



FROM THE EXECUTIVE DIRECTOR

What You Missed at the Members Meeting Last May

■ LOU ELLEN HORWITZ, MA

It was great to see so many of you in Chicago for the Annual Convention! For those of you who couldn't join us, I wanted to be sure you knew what was discussed at the Members Meeting so everyone is aware of where UCAOA is headed.

As you probably know, the UCAOA Board of Directors also meets before the Convention begins (and also in the fall). The Board approved some new strategic directions that we were able to announce just a few days later at the Members Meeting.

The new strategies represent an expansion of focus for UCAOA. Heretofore, our primary focus had been directly on you: the center owners and the professionals who work in those centers. Our job has been to develop and share resources to help each of your individual centers be as successful as possible. That will continue to be a focus, and we will still be working to bring you the best education and resources available.

In addition to that job, we have come to understand from all of you that we need to also be working to help you collectively, as an industry, to be as successful as possible. This means some shifts in how we allocate our resources and staffing, and how we spend our time each day. While we have been doing some small advocacy projects over the years, we are going to ramp up those efforts significantly in the coming year.

Thanks to all of you, we have been successful enough as an association to now have the funds to expand our staff and tap into other outside experts to begin to leverage the collective voice we have all worked so hard to build over the past few years. The Board of Directors has approved several new hires, so we can allow our current staff to grow in their roles and bring you new and better programs, as well as bring in some entirely

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new talent to begin that industry advocacy in earnest.

This will not happen overnight, but we have already begun taking some steps in those directions, and you should start seeing some public effects of those steps very soon. We've joined some other national organizations, have begun commenting publicly on specific legislation, and the hiring processes have begun. We are also getting UCAOA's name out there by attending the national meetings of organizations where we have (or are) stakeholders: insurance organizations, ACO summits, and others. I'm re-starting the Executive Director blog this month to help keep everyone up to date on our efforts, so watch for an announcement about that electronically. There's a lot to tell you about!

A few other items of significance were decided at the Members Meeting that we are pleased to re-announce here. Two awards were presented: the Outstanding Achievement Award to Stu Williams and Peter Murphy, publishers of JUCM, for their contributions to the field of urgent care, and the Life Member Award to Dale Key, long-time Board member and Benchmarking Committee Chair, for his extensive contributions to UCAOA.

We are pleased to welcome two new members to the UCAOA Board of Directors. Dr. Roger Hicks and Mr. Steve Sellers were newly elected by the membership, and we welcome back re-elected Directors Dr. Peter Lamelas, Dr. Don Dillahunty, and Laurel Stoimenoff for a second term.

Finally, the Directors elected Dr. Marc Salzberg to be UCAOA's new President and Dr. Nathan Newman as Vice President. Laurel Stoimenoff and Cindi Lang will continue in their roles as Treasurer and Secretary, respectively. Sincere thanks to all of these individuals for making UCAOA what it is today. ■



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