-screen reading required to navigate through the pages to get to what you really want.

We will also continue to add new content in the Members Only section. Recent additions include samples of:

- job descriptions
- timeline for opening a new center
- equipment lists
- physician coding cheat sheets
- promotional calendars
- forms for intake, discharge, transfers, referrals, and refusal of care.

If you aren't currently a member, of course we recom-

mend that you become one to access these resources!

We plan to launch the new website in late February, so look for it and enjoy all the upgrades we have in store for you.

### **New National Urgent Care Data to be Announced**

We also plan to reveal new benchmarking data—but we can't ensure it reflects the perspective of our membership if you don't complete your survey.

If you received one of the Benchmarking Surveys recently, **please make it a priority to fill it out and mail it in.** The input of your urgent care center is critical.

### **Annual Convention 2008**

By now, the brochure for the 2008 Urgent Care Convention, April 29–May 2 in New Orleans, should be in your hands. (And if it isn't in your hands, it's probably because you're not a member of UCAOA—another reason to join the association. You can also download the brochure on our website—[www.ucaoa.org](http://www.ucaoa.org).)

As we hope you'll agree, the convention looks better than ever. As I've shared with you before, we've expanded our Clinic Start-up Program into two days, kept the popular one-day pre-conference programs on Clinical Procedures, Billing, and Occupational Medicine, and almost doubled the amount of clinical and business sessions in the main convention.

We look forward to sharing all of the great speakers—many of whom have contributed to *JUCM*—plus just the pleasure of getting together with you to share ideas and to chart the future of UCAOA.

**The early registration period has already begun; the deadline is February 1.** Early registration is the best deal in town—a potential \$200 savings off regular tuition prices—so we encourage you to take advantage of it. Operators (also known as our friendly UCAOA staff) are standing by!

We look forward to seeing you in New Orleans, but we love to hear from you any time so keep those cards and letters coming; e-mail me at [lhowitz@ucaoa.org](mailto:lhowitz@ucaoa.org) and let's see what we can do together in 2008. ■



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