



FROM THE EXECUTIVE DIRECTOR

Tweet

■ LOU ELLEN HORWITZ, MA

I don't have a Blackberry. I do have a cell phone; it makes calls, and can take pictures, and send text messages, but by the time I've gotten to about the third word I just get frustrated and call.

I am not a technophobe, I actually love technology—I just don't necessarily want it following me wherever I go. Which makes you wonder why I have opened a Twitter account for UCAOA.

I got dragged—kicking and screaming—into the “social networking” world about a year ago and have ended up having a marvelous time. So, when someone suggested we get a Twitter site, though it felt like one more step toward becoming a technology fashion victim, I had to look into it.

One of the biggest difficulties we have had at UCAOA is finding ways to get timely information to you in a nonintrusive, yet easy to access, but not overwhelming way. Currently, we have just a few good ways of doing that:

1. The monthly e-mail newsletter (but it only comes out once a month and we don't want to further clutter your already-full Inbox).
2. The website. We change the front page once a week at least (but you have to go there on your own to see “What's New” and we know you don't always think to do that).
3. This column (but it is written weeks in advance of your reading it, so while it's great for many things, it doesn't work for many others).

Members have long wanted the Forum e-mails to “push” to them. And they can, but not everyone wants that much content at once; again, that can be overwhelming in the middle of a busy day.

Which brings me back to Twitter. Although all the news about Twitter has been about celebrities and such, turns out it does have possibilities for us (and many other top com-

panies who use it to communicate), so we've decided to give it a try and would like you to join us.

“Anytime we hear anything of interest to the urgent care world we will 'tweet' a very short, easily digestible message to you.”

For those of you who haven't jumped on this bandwagon, either (or should I say bandwidth?), here's what it is and how it works:

Twitter is a service/software/company/thing that lets you “broadcast” short (there's a 140 character limit) messages to people who want to hear from you, instantly. Those people are called your “followers” in Twitter-speak.

So, if you follow UCAOA on Twitter, anytime we hear anything of interest to the urgent care world we will “tweet” (I'm not making this up) a very short, easily digestible message to you, either on your Twitter page or your cell phone or your Blackberry, to keep you up to date on what's happening.

You do need a Twitter page to make this work, but it takes literally one minute to set up at www.twitter.com. I know some of you already have Twitter pages (I am already following a few of you!), so tell your friends how easy it is.

Once you have a page, you just find “UCAOA” and click “follow.” That's it. You don't ever have to write (sorry, “tweet”) a thing, and the messages will sit on your page until you are ready to read them and catch up. You *can* get more involved than that, but you don't *have* to.

We hope you will give this a try. We don't post something every day, so don't be nervous; it should be a good way for us to share some of the “pearls” we pick up along the way and enrich your connection with the rest of urgent care.

Come on, jump on that bandwagon; you can sit by me. ■



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